BROADCOM | **incorta**

BROADCOM'S GO-TO ANALYTICS PLATFORM

Incorta Speeds Access to Information and Improves Employee Productivity.

100+

RUN HUNDREDS OF JOINS WITHOUT HAVING TO FLATTEN THEM

"It used to take 8 to 12 weeks to get a report from request to production. With Incorta, business users can do that on their own, instantaneously."

Ajit Oak
Senior Manager of Business Intelligence, Broadcom

Increasing efficiency and reducing TCO while advancing growth following mergers and acquisitions.

Broadcom is a global communications semiconductor powerhouse built on 50 years of innovation, collaboration and engineering excellence. As a leading designer, developer, and supplier of digital and analog semiconductor connectivity solutions,

Broadcom supports the wired infrastructure, wireless communications, enterprise storage, and industrial markets. Broadcom has built a reputation as a true innovator, not only in how they've aggressively grown their business, but also in their ability to stay nimble, efficient, and ahead of the curve with the right solutions.

Using Incorta, this global technology leader benefited from:

Higher application development rates
With Incorta, Broadcom was able to generate new analytical applications in days instead of months.

Faster acquisition and sharing of critical information
Departments were able to share key information instantaneously, and gather data following mergers and acquisitions faster than ever before.

Greater focus on the strategic needs of the organization
Broadcom's IT department became focused on solving business challenges instead of tending to legacy analytics solutions just to maintain the status quo.

The Challenge
Lack of insight into performance across locations and gift card transactions
The team largely depends on data hosted within disparate software solutions, including Workday, Oracle ERP, Model N, Oracle Demantra and Microsoft Excel. Before Incorta, generating a new analytical dashboard or report based on this siloed data took 6-12 weeks. Despite investments in a traditional data warehouse and multiple data marts, Broadcom was still faced with a long delay between business requests and production.

Their objective was to shorten the build/development time for dashboards and reports, and reduce report run times. "Our employees can't wait weeks for the information they need to do their jobs," said Alan Davidson, Director of IT Infrastructure. "But at the same time, we have billions of rows of data in our database. It's no small challenge to quickly slice and dice that amount of information."

The Solution
Next-generation data analytics that offer profit-boosting insights in real time
Broadcom had two goals when selecting a new analytics solution: 1. It had to reduce the time it took to get information to employees; 2. It had to increase department productivity without draining internal resources.

Other selection criteria included cost-effectiveness, self-service capability, ease of maintenance, and minimal support from other technologies. Topping this list was easy integration with external applications — especially Microsoft Excel. With Incorta, the Broadcom team could easily combine data from existing enterprise systems, enable access to point solutions like Excel, and ultimately accelerate the creation of new analytical applications— all while reducing report run times.

THE RESULTS

Instant Workflow.
With Incorta, IT no longer has to predict requests. Instead, they can create flexible frameworks that let business users slice and dice data themselves. Request-to-production cycles that previously took ~12 weeks to complete are now achieved instantly.

Increased Agility and Reduced TCO.
Incorta's lightweight technology stack requires less time and fewer people for maintenance and management, which reduces total cost of ownership.

Scalable for Growth.
Following several acquisitions, Broadcom needed to combine and analyze vast amounts of data from acquired organizations. Using Incorta, Broadcom quickly created analytical applications with this new data so employees could make faster, better-informed decisions during times of rapid change.

Sharper Focus on the Bottom Line.
In today's highly competitive technology labor market, identifying, compensating, and retaining top performers has become increasingly difficult. Incorta ensures that IT employees are free to concentrate on tasks that benefit business growth, instead of losing time and focus with unwieldy analytics tools.

Simplified Hiring.
Broadcom's IT department can now hire analytics experts who know how to leverage data in creative ways to improve business performance rather than simply hiring people to keep legacy solutions running.

ABOUT CUSTOMER
Broadcom Inc. is a global technology leader that designs, develops and supplies a broad range of semiconductor and infrastructure software solutions. Broadcom's category-leading product portfolio serves critical markets including data center, networking, software, broadband, wireless, storage and industrial. Our solutions include data center networking and storage, enterprise and mainframe software focused on automation, monitoring and security, smartphone components, telecoms and factory automation.

ABOUT INCORTA
Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.