

IndustryBuildingBlocks.com provides industry sector and line-of-business information and analysis for the top 12,000 industries using the Industry Building Blocks Classification System™, a proprietary global industry taxonomy of approximately 12,000 non-overlapping strategically relevant industries which account for more than 97% of the global economy.

## IndustryBuildingBlocks.com Leverages TIBCO Silver Spotfire® to Revolutionize the Corporate Planning Process

### On demand business intelligence solution brings to life Harvard Business School Professor Michael E. Porter's Five Forces Analysis

There's no greater evangelist for the importance of strategic planning than Alan Michaels. Once the vice president of corporate planning for a \$7 billion Boston insurance company, he's become an entrepreneur and founder of IndustryBuildingBlocks.com, with a mission to develop the best available global industry segmentation and analysis of the global economy by line of business.

Inspired by Harvard Business School Professor Michael E. Porter's five forces industry analysis methodology, Michaels conceived of a business idea to provide a new tool and information resource based on defining the world's economy by industry for the top 12,000 industries to corporate planners and global marketing executives.

Corporate planners and marketing executives have long been challenged to find strategically relevant information with which to understand and analyze the global economy. While there may be about 20 industry sectors, there are actually nearly 12,000 distinct industries within those sectors. Michaels has amassed strategically-relevant information on 11,784 industries, comprising 97% of the global economy.

Clients using the IndustryBuildingBlock.com solution are typically companies seeking information about their lines of business and consultants who help companies with strategic planning, market segmentation, and competitive intelligence. For years they've been frustrated by the limitations of traditional business databases that don't go deep enough in their industry classifications to provide targeted data at the line-of-business level, where true competition takes place.

**CHALLENGE**

In order to visualize the information and put the insight into the hands of the customer, the IndustryBuildingBlocks.com solution required an on-demand business intelligence platform that was easy to use. The challenge was that it could take years and much expense to develop an engine and Internet platform on which to display, organize and manipulate vast amounts of data.

**SOLUTION**

Michaels stumbled upon TIBCO Silver Spotfire, an interactive dashboard creation and deployment solution, available at no charge for the first year of use. TIBCO Silver Spotfire is designed to enable business professionals to import data, create visualizations, analyze the data and publish the resultant dashboards to the web in a straightforward, intuitive process. With TIBCO Silver Spotfire, the vast databases could quickly be brought to life through interactive and immersive visualizations, facilitating fast analysis.

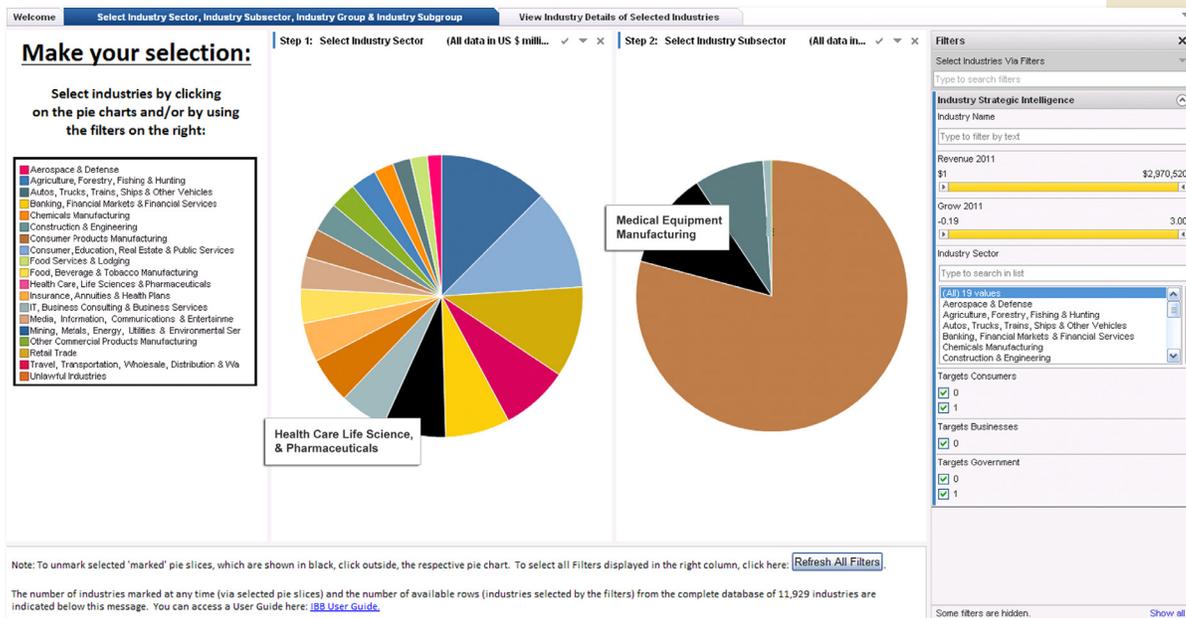
TIBCO Silver Spotfire comprises two parts: a full-featured, data analysis application easily downloaded to the desktop called TIBCO Spotfire Professional and a hosted, web-based publishing environment called TIBCO Silver Analytics. The desktop application is the environment where data is loaded and analyzed using built-in visual and computational analytics capabilities (such as scatter plots, pie charts,

line plots, regression algorithms, smoothing functions etc).

“To be able to use something this sophisticated in the cloud is phenomenal,” says Michaels. “I, and in turn my clients, don’t have to worry about the technology, just about the information itself, which is how it should be for maximum productivity.”

IT professionals might work for years to develop a tool with which to analyze and display vast amounts of information like this. “Within an hour of loading the information into TIBCO Silver Spotfire, I was able to search, select, group, and manipulate it and visualize market segments in a similar way,” notes Michaels. He estimates that the first 10% of TIBCO Silver Spotfire functionality provided 50% of what he needed done, and the improved speed and the dynamic color graphs are added bonuses.

Within seconds, TIBCO Silver Spotfire facilitates analysis of the global economy by industry sector, industry subsector, industry group, industry subgroup, and by specific industry of interest. At that point the customer has access to extremely granular information, such as: industry definition, industry revenue projections, industry competitors (by top corporate parent, immediate parent and brand); industry products, customer types and channel segments; industry substitutes and complements; industry vendor types; trends and uncertainties; as well as many other strategically-relevant data points.



### Use Case Examples

The marketing and sales organization at a heart stent manufacturer wants to analyze its industry competitors. The deepest level a typical business database would provide would be Medical Equipment Manufacturing – still a very broad category – requiring sifting through irrelevant data about hundreds of companies.

Using IndustryBuildingBlocks.com powered by TIBCO Silver Spotfire, the same research process scenario would be: customer logs on to the IndustryBuildingBlocks.com dashboard and sees a colored pie chart of 20 industry sectors.

1. First step: click on the "Healthcare, Life Sciences and Pharmaceuticals" sector pie slice
2. Second step: click on the "Medical Equipment Manufacturing" subsector pie slice
3. Third step: click on the "Medical Equipment for Body Parts" group pie slice
4. Fourth step: click on the "Heart-Related Products & Equipment" subgroup

With four mouse clicks the customer can view a list of industries that make up this subgroup, as well as click on any one of the industries to access a wealth of valuable five forces-type information that is precisely targeted to a specific industry. "This would be impossible with standard business database tools; or, at the very least, it would take months to develop," says Michaels. "Moreover, we've become a culture that expects immediate answers. TIBCO Silver Spotfire facilitates that."

### RESULTS

Though just recently launched, IndustryBuildingBlocks.com is taking off a year early thanks to TIBCO Silver Spotfire providing the visual dashboard for a thorough industry analysis database. Michaels is still in shock that within four weeks of deploying TIBCO Silver Spotfire he had the on demand business intelligence solution he had been envisioning for a long time.



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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