

# BI Analytics Tools Buyer's Guide Part 3

Your expert guide to BI analytics tools



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IBM Cognos Business Intelligence offers self-service

Exploring Tableau visualization and analytics products

Examining the Qlik data visualization platform

TIBCO Analytics targets data-driven users

Information Builders WebFOCUS helps leverage BI analytics

Logi Analytics provides self-service analytics

SAS Visual Analytics software supports data discovery

## IBM Cognos Business Intelligence offers self-service

Allen Bernard

The latest version of IBM Cognos Business Intelligence is managed by IT but provides end users with a simplified setup and deployment.

The IBM Cognos Business Intelligence enterprise-class BI platform supports business reporting and dashboards, as well as self-service capabilities such as data analysis. It provides industry-wide interoperability so IT can leverage standards and incorporate a wide range of databases, middleware, operating systems and security schemes when deploying the platform.

Cognos is managed by IT but includes user self-service administrative controls over data, report access and a range of professional report-writing and creation capabilities. Managed content delivery allows for multiple output options for a single report; i.e., the ability to push reports to business users via mobile and desktop via schedules or on-demand.

Cognos incorporates Forward Looking BI (FLBI) to integrate BI with predictive analytics. This allows users to embed predictive indicators within reports and dashboards. FLBI is designed to uncover insights and statistically interesting

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relationships from data sets. Cognos also integrates with IBM's Performance Management applications.

New features in the latest version of IBM Cognos Business Intelligence, 10.2.2, improve overall ease of use in an attempt to give end users more independence from IT but also include simplified setup and deployment. Cognos 10.2.2 is fully compliant with U.S. Government Section 508, giving disabled users accessibility.

Streamlined report creation is made possible by highly standardized templates without metadata information. Users select the templates they wish to use and fill in the metadata information. There are also style reference reports, which work in a similar fashion.

Changes to reports are now visible in real time with Active Report Live Preview. Users can view Active Report content in Report Studio, change the layout to match the specific device for output and make format changes directly in preview mode. Output is completely browser-independent.

Cognos 10.2.2 introduced the My Data Sets feature, which allows users to upload data from Excel or CSV files to integrate personal data into reports. This feature differs from the existing external data feature, as it allows more data to be imported. The imported data remains on the server for as long as the user wants, and the data set now generates its own package on creation.

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Security enhancements in 10.2.2 include Enhanced Targeted Profiles that allow a standardized look and feel for Report Studio and Cognos Workspace Advanced for both producers and consumers. User multi-tenancy allows secure sharing of content by administrators with multiple users from one central location.

In IBM Cognos Business Intelligence 10.2.2, users now can import packages (including physical metadata and formatting) into Cube Designer.

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## Cognos Business Intelligence offerings

Cognos is designed for businesses of all sizes and comprises the following modules:

- IBM Cognos Workspace, which provides a unified workspace where users can work with information across all time horizons.
- IBM Cognos Workspace Advanced, which allows users to perform complex analysis tasks and interact with information.
- Report Studio, which provides professional layout and reporting capabilities.
- Active Report, an offline interactive dashboard for delivering self-contained BI.

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- Cognos Mobile, which provides author collect once, use many times functionality.
- Cognos BI Query Service, which generates SQL/multidimensional expressions (MDX) queries specifically optimized for the type and version of underlying data sources. It also provides security-aware in-memory caching, which avoids redundant queries, and blends together multiple sources of business data.
- Dynamic Cubes, which provides relational online analytical processing (ROLAP) capability within Dynamic Query and support for both in-database and in-memory aggregates.

IBM Cognos Business Intelligence runs on AIX, Linux, Mobile OS (Android, iOS), Solaris and Windows, and is available via a perpetual license or cloud subscription. The on-premises version is sold by role and is available directly from IBM or through resellers.

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## Cognos BI pricing

Cognos BI on Cloud offers three levels of user pricing and four levels of administrator pricing. User pricing is as follows:

- A workgroup license is \$75 per user, per month, with a minimum subscription of 50 users and a minimum six-month term. It is renewed semi-annually with monthly billing.
- A standard license is \$95 per user, per month, with a minimum subscription of 100 users and a minimum one-year term. It is billed monthly and renewed annually.
- An enterprise license is \$125 per user, per month, with a minimum subscription of 150 users and a minimum one-year term. It is billed monthly and renewed annually.

Administrator pricing is as follows:

- **Analytics Administrator (authorized user [AU]):** List price is \$15,100 per AU; typical discount is 30% and annual support percentage is 20%.
- **Analytics Explorer (authorized user and processor [PVU]):** \$2,500 per AU; typical discount is 30% and annual support percentage is 20%.



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- Analytics User Authorized (user and processor [PVU]):** \$1,350 per AU; typical discount is 30% and annual support percentage 20%.
- Information Distribution (processor [PVU]):** \$500 per PVU; typical discount is 30% and annual support percentage is 20%.

A free trial of the Cognos BI on Cloud version is accessible via Bluemix, IBM's open cloud platform, and in the IBM AnalyticsZone.

Native language support consists of live support and unlimited access for all certified IT technical staff within an organization. Self-service support is available online.

Software Subscription and Support (S&S) is priced based on a percentage of license cost and isn't an optional component. It's charged at 25% of initial license cost, or effectively 20% of the initial license and new maintenance fee in follow-on renewals.

Software Accelerated Value Programs are an incremental charge calculated on a per-case basis, dependent on the specific service that the customer requires. Customers can't purchase Software Accelerated Value Programs without having standard S&S.



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## Exploring Tableau visualization and analytics products

Allen Bernard

Tableau helps users of all technical skill levels quickly analyze, visualize and share data with colleagues so they can make data-driven decisions.

Tableau visualization and analytics products aim to help business managers, analysts and executives see the relationships between different data points, regardless of users' technical skill levels.

Tableau provides reporting, dashboarding and scorecards, BI search, ad hoc analysis and queries, online analytical processing, data discovery, spreadsheet integration, and other data analytics and analysis functions. This ad hoc analysis and data visualization make up the core of Tableau's products.

The company's VizQL technology translates drag-and-drop gestures into queries sent to the underlying database; results are provided in Tableau as visualizations. A built-in recommendation engine called Show Me recommends various types of visualizations to the user based on the types and shapes of data analyzed.



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Spreadsheet integration enables users to combine different spreadsheets to create connections between disparate data sources. Statistical functions, integration with R and native connectors to statistical packages (i.e., IBM SPSS, SAS, etc.) enable users to perform analytics, including predictive analytics.

Tableau offers native connectors to vendors providing Hadoop, NoSQL and cloud data. These include Amazon Redshift, Google BigQuery, Cloudera, Hortonworks, Amazon EMR, MapR, MarkLogic and DataStax. Tableau connects to more than 45 data sources, including flat files, Excel, relational databases, analytical databases, cloud data, Web applications and big data.

Tableau visualization and analytics product offerings include:

- **Tableau Desktop**, which is used to connect to data, explore data, do analytics, and create reports, dashboards and story boards (i.e., PowerPoint-like presentations with embedded, interactive dashboards).
- **Tableau Server**, a platform that lets enterprises share reports, dashboards and data sources across the enterprise. It's either hosted on premises or customers can host through Amazon Web Services. Tableau Server provides governance, security, scalability and performance required to support large enterprises.

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- **Tableau Online**, an enterprise software as a service offering. It's hosted by Tableau on its servers and offers the same functionality as the on-premises version.
- **Tableau Public**, a free platform that can be accessed by anyone and is commonly used by journalists, bloggers and data enthusiasts to analyze public and private data.
- **Tableau Reader**, which is free to use for publishing dashboards to Reader via Tableau's Desktop product.
- **Tableau Mobile**, a free app for iPad, iPhone, Android tablet and mobile browsers. It enables users to author a dashboard once, then view or edit it anywhere, on any device.
- **Vizable**, a free app for the iPad. It enables users to analyze personal or business data, and share the results with colleagues through email, instant message or social media.

Desktop (Tableau Desktop for Mac and Windows) versions of its products can be accessed via iOS and Android devices. Tableau doesn't support private cloud deployments. On-premises versions run on Windows Server.



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Licensing and pricing for Tableau visualization and analytics products

Tableau Server can be purchased by either number of seats or number of cores. Tableau doesn't publish pricing information for Server or Desktop. Tableau Online is priced at \$500 per user, per year. Volume-based pricing is available for Tableau Online.

User-based licenses are offered for Desktop, Server and Tableau Online. For Tableau Server, Tableau uses named and concurrent (unlimited number of users) models. Tableau Desktop comes with a perpetual software license plus annual maintenance in two tiers: Personal and Professional. Professional connects to more data sources than the Personal Edition. There's no minimum number of user licenses required or separate administrator or designated licenses.

All products are sold direct or through partners and resellers. A full-version 14-day free trial is available for Tableau Desktop, Server and Online.

Free support and training are available through Tableau's Community Forum and email. Additional support, training and consulting are also offered at an extra cost.



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## Examining the Qlik data visualization platform

Allen Bernard

The Qlik data visualization platform aims to help users access, present, explore and capitalize on their data.

Qlik is a data visualization platform that consists of QlikView and Qlik Sense, two products used to access, present and explore data. Qlik Sense provides self-service data visualization and analytics capabilities. It doesn't require a build-and-publish approach, as users can drag and drop to build or extend visual analytics. QlikView provides an analytical application development platform that aims to enable analysts with minimal development expertise or experience to build and publish applications that include information governance and management capabilities.

Qlik integrates with data analytics platforms and databases, such as Microsoft Excel or enterprise BI tools, and allows for the development of dashboards and scorecards. In addition, Qlik provides search capabilities to explore data, as well as ad hoc queries and analysis. Online analytical processing, data discovery and predictive analytics are also supported, as are statistical modeling and big data analytics. Qlik uses the Qlik Indexing Engine to join data for ad hoc queries, free-form data exploration and discovery.

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## Qlik platform offerings

The Qlik data visualization platform is available for public or private cloud deployment, and can be accessed via iOS and Android mobile platforms. An on-premises server version is available for Microsoft Server 2003 and 2008. Desktop versions for 32- or 64-bit Windows Vista, XP, 7, 8.1 and Mac are also available.

Qlik Sense Desktop is a free desktop suite for personal and business use that combines all the user experience, data exploration, data visualization, drag-and-drop development and storytelling capabilities of Qlik Sense in a standalone Windows client. With Qlik Sense Desktop, there are no limits to the number of apps that can be created or restrictions on file sharing. Qlik Sense Desktop can also be exported to the Qlik Cloud for use by a small group of subscribers or invited users.

QlikView Personal Edition is also a free desktop version that includes the same capabilities and features of QlikView. It is limited to the personal desktop.

Qlik Sense Enterprise is the standard edition that connects to a server for collaboration and sharing, custom development, server-side development and data integration. It provides for key centralized management user identity, data security, and data and application governance. QlikView Server is the enterprise server edition for QlikView.

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## Licensing and pricing for Qlik

QlikView is licensed on a client- and server-based model. Several optional add-ons are available. Pricing is per server, not per CPU or per core.

Qlik Sense is licensed through a token model that includes the entire infrastructure -- servers, schedulers and more. For Qlik Sense, customers allocate tokens to two main access types: a User Access Pass for frequent users and a Login Access Pass for infrequent users. QlikView offers four user license types: named user, session (concurrent user), document (one user, one document) and usage (one user, one document per month).

Server pricing is based on type and breadth of the deployment. For small deployments, Qlik offers the Small Business Edition Server. For larger deployments, customers can purchase the enterprise edition. For public-facing deployments, Qlik offers its Extranet Server and Information Access Server.

Contact Qlik for pricing and information on volume discounts for enterprise purchases. Both Qlik Sense and QlikView visualization and analytics products are available directly from Qlik, or through certified business partners.

Qlik Support offers two service levels: Basic (previously Standard) and Enterprise (previously Premium).



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Basic support, which is 20% of license costs, is for standalone and single-server installations for nonbusiness-critical use. Enterprise support provides 24/7 premium support for 23% of license costs.

The following two add-on options are available as part of the Enterprise Support offering:

- A designated support engineer, who is a named senior Qlik support resource who works with customers to identify, troubleshoot and resolve all product issues.
- An assigned customer success manager who helps customers drive adoption and satisfaction with Qlik products.

The company also rolled out Qlik Proactive Support, which anticipates potential issues, and provides proactive support and action.



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## TIBCO Analytics targets data-driven users

Allen Bernard

TIBCO Spotfire provides users with self-service analytics capabilities, while TIBCO Jaspersoft aims to enable developers to make faster decisions based on actionable data.

TIBCO Analytics fabric consists of two products: Spotfire and Jaspersoft. Spotfire provides self-service analytics that enable all types of users to analyze data to gain beneficial insights. Jaspersoft enables developers to build intelligence into applications through an embedded dashboard and reporting platform.

Spotfire and Jaspersoft provide features such as service reporting, dashboards and scorecards, performance management, and BI search, as well as ad hoc queries, online analytical processing cubes, data discovery, and spreadsheet integration. Predicative analytics capabilities are supported, as are data visualization, statistical modeling and big data analytics.

Spotfire provides a single platform for analytics, data discovery and dashboarding. It scales from individual to enterprise deployments and includes self-service guidance for non-BI users such as recommendations, guided



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applications (packaged analytics intelligence solutions) and collaboration functionality.

Jaspersoft allows data to be pulled from inside apps and business processes, and provides a BI platform for reporting and data analysis, a metadata and content repository, report management, security integration, and scheduling. The BI platform works as a standalone deployment and via integration with other applications through Java, PHP, HTTP and representational state transfer-based APIs. It provides for multi-tenancy for software as a service (SaaS) applications and native connectivity directly to NoSQL file systems and databases such as MongoDB and Hadoop.

The Jaspersoft BI stack comprises the following tools:

- TIBCO JasperReports Library
- TIBCO Jaspersoft Studio
- TIBCO JasperReports Server
- TIBCO Jaspersoft OLAP
- TIBCO Jaspersoft ETL

Spotfire is available via the cloud, Amazon Web Services (AWS) Marketplace or on premises. Jaspersoft is available on the AWS Marketplace, as well. Both

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Jaspersoft and Spotfire are accessible via iOS apps for smartphones and tablets, and both products have client-based versions for PC and Mac.

Spotfire Client supports Windows 7, 8 and 8.1, and Spotfire Server supports Microsoft Windows Server 2012 R2, Microsoft Windows Server 2012 and Microsoft Windows Server 2008 R2.

Jaspersoft is 100% Java, so it works in any Java 1.6 or 1.7 environment. Jaspersoft supports Windows, Red Hat Enterprise Linux, Novell SUSE Linux, Sun Solaris, OpenSolaris, Fedora Enterprise Linux, Apple Mac OS X, Debian Linux, HP-UX, FreeBSD, IBM AIX, CentOS and Ubuntu.

**Pricing for TIBCO Analytics products**

Spotfire provides three offerings: desktop, cloud and platform. Pricing for desktop is \$650 per user, per year, or \$1,999 for a perpetual license. Cloud is \$200 per month, or \$2,000 per year for one authoring seat and five consumer seats. Spotfire platform pricing isn't public, nor is on-premises pricing for either Jaspersoft or Spotfire. AWS pricing starts at \$1 per hour.

Jaspersoft products come in Professional and Enterprise editions as open source community projects and with access to modifiable source code. This provides BI functionality for open source developers and technology enthusiasts who wish to add reporting and analytics capabilities to their applications and

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operational processes. Community software is distributed as-is and is available under GNU General Public License open source license terms.

Jaspersoft Professional and Enterprise editions are also available under an OEM license. This gives users the authority to embed or redistribute Jaspersoft commercially via distributed or on-demand SaaS applications.

Spotfire and Jaspersoft are sold on a subscription basis, as well as by named-user and server-based licenses. There's no minimum or maximum number of licenses to buy. Administrator licenses are included by named-user licensing and separated by function:

- A full analyst who uses the downloaded client.
- A lightweight analyst who uses the Web browser authoring client.
- The reader who uses a Web browser to view analysis built by other people.

There are no administrator or designated licenses for Jaspersoft.

Spotfire and Jaspersoft are both sold direct from TIBCO Analytics and through partners.

There are three free trial versions of Spotfire: Spotfire Cloud (30 days), Spotfire Desktop (30 days) and first-time users of AWS (three days).



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Jaspersoft offers these free trial versions: a three-day hosted trial; a 30-day trial to download, install and configure Jaspersoft BI in your own environment -- including BI Suite, which provides JasperReports Server, JasperReports Library, Jaspersoft Studio, Jaspersoft ETL and Jaspersoft OLAP; and a three-day trial for first-time users of AWS.

Technical support packages and annual product subscriptions can be purchased separately and come with online knowledgebase access, premium documentation and high-quality support.



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## Information Builders WebFOCUS helps leverage BI analytics

Allen Bernard

The Information Builders WebFOCUS platform includes several BI analytics tools that users can leverage to perform predictive analytics, statistical modeling and big data analytics.

The Information Builders WebFOCUS platform is a suite of BI analytics tools for business analysts and data scientists, as well as managers, non-technical employees, partners and customers, to work with to gain insights from data.

The WebFOCUS BI analytics tools suite provides users with reporting functions, the ability to create and share dashboards, and scorecards. The tools include BI search, ad-hoc analysis, a business performance management suite, and online application processing functionality, spreadsheet integration and data visualization. Users can leverage these tools to do predictive analytics, statistical modeling and big data analytics.

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## WebFOCUS platform components

WebFOCUS dashboards are composed of InfoApps, which are interactive BI applications that enable non-technical users to work with the output of data analysis. Data discovery users publish interactive visualizations as InfoApps and deploy statistical models on maps, in reports, on dashboards and even embed them in applications, which users then use to populate their dashboards via an app store-like experience.

InfoApps focus on a specific business problem and are available on mobile devices, the Web or through a portal. The platform also features mobile capabilities that provide real-time access to BI and analytics content on any device, regardless of Internet connection.

Although Information Builders offers a limited version of WebFOCUS called WebFOCUS Express for small to medium-sized businesses, the product is primarily aimed at enterprise and midmarket companies. It features role-based customization and personalization options for its BI portal, dashboard and end-user tools that show users just the reports and information they need.

WebFOCUS includes an integrated version of Information Builders' Performance Management Framework (PMF), which enables users to measure risk alongside performance. PMF capabilities provide business users with

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animated dynamic charts, gadget integration capabilities and PMF's Dashboard Designer.

WebFOCUS RStat is a predictive modeling and scoring tool that includes a GUI front end to the R library of statistical functions from the R Systems open source project.

The Information Builders WebFOCUS platform includes data management tools for cleansing, enriching, and merging and matching data sets called iWay Integrity Solutions, and enables real-time data and application integration to support analytics and operations via its iWay Integration Suite. WebFOCUS integrates real-time extract, transform and load enhancements and real-time data adapters to keep data quality in check.

## OSes supported by Information Builders WebFOCUS

WebFOCUS can be deployed on premises, via public or private cloud and interacted with through iOS and Android mobile devices. A desktop version for PC and Mac is also available. Information Builders WebFOCUS runs on the following operating systems:

- AIX

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- AIX
- HP-UX
- Linux
- Linux on System z
- OpenVMS
- IBM i (i5/OS, i Series, System i, OS400, DB2 Universal Database)
- Solaris
- Tru64
- Windows
- IBM z/OS

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## Information Builders WebFOCUS licensing, pricing and support

WebFOCUS licensing is based on server CPUs with unlimited users per server. Information Builders offers alternative pricing, including named-user-based licensing, typically for portal-based deployments. Although there's no minimum





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number of users required or separate administrator licenses, the company doesn't generally sell single-person deployments.

Supplying core BI (e.g., dashboards or reports) or analytics (data discovery) to a small group of users (25 to 100) costs approximately \$1,000 per user. Per-user costs typically decrease as the number of users increases. A typical deployment is 75 to 100 users and above. Pricing depends on needs, including portal, dashboards, reporting, predictive analytics and data discovery. WebFOCUS is sold directly from Information Builders.

Basic support starts at 20% plus up to \$60,000 additional for premium support. A three- to six-month Premium Startup support package is available and costs \$20,000 or \$40,000, respectively.



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## Logi Analytics provides self-service analytics

Allen Bernard

Logi Vision and Logi Info self-service analytics products enable users to perform reporting and dashboarding, scorecarding, search, ad hoc queries, OLAP and data discovery.

Logi Analytics offers two self-service analytics products: Logi Vision, a visual analytics application designed for workgroup collaboration, and Logi Info, a business analytics platform aimed at helping developers create analytic applications, deploy dashboards and reports, deliver managed self-service analytics to business users, and embed analytics into applications.

Logi Vision and Logi Info can be combined to enable users to perform reporting and dashboarding, scorecarding to track performance, search, ad hoc queries, online analytical processing (OLAP) and data discovery. Users can also perform predictive analytics, data visualizations, statistical modeling and big data analytics by accessing platforms such as Cloudera, Hortonworks and MongoDB, and HP Vertica and Amazon's RedShift.

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Logi Info incorporates the Self-Service Reporting Module, which enables business users to author dashboards and reports from IT-managed data. Business users can choose their own data sources for analysis, and create visualizations, author dashboards, and reports via drag-and-drop functionality.

Logi Analytics' products are available via the public cloud, private cloud or on premises. Client-based versions of Logi Vision are available for the PC and Mac, whereas Logi Info is limited to PC. Users also can access data and reports via Android and iOS.

Logi Info is designed for Web deployment on .NET and Java platforms. Applications can be deployed to any major infrastructure, whether on premises, with end users, hosted or in a cloud-based infrastructure such as Amazon Web Services or Microsoft Azure.

Logi Vision can run in any HTML5 browser but requires Windows for deployment.

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## Logi Analytics licensing and support

While Logi Vision offers full user licenses and a reader license for users who want only to consume dashboards and reports that others have created, Logi Info has no license tiers. The company typically licenses by CPU core, but



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occasionally by user, application types or number of customers for external deployments.

Logi Info pricing isn't public, but Logi Vision is priced as follows:

- Single user is \$950 per user, per year.
- Workgroup of two to 10 users is \$800 per user, per year.
- Enterprise, which is more than 10 users, is \$750 per user, per year.

Logi Vision and Logi Info are sold directly from Logi, as well as from resellers and technology partners. Logi Vision can also be purchased through Amazon Web Services and Azure marketplaces.

Full version 15-day free trials are available for both Logi Vision and Logi Info.

Logi Analytics offers a variety of support options, including the Logi Analytics DevNet portal, which offers free support, documentation and video training for developers. Customers also have access to a success team member and can purchase online and in-person training and consulting services.



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## SAS Visual Analytics software supports data discovery

Allen Bernard

SAS Visual Analytics software provides self-service BI and reporting capabilities aimed at helping non-technical users identify meaningful patterns and relationships in data.

SAS Visual Analytics, SAS's flagship BI and analytics software suite, is designed to enable users to identify key relationships in data in an effort to help their companies make more informed business decisions. The software supports data discovery and managed BI use cases. It also provides enterprise reporting features for IT, as well as self-service capabilities augmented by Web-based basic data preparation and mash-up capabilities.

SAS Visual Analytics is available as software as a service (SaaS) from SAS or hosted on a public or private cloud, on premises, and PC and Mac (single machines or distributed). On-premises versions run on either Linux for x64 or Windows for x64.

Users can access and interact with reports and charts through iOS and Android smartphones and tablets. SAS Visual Analytics software is also integrated with

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SAS Office Analytics so users can access BI and analytics capabilities and share results through Microsoft Office add-ins for PowerPoint, Excel, Outlook, SharePoint and Word.

SAS Visual Analytics is used for all types of use cases, including marketing, finance, human resources and IT. The software can ingest data from commercial databases or data warehouses, and NoSQL and distributed file systems such as Hadoop.

The product is built on top of SAS's LASR in-memory analytics platform, which provides a multiuser environment for concurrent access to data loaded into memory. Workloads and data are distributed among multiple machines for massively parallel processing. The SAS Visual Analytics software suite can scale up from a single machine to a distributed computing deployment supporting thousands of users.

SAS Office Analytics is a separate product that lets users work with Visual Analytics' reports, charts, analytics and visuals via an Office interface. The product includes guided analysis with built-in tasks that business analysts can use to integrate and prepare data.

SAS Enterprise BI Server is SAS's centrally managed, traditional BI suite that can be used to design queries, reports, dashboards and analysis. Enterprise BI Server is administered by IT.

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## SAS Visual Analytics software licensing and support

SAS's products for cloud-based deployments are licensed by team size in set increments; the number of users is limited only by hardware and platform. There's no minimum number of users or separate administrator licenses. Licensing is based on the total number of processor cores assigned to the single machine server in non-distributed mode, or the total number of processor cores assigned to the rack system or database appliance in distributed mode.

SAS doesn't publish license costs for any of its products. SAS's licensing model is a subscription license with usage restrictions based on a period of time as defined by the contract. Customers pay a first-year fee and subsequent annual renewals.

Technical support is included in all SAS licenses. Customers receive 24/7 premium-level technical support via phone, email or the Internet. A technical support website and discussion forums enable customers to find answers, share ideas and exchange best practices.

SAS Visual Analytics is sold direct from SAS or via resellers, partners and third-party cloud providers. An online trial lets users test a fully functioning version of Visual Analytics.

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## About the author

Allen Bernard is a freelance business and technology writer. From 2003-2012 he served as the managing editor of CIOUpdate.com and numerous other technology websites. Since 2000, Bernard has written, assigned and edited thousands of articles that focus on the intersection of technology and business.

In addition to content marketing and public relations, he also now writes for DataInformed.com, CIO.com, the Economist Intelligence Unit, InformationWeek and other high-quality publications. His current project is co-authoring a book on Technology Business Management for the TBM Council. Originally from the Boston area Allen now calls Columbus, Ohio, home.