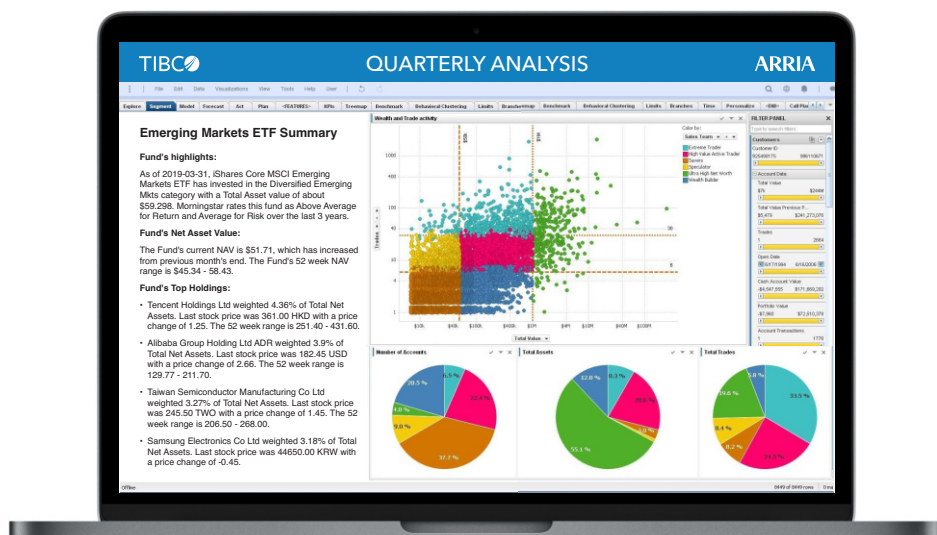


## TIBCO SPOTFIRE + ARRIA NLG

### Instantly narrate your BI dashboard

**"Identify opportunities faster than ever with the #1 tool that turns data into language"**



***TIBCO Spotfire with Arria NLG** instantly turns your dashboard (and all of its underlying data) into real-time, insightful narratives—as if written by your company's best subject matter experts.*

**Turbocharge your TIBCO dashboard by adding instant NLG narratives.** Arria NLG Studio For TIBCO gives you the ability to create dashboards that are simpler and faster to interpret by instantly generating expert narrative to accompany the visuals on your TIBCO dashboards. Plus, it analyzes and narrates all the underlying data to make sure you have the full picture—with no hidden surprises. No interpretation necessary. You'll receive actionable intelligence for faster decision-making, improved data understanding, and significant operational efficiencies.

TIBCO Spotfire with Arria NLG lets you easily integrate NLG into your current infrastructure—public cloud, private cloud, or customer hosted—to accommodate your permissions and data security requirements.

Two best-of-breed technologies brought together to transform your BI dashboards



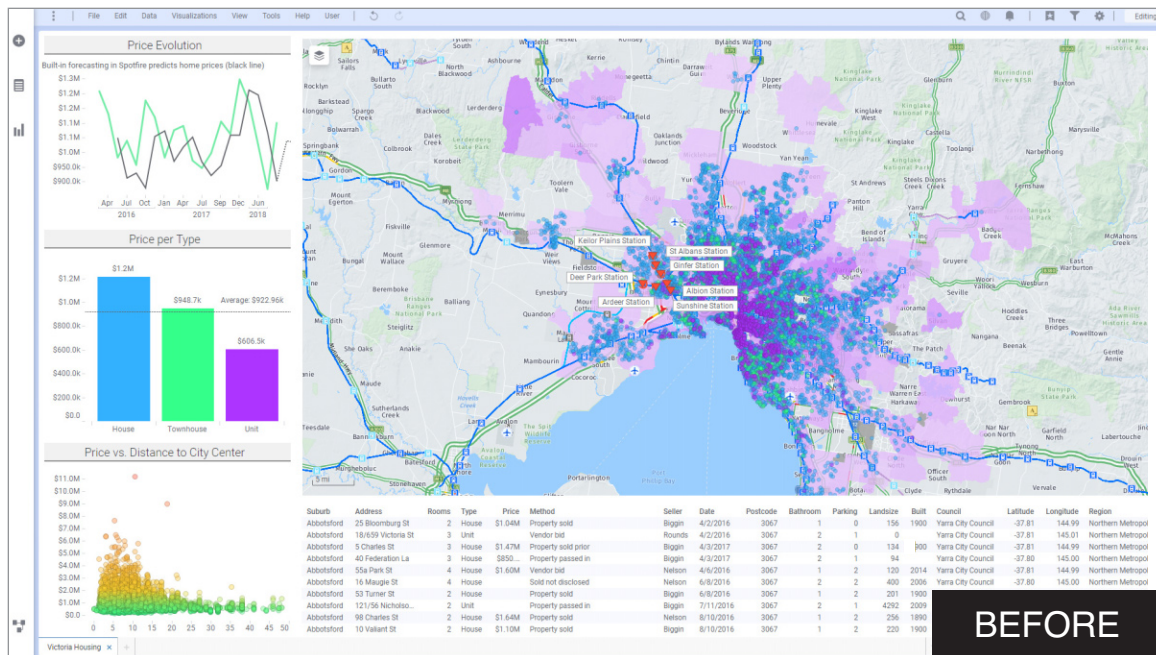
**TIBCO Spotfire** makes it fast and easy for everyone to benefit from data. The platform delivers self-service analytics for everyone and works with all kinds of data: data at rest and in motion (including real-time streaming data). It's completely reimagined user experience helps people get faster and better insights from more data—and data as it's generated in real time.

### ARRIA

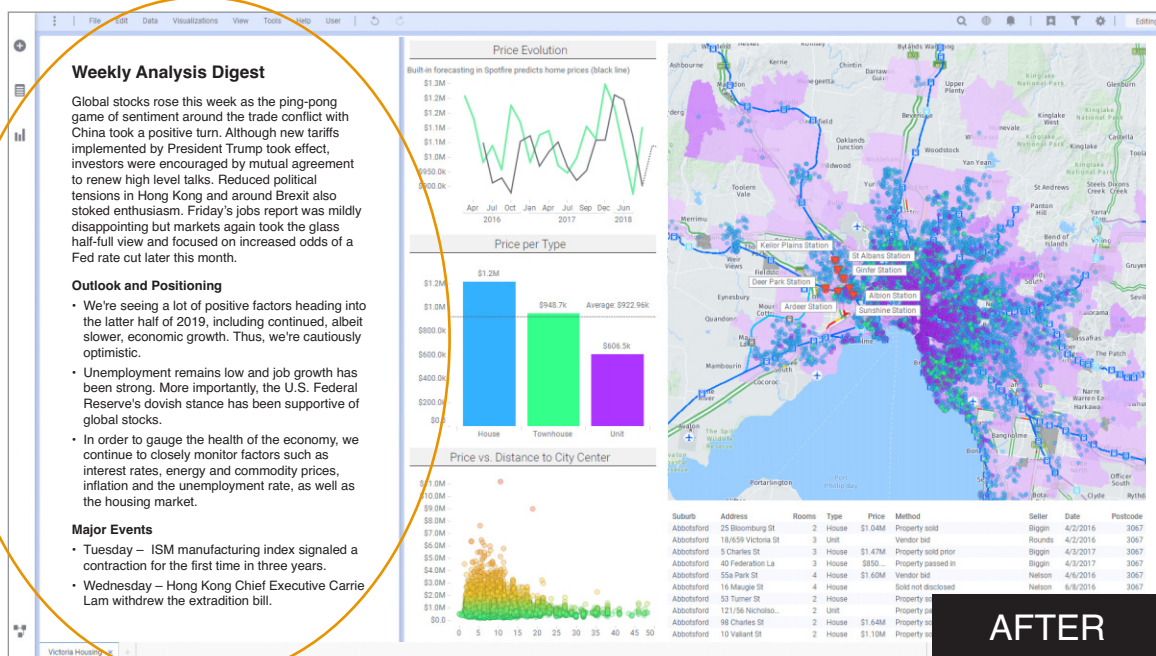
**Arria NLG** is the global leader in **Natural Language Generation (NLG)**—which transforms structured data into natural language.

Through algorithms and modeling, Arria software replicates the human process of expertly analyzing and communicating data insights—**dynamically turning data into written or spoken narrative—at machine speed and massive scale.**

## Get straight to the facts by adding Arria NLG to your TIBCO Spotfire dashboard



**BEFORE – VISUALS ONLY:** All of your data is displayed in the form of beautiful charts, graphs, and other visuals. But, **you still have to interpret what it all means**—which takes time and is often inconsistent and/or incomplete. And, often, may not be clear to non-analysts.



**AFTER – VISUALS + ARRIA NARRATIVE:** By adding Arria NLG to TIBCO Spotfire, **expert text narratives are instantly created to accompany your visuals** giving you an overview of what exactly is going on, and what potential actions should be taken—**based on your entire dataset, not just the visuals. No interpretation necessary.**

# Typical Use Cases

## Enterprise Report Automation

- Profit & Loss
- Balance Sheet
- Cash Flow
- Revenue / Sales
- Expense Variance
- HR Performance
- Trend Analysis
- Marketing Campaigns
- Credit and Risk
- And more...

## Investment Report Automation

- AML - Fraud Detection
- Attribution Commentary
- Fund Commentary
- Market Update
- Portfolio Performance
- Risk Analysis
- Stress Testing
- Trade Activity
- Wealth Management
- And more...

## Marketing & Sales Report Automation

- Channel Synchronization
- Digital Marketing Analysis
- Lifetime Value Analysis
- Marketing KPI Report
- Monthly Sales & Revenue
- Pricing Analysis
- Sales Cycle
- Sales Forecast
- Sales Territory Analysis
- And more...

## How to Get Started with Arria NLG

Arria has a simple add-in for TIBCO Spotfire. Get the add-in here:

<https://samples.arria.com/v2-tibcospotfire>

Once installed in the TIBCO Spotfire Server by your systems administrator, it will be available as a custom visualization in TIBCO Spotfire Analyst on your machine. With Arria's add-in, you get three options for adding narratives to your dashboard:

**Out-of-the-box insights.** This option lets you tell the add-in what it needs to know to automatically generate insights from your dataset. In the add-in's UI, this is called Configure Narrative.

**Extendable insights.** In this option, you are able to quickly customize the out-of-the-box narratives by revising narrative scripts in NLG Studio

**Programmable narratives.** This option gives you the most flexibility, and enables you to create your own custom narratives for specific use cases, with the full programmability of NLG Studio. In the add-in UI, this is called Create Custom Narrative.



### "Huge step forward for BI dashboards"

"Adding the natural language capabilities of Arria enables users to obtain dynamic interpretations of data science and visual analyses.."

– Michael O'Connell, Chief Data Analytics Officer, TIBCO

For more information, including a demo tailored to your specific use-case, please contact [sales@arria.com](mailto:sales@arria.com)

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