





# Work Smarter, Not Harder

## *Getting Fast Answers to Complex Questions Using Infobright*

In your office, is the person who works the hardest or longest on a problem always the one who comes up with the best solution? Probably sometimes that's true, but not all of the time. Often, it's the person who can think smarter and more creatively who finds the most viable answer to the problem at hand.

The same can be said for IT solutions, where the right answer might be hidden within massive amounts of information. The IT department can get involved, wade through that data and come up with a response within days. There's no doubt they'll have worked hard on their answer, but if the solution can be eked out in a much shorter timeframe, through an automatic and intelligent analysis of the data at hand, isn't that preferable?

The team at Infobright thinks so. The Open Source analytic database company was founded in 2005 by a group of internationally recognized mathematicians and is run by data management experts. Its founders focused on the idea of "working smarter, not harder" and had a goal to design an analytic database engine that would provide outstanding performance against large amounts of data with minimal IT or DBA effort. The Infobright solution achieves this goal by using knowledge about the data itself to intelligently isolate relevant information and return results quickly. Business users get the answers they need, without burdening IT with resource-intensive projects.

Headquartered in Toronto, Canada, Infobright – with the help of BIRT by Actuate – provides the tools developers need to store, analyze and report on large volumes of critical business data. Business Intelligence is one of the top priorities of CIOs these days, and this serves to deliver quickly accessible



[ **Figure 5.1:** Infobright is a high-performance analytic database engine that delivers fast query performance against large volumes of data with minimal IT effort and at low cost. ]

business insight. The Infobright team is also fully committed to Open Source, seeing it as the fastest path to productivity at the lowest cost, while also offering an Enterprise Edition with added features, support and performance.

#### How Does BIRT Fit In?

Infobright and Actuate are joint partners in creating an integrated virtual machine based on Infobright's Open Source analytic database combined with BIRT's Open Source data visualization technology. With BIRT's rich data visualizations and column-oriented analytic database, and Infobright's virtual machine, users can access and personalize as much data as they need, without sacrificing response time or interactivity.

The integrated solution can be freely downloaded to develop rich information applications that can be deployed anywhere. Infobright's database is designed for analytics, supporting fast reports and queries against large volumes of data. Paired with BIRT Report Designer, developers of all skill levels can quickly create data visualizations via an intuitive "Google-like" user experience.

For more information, visit [www.infobright.com](http://www.infobright.com), or go to the BIRT Exchange Marketplace at <http://www.birt-exchange.com/be/marketplace/app-showcase/?app=12>.



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