

# TIBCO Spotfire® Network Analytics



## CHALLENGE

Highly competitive organizations win by empowering their talented workforce to find the hidden risks and opportunities that exist in their data. It is not enough to simply implement systems for data storage and reporting, nor to rely on few highly trained experts with specialized tools. Those with critical business knowledge are analytically underutilized if all they can do is wait for the experts to hand results back in a spreadsheet.

Network graphs are an essential tool for analysts that need to visualize complex interactions among people, molecules, business processes, or other entities. Understanding these interaction networks is crucial to many modern business challenges in security, drug discovery, supply chain, health care administration, and more. However, answering tough questions and gaining competitive insight usually requires more than just the data in the network. The most powerful and unique insights require a user-friendly environment for rapidly testing new ideas and establishing connections across disparate data sources.

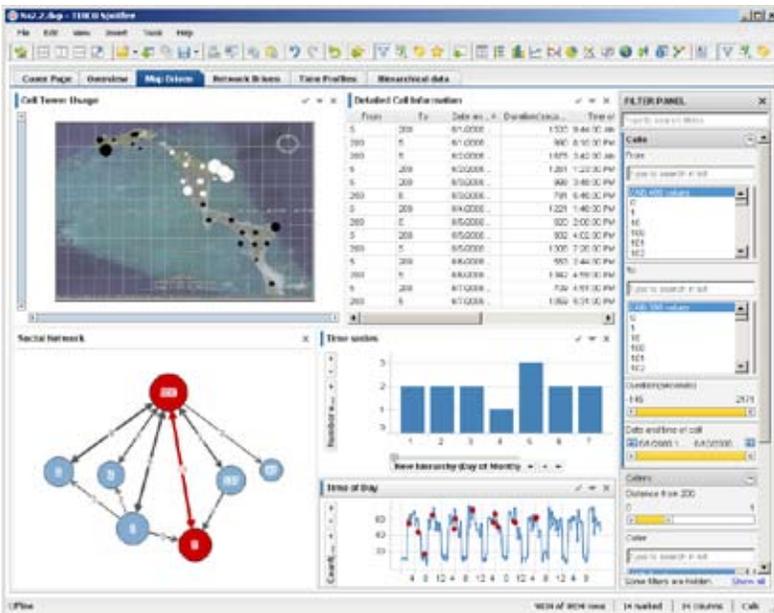
## AT A GLANCE

Spotfire® Network Analytics software combines powerful network analysis techniques with a highly interactive and intuitive analysis environment, enabling analysts to gain new insights into complex interaction networks and make critical decisions.

By linking network graphing with other interactive visualizations and tools, analysts gain an easy-to-use yet comprehensive analysis environment, whether analyzing interactions in social networks, molecular systems, business processes, or other networks of data.

## BENEFITS

- Discover new insights into complex networks of interactions and gain crucial data to support to hypotheses
- Gain a complete picture of complex systems by integrating network analysis with other data sources and visualization techniques
- Reduce the time to answers by enabling analysts to sift through dense networks easily and identify points of interest

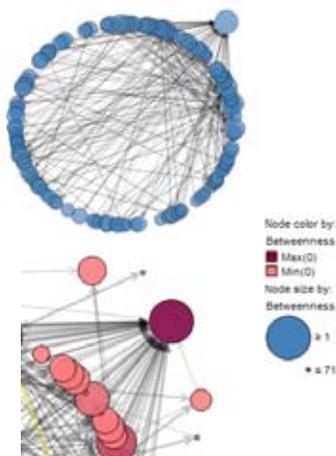
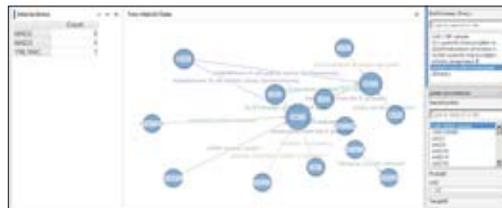
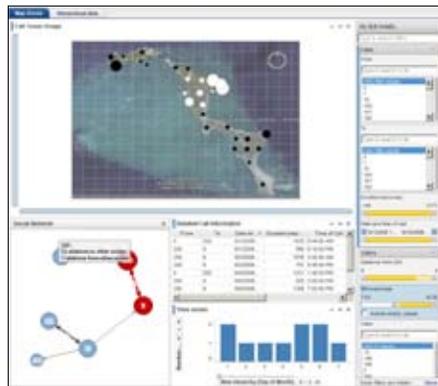


## SOLUTION

Unlike other complex tools designed solely for network analysis, Spotfire Network Analytics provides network graphing tightly integrated with TIBCO Spotfire® Professional software's suite of simple but powerful analysis tools. Users can quickly filter and explore data, as well as merge and link different kinds of data to reveal connections between them. This intuitive environment unleashes the knowledge of analysts by providing immediate answers to questions and crucial evidence to support hypotheses. For added power, developers can extend Spotfire Network Analytics with custom layouts and calculations of their own design.

## USE CASES

- Navigate and parse complex social networks. Find key players, and see how interaction patterns change over time.
- Uncover suspicious patterns of transactions between individuals.
- Analyze patterns of molecular interactions to help identify targets and treatment opportunities.
- Visualize supply chain or business process data. Drill into bottlenecks or areas that need attention.
- Represent hierarchical network data and easily drill down between its layers.



## EXTENSIONS

- Layouts quickly and intelligently arrange the graph. Circle and From-To layouts are provided with Spotfire Network Analytics
- Calculations help you find interesting data in your graph. Three centrality measures are included with Spotfire Network Analytics: Betweenness, Degree, and Distance/ Closeness.
- Add your own developed layouts and calculations

*"With other solutions, it's difficult to isolate and analyze patterns and relationships across large, active networks - such as a cell phone network. Spotfire gives users the ability to analyze network connections alongside temporal and geospatial data in a single environment, making it easy to filter down to specific regions, time periods, or persons of interest even when looking at enormous datasets -- an advantage that will save analysts time."*

- Irit Leibovici of Galilei Ltd.

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<http://spotfire.tibco.com>

TIBCO Spotfire,  
TIBCO Software Inc.  
212 Elm Street  
Somerville, MA 02144

**Tel:** +1 617 702 1600  
+1 800 245 4211

**Fax:** +1 617 702 1700