



**Fueling Digital Business with
Connected Intelligence**



About TIBCO

TIBCO fuels digital business by enabling better decisions and faster, smarter actions through the TIBCO Connected Intelligence Cloud. From APIs and systems to devices and people, we interconnect everything, capture data in real time wherever it is, and augment the intelligence of your business through analytical insights. Thousands of customers around the globe rely on us to build compelling experiences, energize operations, and propel innovation. Learn how TIBCO makes digital smarter at www.tibco.com.

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Air France - KLM

1,500

Daily flights facilitated by TIBCO technology



Apps Associates

20-35%

Developer productivity improvement



Autodata

85%

Content accessible through Mashery APIs



Banco Sabadell

REDUCED

Transaction time and operations time-to-market



Bank of Montreal

30 TO 50%

Reduction in time to market for business process automations



Blue River Analytics

MINUTES OR HOURS

Time needed for production forecasting



BNL

25%

Reduction in TCO



BroadReach Healthcare

10 MILLION PATIENTS

Information handled by TIBCO technology



Cargill

4 WEEKS TO REAL-TIME

Data mashup time savings



CargoSmart

4X

Increase in vessels monitored



Carvoyant

FIRST 500

Cars connected in less than 90 days



Cerner

INCREASED

Time and cost savings



Citibank Asia

2 DAYS

Credit card delivery, down from 1 to 2 weeks



Citibank Brazil

50%

Increase in sales force productivity



CNG Nueva Granada

360 DEGREE VIEW

Teacher's perspective on each student, enabling customized instruction



Con-Way

\$500,000

Amount under budget for the integration project

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Consorsbank

20%

Increase in new customer revenue



Convergex

1,000

Meaningful alerts culled from 500 million messages/day



CTI Solutions

70%

Reduction in overhead



Dell SecureWorks

200%

Business growth over the past 18 months



Digital Nebula

ALL

TIBCO technologies now accessible for rapid experimentation



digitalSTROM

1

Vendors that could enable this business



Discovery Partner Markets

80-90%

Savings in time and effort



dm drogerie

MILLIONS

Customers now using the Payback card



eClinicalWorks

\$8 MILLION

One customer's savings over 12 months



Equifax

75%

Time-to-market improvement



Euler Hermes

6 TO 0 HOURS

Reduction in time for data collection and analysis



First Citizens Bank

60 SECONDS

Approval time for online auto loans



Fox Networks Group

30-50

Manual processes eliminated, enabling reduced cost and increased value



FrieslandCampina

30%

Reduced time and effort for generating reports and interpreting data

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FTI Consulting

\$8 MILLION

Savings achieved for a 300-bed hospital by increasing productivity 9% and reducing overtime 14%



Ignite

VISIBILITY INCREASED

Products, sales, revenue, productivity



InQuba

3

Profound differentiators based on TIBCO



Istrabenz Plini

THOUSANDS

LP gas reservoirs being monitored



KB Kookmin Card

₩600M

Additional sales generated via the Smart Offering system



Kuveyt Turk Bank

2X

Increase in trading volumes



Liquid Telecom

100%

Process steps into which there is now visibility



London Theatre Direct

4 MILLION

Number of theatre tickets on sale at any one time since implementing APIs.



Macy's

38%

Reduction in latency



MAIF

100%

Consistent estimates delivered across all channels



Marks & Spencer

5X

Reduction in IT resources and time needed to support business analysis.



Melbourne Airport

\$1M

Cost savings in infrastructure projects



MMI Agency

HALF

Time saved generating insights and delivering advanced analytics



Nederlandse Spoorwegen

NEARLY 50

New IT projects proposed using better information from TIBCO

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News Corp Australia

300%

Increase in advertising revenue



Norfolk Southern

25%

Reduction in time to market



NXP Semiconductors

\$2M

Immediate savings achieved with fast identification of outliers



Oil and Gas Company

5 TO 10%

Estimated production increase



QSuper

0

Functional silos remaining



R. Lacy

CASH FLOW

Enhanced, by identifying poor performing wells and addressing problems



Risk Control Technologies

SEAMLESS

Customer experience with single sign-on



Royal Caribbean

BILLIONS

Yearly transactions soon to be handled by real-time TIBCO technology



Ruths.ai

\$120 MILLION

One client's savings over three years



Sage Human Capital

50%

Reduction in costs



Scandinavian Airline Service

REAL-TIME MESSAGING

The key to smooth flight operation



Societe Generale

7

Months to implement more than 1,000 real-time data flows for 45 partners



SofTrek

50%

Reduction in time to market



SunGard

DECREASED

Operations overhead, development, support

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Swisscom

145 MILLION

Synchronous and asynchronous calls handled monthly on the TIBCO platform



Symantec

50-60 PERCENT

Decrease in time spent collecting security events



Syntelli Solutions

60%

Year-over-year growth



The AA UK

75%

Faster than target SLA



TUI Group

€50 MILLION

Daily revenue thanks to TIBCO stability



TXODDS

1

Data feeds, down from 2



Upstream Oil and Gas Company

44%

Year-on-year savings due to cleaning data



University of Chicago Medicine

\$600,000

Anticipated OR cost savings per year due to efficiencies, plus \$500,000/year in the next phase



Vestas

10 YEARS OF DATA

Used in analyses supporting million dollar contracts



Western Union

BILLIONS

Secure transactions using TIBCO



Whispir

3,000%

Year-over-year increase in API usage



XL Axiata

INCREASED

Campaign conversions and revenue per user



Yakult

15 TO 20%

Sales increase



Yellow Pages Canada

6 MONTHS

Implementation time vs. the industry-standard of 18 months



ZE PowerGroup

INCREASED

Market share and close rates

Air France KLM

- **Industry:** Airlines
- **Fleet size:** 235
- **Destinations:** 204
- **Parent company:** Air France-KLM
- **Employees:** More than 69,000
- **Applications:** Thousands, now coordinated through TIBCO

1,500

Daily flights facilitated by
TIBCO technology

AIRFRANCE KLM



"TIBCO delivers extreme value because it allows us to deploy a very reliable infrastructure for our customers. We can follow the business in real time. It allows us to improve the passenger experience."

—Frederic Jacques, Operations Middleware Manager

Objectives

- 1 Deliver an IT infrastructure that enables effective communications between aircraft, Eurocontrol, customs, pilots, and many third parties.
- 2 Ensure that operations are cost-effective, run smoothly, and deliver high-quality service.
- 3 Deliver a customer-oriented solution based on external web services and global market standards.

Business Outcomes

- 1 Improved customer service for departure delays, enabling Eurocontrol to be automatically informed of flight plans and destinations.
- 2 Centralized communications and data flow for fine-grained visibility into real-time operations and improved business performance at each airport.
- 3 Orchestrated steps that validate passengers and allow them to embark quickly, thereby improving quality of service.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Hawk®
- TIBCO Enterprise Message Service™
- TIBCO BusinessEvents®

[read the success story »](#)
[watch the customer video »](#)
[Air France KLM »](#)

Apps Associates

- Founded: 2002
- Headquarters: Acton, MA

20–35%

Developer productivity improvement



“One of the biggest differentiators TIBCO has compared to other middleware vendors is the cloud-first strategy, the model the TIBCO® Cloud Integration platform is built on. Compared to other middleware platforms, the developer productivity improvements we are seeing are very, very significant—between 20 to 35%.”

—Pandu Prudhvi, Practice Director, Integration and Custom Development

Objectives

- 1 Become indispensable to clients' business, data, and IT models.
- 2 Enable clients to respond to business demands and gain competitive advantage using a flexible, scalable, extensible API management solution.
- 3 Drive the bottom line.

Solution

- TIBCO Cloud™ Integration
- TIBCO Mashery®

Business Outcomes

- 1 Improved market position for clients, fulfilling the goal of being indispensable.
- 2 Fast automation of customers' end-to-end business processes, allowing them to move much faster from quote to order or quote to cash.
- 3 New products and services for customers, improving the bottom line.

[read the success story »](#)
[watch the customer video »](#)
[Apps Associates »](#)

Autodata

- **Established:** 1975
- **Headquarters:** Maidenhead, UK
- **Reach:** 44 countries
- **Employees:** 200

85%

Content accessible through
Mashery APIs

Autodata

"From the beginning, Mashery was able to help us tackle our structural data issues to meet our technical and business goals. Mashery quickly understood where Autodata fits within future IoT data opportunities."

—Max Lienard, Head of Product and Market Development

Objectives

- 1 Deliver an innovative, business-focused product that allows for monitoring and sharing of customer information.
- 2 Enable fast, reliable, flexible content delivery.

Solution

- TIBCO Mashery®

Business Outcomes

- 1 A game-changing strategy providing faster information delivery and better service for subscribers who depend on the information for automotive service, maintenance, and repair.
- 2 Increased data security and protection that drastically reduced online content piracy.
- 3 Greater efficiencies that shifted work efforts to allow for increased innovation, new benefits for customers, and new business opportunities.
- 4 Increased content delivery from just a few thousand to 40,000 customers around the world.

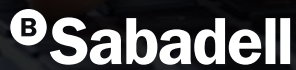
[read the success story »](#)
Autodata »

Banco Sabadell

- **Industry:** Financial Services
- **BMAD:** SAB
- **Founded:** December 31, 1881
- **Employees (2013):** 17,500

REDUCED

Transaction time and operations
time-to-market



“These integrations are related to the strategic architecture. Our TIBCO architecture is the foundation for the projects that will roll out for an omni-channel, customer-centric user experience.”

—Jordi Planas, Chief Architecture and Methodology Director

Objectives

- 1 Deliver top-quality financial services and the best customer experience possible through a new digital banking model.

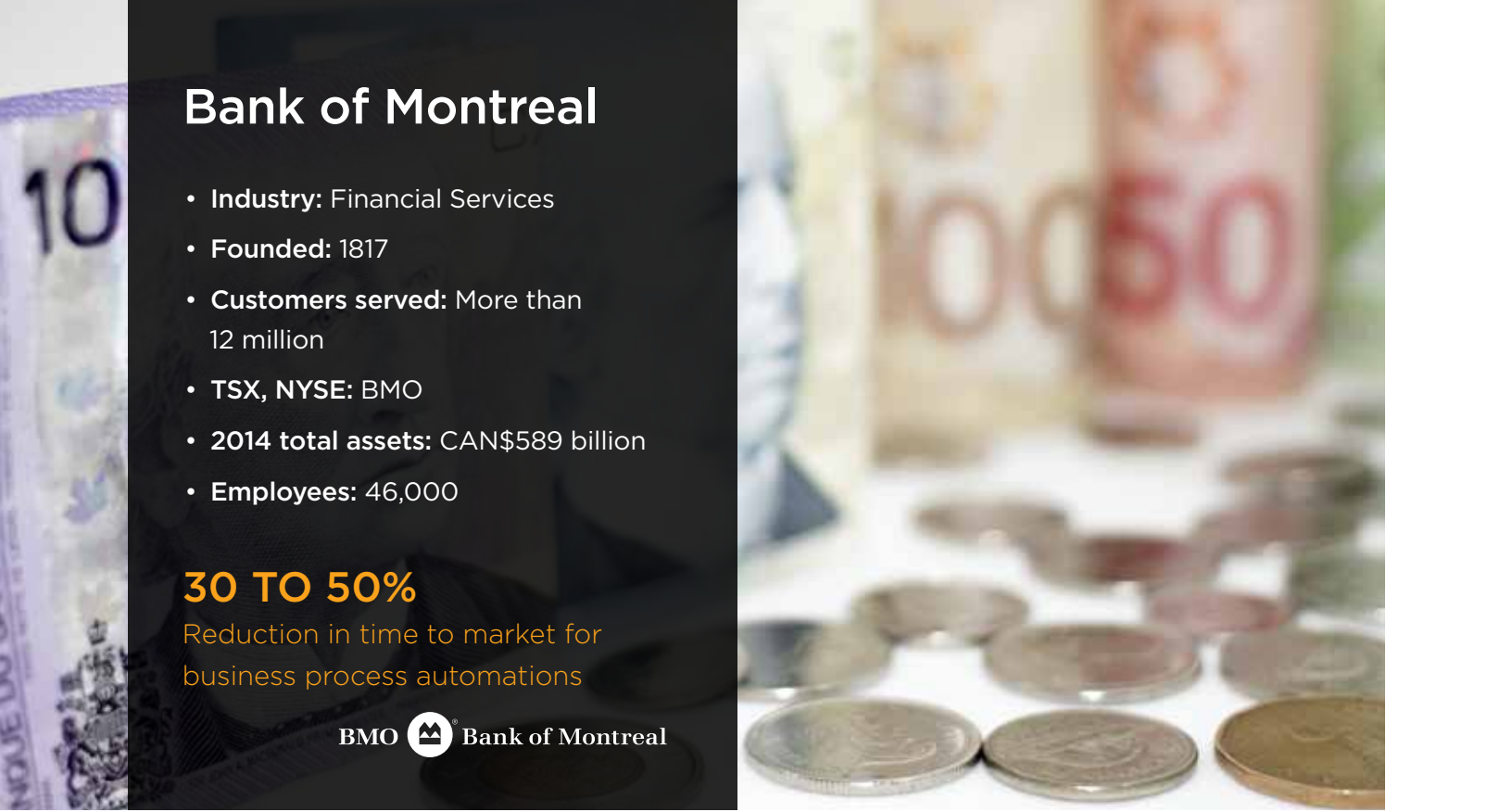
Solution

- TIBCO ActiveMatrix® Service Grid
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Rendezvous®
- TIBCO Enterprise Message Service™
- TIBCO ActiveMatrix® BPM

Business Outcomes

- 1 Reuse of business functionality in a standardized way, increasing productivity of new application development.
- 2 Improved operational efficiency with reduced transaction time and operations' time-to-market, helping the company meet its digital banking goals.
- 3 A new foundation for delivering an omnichannel customer-centric user experience.

[read the success story »](#)
[watch the customer video »](#)
[Banco Sabadell »](#)



Bank of Montreal

- **Industry:** Financial Services
- **Founded:** 1817
- **Customers served:** More than 12 million
- **TSX, NYSE:** BMO
- **2014 total assets:** CAN\$589 billion
- **Employees:** 46,000

30 TO 50%

Reduction in time to market for business process automations

BMO  Bank of Montreal

"The trust we put in TIBCO, the partnership and the real-time capability they provided, allowed us to continue building a great customer experience. The integration and the events capability allows us to have those relevant timely conversations with our customers across channels. We have the ability to know when the customer comes in what they've done previously in another channel and leverage that to continue the conversation."

—Gayle Ramsay, Vice President of Customer Analytics

Objectives

- 1 Proactively identify customer needs across all channels and deliver relevant real-time offers to personalize the banking experience.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Spotfire® Desktop
- TIBCO BusinessEvents®
- TIBCO ActiveMatrix® BPM

Business Outcomes

- 1 All customer channels are connected to all products and services across all lines of business, which dramatically improves customer engagement and satisfaction.
- 2 The ability to make real-time relevant offers to customers fuels personalization and enables a 3X increase in offer acceptance.
- 3 Business process automations drove a 40-50% reduction in integration costs.

[read the success story »](#)
[watch the customer video »](#)
Bank of Montreal »

Blue River Analytics

- Founded: 2014
- Headquarters: Denver

MINUTES OR HOURS

Time needed for
production forecasting



“Spotfire does things that no other analytics platform can do. It's just very easy to use, very visual, but it also combines a very powerful statistical engine for advanced modeling.”

—Andy Lathrop, Analytics Director

Objectives

- 1 Enable a broad spectrum of oil and gas customers, from beginners to very advanced data scientists.
- 2 Help clients get to the most important insights quickly and efficiently and make very important decisions just as fast.
- 3 Deliver three types of services: training, templates that give users an advanced starting point for applying analytics to common use cases, and advanced data science techniques.

Business Outcomes

- 1 Customers' appreciation that they can enrich their data with custom calculations or advanced data science that then becomes part of the data for easy use in visualizations.
- 2 For one client, forecasting time reduced to minutes or hours because of the change from paper and spreadsheets to intuitive, visual Spotfire displays.
- 3 A customer platform for advanced analytics, which includes a visual, easy-to-use interface, an unlimited statistical engine, and use of the R programming language.

Solution

- TIBCO Spotfire®

[read the success story »](#)
[watch the customer video »](#)
[Blue River Analytics »](#)

BNL

- Presence: 75 countries
- Locations: 950
- Employees: 17,000
- Consumer clients: 3 million
- Corporate clients: 40,000
- Trading centers: 10 worldwide
- Industry: Financial Services

25%

Reduction in TCO



BNL
GRUPPO BNP PARIBAS



"The requirement for globalization was to build a strong infrastructure that could enable the most innovative banking services in the most flexible way. We trust in TIBCO platforms for our customers and our business."

—Federico Pastore, Program Manager, TIBCO Competency Center

Objectives

- 1 Improve customer acquisition by providing the most innovative, customer-focused banking services.

Solution

- TIBCO BusinessEvents®
- TIBCO ActiveMatrix® BPM

Business Outcomes

- 1 Improved time-to-market with business process automation.
- 2 Ability to provide customers with a multi-channel customer experience.
- 3 Reduced total cost of ownership of infrastructure development activities.

[read the success story »](#)
[watch the customer video »](#)
BNL »



BroadReach Healthcare

- Headquarters: Capetown,
South Africa

10 MILLION PATIENTS

Information handled by
TIBCO technology



BROADREACH

"Our staff and our customers—who are usually donors like USAID or the South African government—now have information at their fingertips to make decisions they could never make before. That's the biggest business benefit: we empower people to make the best decisions possible."

—John Sargent, Founding Partner

Objectives

- 1 Enable real-time decisions by providing data visibility to various public health facilities.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Easy-to-understand visual information that empowers people to make the best decisions possible.
- 2 Fifty percent reduction in the time it takes to provide actionable information to hospital administrators.

[read the success story »](#)
[watch the customer video »](#)
BroadReach »

Cargill

- **Industry:** Energy
- **Headquarters:** Minneapolis, MN
- **2014 revenue:** US\$1.87 billion
- **Experience:** 150 years
- **Employees:** 143,000 in 67 countries
- **Renewable energy use:** 14.2%

4 WEEKS TO REAL-TIME

Data mashup time savings



"To achieve supply chain optimization in hydrocarbon markets, we can now source the model and present its outputs for trading, energy projects, credit risk, and marketing, and enable opportunity identification and execution."

—Geoffrey Lakings, Market Technology Analyst

Objectives

- 1 Improve management and processing of large volumes of diverse data to enable fast response to market events.
- 2 Achieve supply chain optimization in hydrocarbon markets.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Analysts can easily mashup data sources and produce an analytic profile of the data in real time.
- 2 Data visualizations give analysts the agility they need to make informed decisions on market opportunities and improve the supply chain business.
- 3 The time required to turnaround trading tools has been reduced from months to days.

[read the success story »](#)
[watch the customer video »](#)
Cargill »



CargoSmart

- Launched: 2000
- Headquarters: Hong Kong
- Vessels tracked: 5,000
- Professionals assisted: 130,000

4X

Increase in vessels monitored

CargoSmart



"With our real-time event processing and detection engine, one carrier reported that 90% of their vessel schedule updates can be completed within an hour, where with the previous mechanism, it was only 32%."

—Ralph Ho, Senior Manager, Customer Integration

Objectives

- 1 Use advanced analytics to provide ocean carriers with unprecedented visibility so they can plan, apply real-time analysis to improve decision-making, and act quickly to mitigate disruption.

Solution

- TIBCO Enterprise Message Service™
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Spotfire®
- TIBCO BusinessEvents®

Business Outcomes

- 1 Reduced time to market and attained the ability to deliver exactly what customers need by co-designing custom analyses and dashboards with them.
- 2 In the past 18 months, a 4X increase in vessels monitored due to high throughput, low cost to scale, and faster time-to-market.
- 3 Improved customer cost efficiencies by helping ocean carriers reduce fuel consumption by up to 3.5% over the past two years via the vessel speed and route monitoring application built on TIBCO.

[read the success story »](#)
[watch the customer video »](#)
CargoSmart »

Carvoyant

- Founded: 2011
- Headquarters: Tampa, FL
- Employees: <10

FIRST 500

Cars connected in less than 90 days



"We were already talking to automakers and insurers, so having an API management system that had some external credibility and the right kind of flexibility so that a super-hardcore developer could jump right into it was a plus."

—Bret Tobey, CEO and Founder

Objectives

- 1 Create a dependable and flexible API management system that provides front-end elasticity.
- 2 Create a service that works across a complex range of vehicles, devices, and telco data interfaces.

Business Outcomes

- 1 Flexibility to deal with varying product and business development cycles using the Mashery infrastructure.
- 2 Ease of onboarding customers who may not have programming assistance, providing credibility and flexibility.

Solution

- TIBCO Mashery®

[read the success story »](#)
[watch the customer video »](#)
Carvoyant »

Cerner

- Founded: 1979
- NASDAQ: CERN
- Employees: 21,000+
- Systems installed: 18,000+ facilities worldwide
- Industry: Healthcare

INCREASED

Time and cost savings



"In our remote offices around the world, virtual infrastructure already exists. With the virtual appliance, we don't have to procure new hardware / appliances, we don't have to ship equipment, we don't have to go through the financial procurement process. It makes everything much easier. Everything moves faster. By deploying LogLogic virtual appliances, we have the agility we need to get projects done on time."

—Nichole Windholz, Senior Security Manager

Objectives

- 1 Achieve compliance with the Health Insurance Portability and Accountability Act (HIPAA) by monitoring user activity across the entire network to identify security incidents and maintain an audit trail of system access.

Business Outcomes

- 1 Improved the internal customer experience by providing the required log reports.
- 2 Reduced cost through streamlining architecture.
- 3 Increased agility by re-using infrastructure.

Solution

- TIBCO LogLogic®

[read the success story »](#)
[watch the customer video »](#)
[Cerner »](#)

Citibank Asia

- 2015 Citibank Asia (consumer banking) revenue: US\$7 billion
- Contribution to total Citibank (consumer banking) revenue: ~21%

2 DAYS

Credit card delivery, down from 1 to 2 weeks

The Citibank logo, featuring the word "citibank" in a lowercase, sans-serif font with a stylized "i" and a small arc above the "b".

"It used to take six months to deploy new processes. We now do four major releases a year, and one monthly minor release and have the capability to do a production cut over to more than 10 countries across Asia in a single weekend—24,000 man days of code gets deployed without issues."

—Himanshu (HeMan) Shrivastava, Director of Applications

Objectives

- 1 Transform the company to work in new ways and bring agility and cost reduction while focusing on quality.
- 2 Enable straight-through processing for credit card applications.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO ActiveMatrix® BPM

Business Outcomes

- 1 Flexibility to implement solutions in several markets while varying some parameters, a key enabler of the CEO's company strategy.
- 2 Significantly reduced credit card processing time, with card preapproval provided in 10-12 minutes and card delivery to the door step provided in two days.
- 3 Cost reduction through agile production cut-overs of 24,000 man days of code for more than 10 countries across Asia in one weekend without issue.

[read the success story »](#)
[Citibank Asia »](#)

Citibank Brazil

- **History:** 2015 marks 100 years in Brazil
- **Reach:** 20 cities, 79 branches
- **Awards:** 2014 IBRC “Best Bank”

50%

Increase in sales force productivity

citibank

"What we needed most from TIBCO were the capabilities from its combined technology solutions: business process management, analytics, and integration services. With these, we can resolve a lot of different business problems at Citibank."

—Roberto Mercadante, Senior Vice President, Operations and Technology

Objectives

- 1 Go digital to increase competitiveness against other large banks and improve customer satisfaction.
- 2 Eliminate inefficient manual processes and consistently measure results.
- 3 Reduce operational risks such as fraud, customer churn, and loss of control over processes.

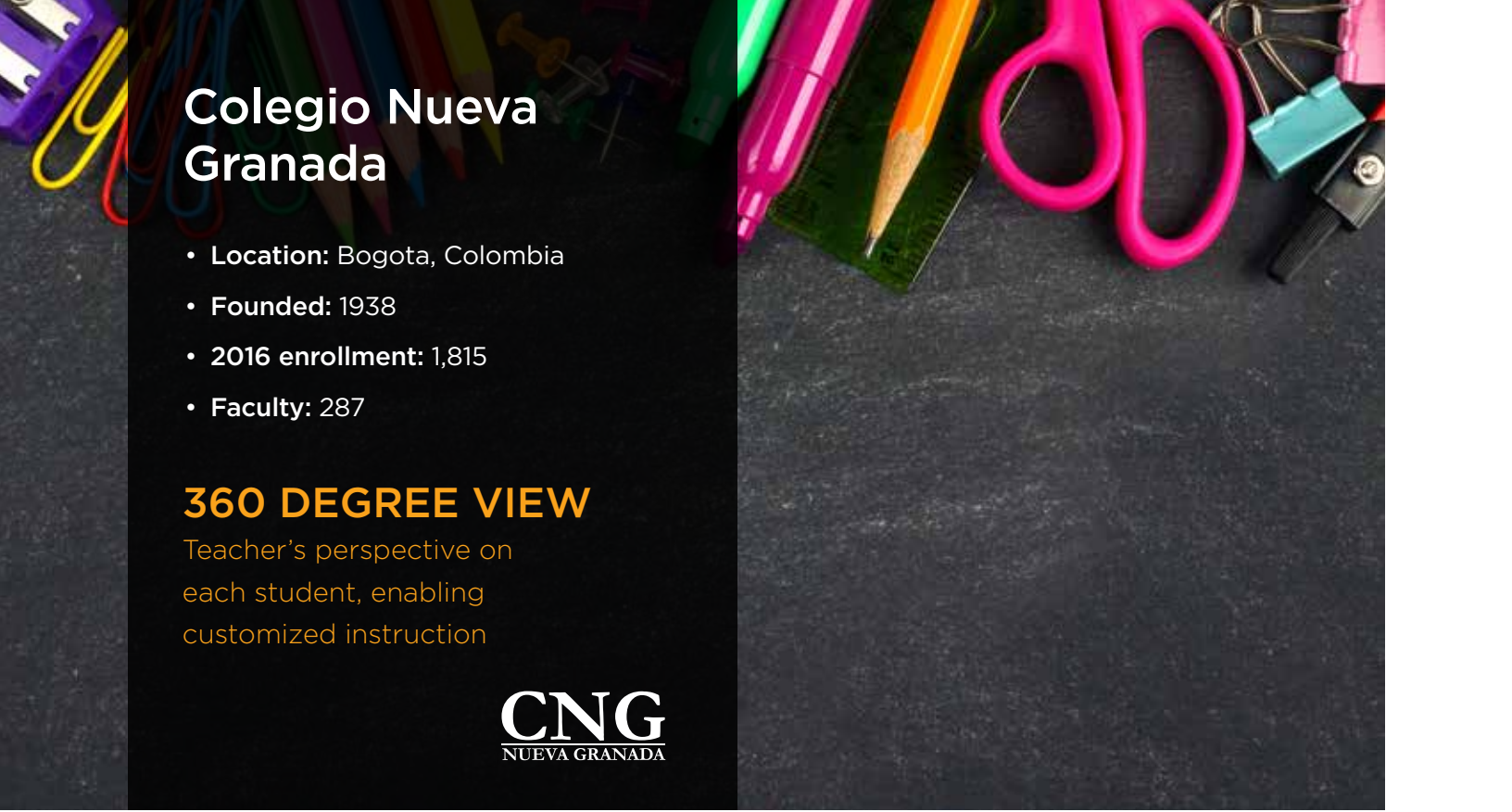
Business Outcomes

- 1 Digitalization enables a 20% increase in the time managers spend on client-facing activities, improving the customer experience.
- 2 Analytics is now the common language between IT and the business, driving faster time to insight and action with less involvement from IT.
- 3 Account opening cycle time has been reduced by 70%.

Solution

- TIBCO ActiveMatrix® BPM
- TIBCO Spotfire®
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO Professional Services

[read the success story »](#)
[watch the customer video »](#)
Citibank Brazil »



Colegio Nueva Granada

- **Location:** Bogota, Colombia
- **Founded:** 1938
- **2016 enrollment:** 1,815
- **Faculty:** 287

360 DEGREE VIEW

Teacher's perspective on each student, enabling customized instruction

CNG
NUEVA GRANADA

"We now have the ability to deliver information to teachers in a highly flexible format, and that information is specific to the students in their classroom. It allows teachers to know their students very quickly— from the beginning of the school year before they've even learned their names—to know their academic strengths and weaknesses and to work to address them before they've observed those weaknesses personally."

—Olga Polyakov, Assessment Data Analyst

Objectives

- 1 Deliver a solution that merges multiple data sources and provides sophisticated analysis.
- 2 Establish a process that eliminates manual data processing errors.
- 3 Develop a 360 degree view of students to enable customized instruction.

Business Outcomes

- 1 School-wide data democratization.
- 2 Quality control of the student information system.
- 3 Unprecedented access to a variety of data sets.
- 4 Ability to analyze and verify improvement in student learning.

Solution

- TIBCO Spotfire®

[read the success story »](#)
[watch the customer video »](#)
[Colegio Nueva Granada »](#)

Con-way

- NYSC: CNW
- 2014 Revenue: US\$5.8 billion
- Employees: 28,000
- Operating locations: 20 countries, 5 continents
- Industry: Transportation and Logistics

\$500,000

Amount under budget for the integration project

Con-way



"What we found with this new world of event-driven architecture and complex event processing is that we can automate business processes that were impossible before. They were only in the brains of the experts."

—Maja Tibling, Principal Enterprise Architect

Objectives

- 1 Provide more intelligent information to improve business decision-making and service delivery.
- 2 Automate business decisions to increase revenue and keep costs down.

Solution

- TIBCO BusinessEvents®

Business Outcomes

- 1 Real-time data provides additional insight into the business to enable change readiness, network-wide optimization, and reduced planning time.
- 2 Automated business processes, which were impossible before, enable more accurate business decisions, which help reduce costs.

[read the success story »](#)
[watch the customer video »](#)
[Con-way »](#)

Consorsbank

- **Industry:** Financial services
- **Location:** Nuremberg, Germany
- **Clients:** More than 800,000
- **Client deposits:** More than €25 billion
- **Member of French bank BNP Paribas**

20%

Increase in new customer revenue

Consors
bank !

"The feedback on our analyses was totally positive. The visualizations bring the data to life. Spotfire leads users intuitively to surprising and valuable knowledge."

—Jörg Neumann, Director, Business Intelligence

Objectives

- 1 Expand the bank's Circle of Intelligence BI platform to provide visualizations that make complex data accessible and easy to understand.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Bank employees can easily develop rapid, up-to-date analyses and share insights to address pressing issues about the market and customer behavior.
- 2 Insight on account opening and closing processes and customer dialogue provides new knowledge fast, leading to better customer service.
- 3 A new service-oriented customer approach that redefined customer onboarding processes enables reduced advertising costs.

[read the success story »](#)
[Consorsbank »](#)

Convergex

- **Clients:** >3,000 globally
- **Marketplaces:** >100 around the world
- **Headquarters:** New York, NY

1,000

Meaningful alerts culled from 500 million messages/day



"We're using StreamBase for two of our key products right now, and it's really making the workflow for our internal traders and customers much more efficient."

—Ann Neidenbach, CIO

Objectives

- 1 Improve operational efficiencies, collapse multiple trading systems into one, leverage cloud technologies, and rationalize all data.

Solution

- TIBCO StreamBase®

Business Outcomes

- 1 Improved client onboarding and trade executions globally.
- 2 Built a compliance surveillance system with the ability to detect noncompliant practices in real time, where before it took until the next day.
- 3 Enabled culling of 500 million daily messages down to 1,000 meaningful alerts that can be managed very efficiently and proactively.

[read the success story »](#)
[watch the customer video »](#)
[Convergex »](#)

CTI Solutions

- Headquarters: Portland, OR

70%

Reduction in overhead with
Jaspersoft



“Jaspersoft is providing new and innovative options that we can pass on to our clients, and it’s really exceeded our expectations in a lot of ways. Customers have told us that our solutions and reporting capabilities are far superior to our competitors.”

—Rick Daffron, Founder and CEO

Objectives

- 1 Transition to a more agile reporting and data handling system to satisfy clients' growing needs for timely information.
- 2 Differentiate from the competition by offering clients real-time data attuned to experience, not tasks.

Solution

- TIBCO Jaspersoft®

Business Outcomes

- 1 Increased competitiveness as demonstrated by customers who have stated that CTI's solutions and reporting capabilities are far superior to competitors.
- 2 Reduced overhead 70% because maintaining Jaspersoft reports enables a 20 to 30% time savings.

[read the success story »](#)
[CTI Solutions »](#)

Dell SecureWorks

- **Headquarters:** Atlanta, GA
- **7X winner:** SC Magazine US Reader Trust Award
- **Parent:** Dell, Inc., since 2011

200%

Business growth over the past
18 months

“TIBCO worked hard to help us fit its technology into our sales model and provide it in a way that meets clients’ technical and budgetary requirements. We provide a wide range of deployment options using LogLogic, and TIBCO provides us with great behind-the-scene sales support.”

—Jon Ramsey, Chief Technology Officer and Senior Dell Fellow

Objectives

- 1 Enable organizations to predict emerging threats; fortify cyber defenses; detect malicious activity in real time; and prevent, prioritize, and rapidly respond to security breaches.
- 2 Use fast and accurate log analysis to respond to incidents with insight into what has and will happen in order to craft a response that minimizes business impact.
- 3 Become clients’ trusted security advisor by providing complete solutions.

Solution

- TIBCO LogLogic®

Business Outcomes

- 1 The ability to find, contain, and eradicate threats faster with highly optimized processes and technology based on a wide range of LogLogic physical and/or virtual appliance deployment options.
- 2 The ability to stay close to clients, listen to their security problems, and build services that bring together people, processes, and technology to protect and enable them in the face of extensive security threats.
- 3 A TIBCO partnership that has gone to the next level, enabling joint business growth of more than 200%.

[read the success story »](#)
Dell SecureWorks »

Digital Nebula

- Founded: 2015
- Headquarters: London

ALL

TIBCO technologies now accessible
for rapid experimentation



“TIBCO Cloud Integration builds on all the TIBCO strengths and foundational services and enables rapid experimentation with APIs, which focuses the conversation and understanding of expectations between business and IT.”

—Rick Fish, CEO and Founder

Objectives

- 1 Provide a cloud solution for clients that allows for faster experimentation and closer alignment between the business and IT.
- 2 Help clients reduce “shadow IT” by recommending tools and assets that can help their process and sustain delivery over the long term.

Business Outcomes

- 1 Increased customer adoption of cloud solutions, enabling them to reduce deployment time and increase experimentation.
- 2 Attained the confidence to build workflow services, streaming data services, API management, and further connectivity to bring assets together and deliver full end-to-end solutions.

Solution

- TIBCO Cloud™ Integration
- TIBCO Mashery®

[read the success story »](#)
[watch the customer video »](#)
[Digital Nebula »](#)

digitalSTROM

- **Industry:** High tech
- **Founded:** 2004
- **European market entry:** 2011
- **European market penetration by 2014:** Most countries
- **Advancements:** Added Tesla to the smart home, 2015

1

Vendors that could enable this business



"We're providing real-time services all over the house and making it smart, really smart. We started in Switzerland, Austria, and Germany, and we're now expanding through Europe and into mega-cities in Asia — to countries depending on their openness to smart homes. With our back-end systems, it's no concern if we grow fast."

—Martin Vesper, CEO

Objectives

- 1 Provide an infrastructure where cloud-based services, like weather and security, and events coming from the Internet of Things can be used to enable smart homes at low cost.
- 2 Meet the privacy and security requirements of the homeowner.

Solution

- TIBCO® Cloud
- TIBCO BusinessEvents®
- TIBCO® API Exchange Gateway

Business Outcomes

- 1 Integration with home Internet of Things devices for reliable two-way communication and easy smart homeowner control of their environment anywhere, any time.
- 2 A reliable customer experience that is evolutionary, low cost, secure, and private.
- 3 Significant increase in customer adoption of the ClearView CRM offering.
- 4 Overall improvement in user experience, improved workflow, and faster results for ClearView CRM customers.

[read the success story »](#)
[watch the customer video »](#)
[digitalSTROM »](#)

Discovery Partner Markets

- **DPM partners:** The Vitality Group (US), John Hancock (US), Generali (Europe), AIA (Asia), Ping An (China)
- **Clients served:** 200 million
- **Vitality use:** Up 32% from 2014 to 2015

80-90%

Savings in time and effort



"If you're collecting multiple device states globally, you need to ensure that these events are captured and are not going to be lost, that you have guaranteed delivery. TIBCO messaging with queuing mechanisms and asynchronous delivery was one of our requirements."

—Neil Adamson, CIO

Objectives

- 1 Improve the health of policyholders and reward them when they meet their goals via the Vitality wellness platform.
- 2 Establish the Vitality platform as the world's best-in-class wellness solution.
- 3 Provide a common, standardized, secure, global integration platform that gives clients the ability to call back-end services from multiple locations.

Business Outcomes

- 1 In partnership with Apple, release of the Active Reward solution globally, giving members a free Apple Watch that's fully covered by the Vitality program if members meet their exercise goals.
- 2 Improved and expanded relationships with large life insurance companies globally.
- 3 In each country, standard services that facilitate work with 10+ partners, reducing workload by as much as 80% via reusability.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO Spotfire®

[read the success story »](#)
Discovery Partner Markets »

dm-drogerie

- **Coupon redemption time reduced:**
from 24 hours to 30 seconds
- **Customers using the new system:**
Millions
- **System capacity:** 4 million coupon requests/week

MILLIONS

dm-drogerie customers who have used their Payback card



“We envisioned a much better shopping experience for our customers.”

—Andreas Gessner, Head of Application Infrastructure

Objectives

- 1 Become more mobile-friendly and provide an alternative to paper-based coupon redemption.
- 2 Enhance the shopping experience for customers by speeding coupon redemption.
- 3 Develop a solution that can handle millions of coupon redemption requests per week.

Solution

- TIBCO ActiveMatrix BusinessWorks™

Business Outcomes

- 1 Accelerated coupon redemption time from 24 hours to less than 30 seconds.
- 2 Improved the shopping experience with digital redemption of coupons through the POS system and automatic online searching of coupons for dm-drogerie members.
- 3 Provided a major shift in application development with the new integration platform that is supporting cost- and time-saving services innovations.

[read the success story »](#)
[dm-drogerie »](#)

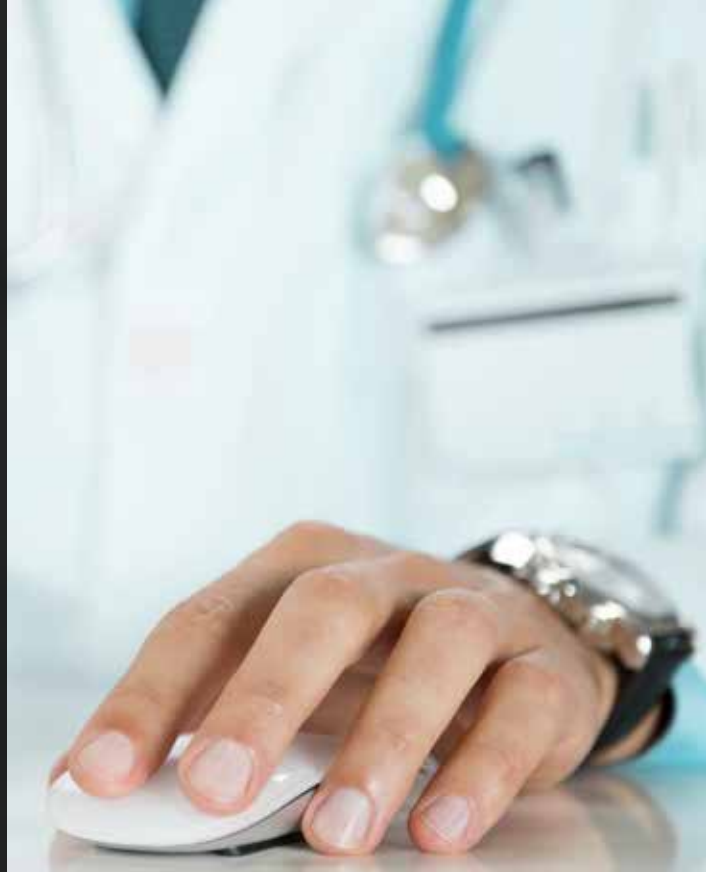
eClinicalWorks

- Founded: 1999
- 2014 revenues: \$315 million
- Employees: 5,000
- Customer renewal rate: 98.9%
- Customers: 100,000 physicians; 600,000 users
- Industry: Healthcare

\$8 MILLION

One customer's savings over
12 months

eClinicalWorks



"The trust we've put in TIBCO is giving our customers a better experience in so many ways. Spotfire is really strong in healthcare and TIBCO understands healthcare complexity and how it could be solved through analytics."

—Rohan D'Souza, Product Manager

Objectives

- 1 Expand the business from simply capturing healthcare data to converting it into actionable insight at the point of care.
- 2 Integrate with a proven analytics vendor with healthcare expertise.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Reduced operating expenses and new revenue from existing customers.
- 2 Improved care provided by EHR customers using actionable data made accessible at the point of care.
- 3 Since becoming a Spotfire OEM, 30-40% improved up-sell and cross-sell, yielding higher revenues.

[read the success story »](#)
[watch the customer video »](#)
[eClinicalWorks »](#)

Equifax

- **Founded:** 1899
- **Headquarters:** Atlanta, GA
- **Employees:** 9,200
- **2015 Revenue:** \$2.7B
- **Operations:** 24 countries
- **Data assets:** 820 million consumers, 91 million businesses

75%

Time-to-market improvement

EQUIFAX®

"Sales teams have been able to provide valuable insights to customers because, over the past year, we've moved from a very manual environment in which it used to take weeks to develop and deliver insights to one that's now 100% self service."

—Brandon Obenauf, Data Strategy and Execution Analyst

Objectives

- 1 Become a thought leader and provider of dynamic insights within the credit space to help clients make the right decisions for their customers.
- 2 Blend business and technology in a way that business users and decision-makers can access shared insights without needing the technical skills.
- 3 Quickly share insights with sales consultants so they can provide more value to customers.

Business Outcomes

- 1 Launched the Cambrian Project that used Spotfire as a key component for enabling true thought leadership, differentiation, and market share growth.
- 2 Improved customer experience by enabling sales consultants to pass on insightful reports to clients.
- 3 Transitioned from a company that supplies data to one that supplies dynamic insights, helping to improve brand image and meet or exceed customers' expectations.

Solution

- TIBCO Spotfire®

[read the success story »](#)
[watch the customer video »](#)
[Equifax »](#)

Euler Hermes

- **Parent:** Allianz
- **Experience:** More than 120 years
- **Presence:** More than 50 countries, 5 continents
- **Coverage:** More than 200 foreign markets

6 TO 0 HOURS

Reduction in time for data collection and analysis



EULER HERMES



"With the Smart Knowledge software we are developing for tablet computers, and the connectivity provided by BusinessWorks, a sales person can show data graphically so a prospect can see what we provide. It provides transparency."

—Olivier Lehe, head of IT connectivity, innovation, CRM, and websites

Objectives

- 1 Demonstrate the value of services and information to customers.
- 2 Empower the sales force with real-time data to support customers in making the right decision at the right time.
- 3 Enable straight-through processing for credit card applications.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 The ability to show information to customers during sales calls improves interactivity, transparency, and trust.
- 2 An empowered global sales team that can access customer data from multiple lines of business helps structure the decision for the customer.
- 3 Significant improvement in sales force productivity and enhanced view of customer data shortens the sales cycle.

[read the success story »](#)
Euler Hermes »



First Citizens Bank

- **Founded:** 1898
- **Branches:** >500 in 18 states
- **2015 income:** \$210 million
- **Parent:** First Citizens BancShares, Inc.
- **NASDAQ:** FCNCA

60 SECONDS

Approval time for online auto loans



"Another big target was to reduce the amount of time for online auto loans. By re-using services that we wrote for account opening, we accelerated that project from three-years to half that time."

—Dan Hudson, Manager of Systems Integration Architecture

Objectives

- 1 Enhance products and create efficiencies enabling better and faster service to customers.
- 2 Reduce the applications portfolio, streamline integration between systems, and quickly integrate systems from newly acquired banks.
- 3 Reduce technical debt.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Conversion of a paper-based credit card application process into an online form used across multiple channels, allowing customer approvals within 60 seconds.
- 2 Significant improvement in workforce productivity and credit card opening time, reducing an 18-month roadmap item into an 18-week project.
- 3 Reduced technical debt and decreased time for online auto loan approval.

[read the success story »](#)
[watch the customer video »](#)
First Citizens Bank »

Fox Networks Group

- **Parent:** 21st Century Fox
- **Broadcasting:** 35 languages, 350 channels, 11 cable networks
- **Viewers:** 1.7 billion

30-50

Manual processes eliminated,
enabling reduced cost and
increased value



"TIBCO will allow us to gather data from various distribution systems, which will allow us to monetize content as a collective in a dynamic marketplace. Already we have become much more knowledgeable about how to appropriately and effectively promote our content."

—Ben Hope, CIO

Objectives

- 1 Figure out which channels and programs viewers are watching, and monetize content there.
- 2 Break down data silos and combine internal and third-party data, then leverage business intelligence tools to allow business partners to become more effective and efficient.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Significant improvement in inventory effectiveness, including the ability for viewers to see only promotions relevant to them.
- 2 The ability to move with the marketplace by supplying and monetizing content through various distribution systems.
- 3 Fulfillment of new contractual requirements with cable and satellite video program distributors and the ability to feed them updated program information and scheduling data in real time.

[read the success story »](#)
[watch the customer video »](#)
[Fox Networks Group »](#)

FrieslandCampina

- **Industry:** Manufacturing
- **Annual revenue:** €11.3 billion
- **Member farmers:** 19,000
- **Product distribution:** More than 100 countries
- **Headquarters:** Amersfoort, Netherlands

30%

Reduced time and effort for generating reports and interpreting data



“We are transforming our planning processes, and Spotfire is enabling that by ensuring that complex data now becomes visible in a common, more actionable way, and new insights can be derived that enable people to make better business decisions.”

—Erwin Logt, Corporate Director, ICT

Objectives

- 1 Transform the sales and operations planning (S&OP) process across all hubs.
- 2 Maximize valorization of the milk supply.
- 3 Evolve to Gartner S&OP Level 3 in which business decisions are based on value and the complete financial impact.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 A new business model enabled by Spotfire implementation in all 10 S&OP hubs, allowing company-wide data and planning KPI standardization.
- 2 Inventory optimization and viewing of complete in-store inventory levels at any time, laying the foundation for optimal valorization.
- 3 Spotfire increased speed and powerful analysis enabling evolution to Gartner Level 3.

[read the success story »](#)
[watch the customer video »](#)
[FrieslandCampina »](#)

FTI Consulting

- **Employees:** 4,400 in 26 countries
- **Expertise:** 80 disciplines
- **Rank:** Advisor to 47 of the world's 100 largest companies
- **2014 revenue:** \$1.76 billion
- **Ticker:** FCN (NYSE)

\$8 MILLION

Savings achieved for a 300-bed hospital by increasing productivity 9% and reducing overtime 14%



"Using Spotfire to build guided analytics solutions, we're able to quickly identify and quantify problems, point out why problems occurred, and also how to correct them. This is invaluable in the healthcare industry."

—Mitchell Goldstein, Director in Health Solutions Practice

Objectives

- 1 Reduce consulting implementation times and provide client operations monitoring.
- 2 Provide clients with turn-key, web solutions for fast identification of performance improvement opportunities.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Faster implementation time for recommended operational improvements enables handling more clients with the same number of consultants.
- 2 Spotfire guided analytics allows helping clients identify and quantify problems, determine why the problems occurred, and plan how to correct them.
- 3 The convenience and power of the cloud solution supports strengthening client relationships, leading to expectations for doubling the business.

[read the success story »](#)
FTI Consulting »

Ignite

- Headquarters: Jacksonville, FL
- Employees: 23
- Parent: Adecco

VISIBILITY INCREASED

Products, sales, revenue, productivity



"I knew Spotfire was powerful enough to give us answers. The trust we put into TIBCO is giving our stakeholders better confidence in our ability to generate solutions that provide business value."

—Sean Paley, President

Objectives

- 1 Visualize data to understand who is using the company's products and why.
- 2 Understand the cost of building products and their associated revenue.
- 3 Discover the most effective marketing channels and the impact that products have.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Identification of new use cases, in some cases showing increased business value for users of 2X.
- 2 The ability to capture all data points allowing development of the product story that shows revenue generation as well as improved operational efficiency.
- 3 Insight that enables fact-based decision-making and drives optimal investments. Spotfire visualizations provide understanding of marketing channels that ultimately saves money.

[read the success story »](#)
[watch the customer video »](#)
[Ignite »](#)

InQuba

- Founded: 2010
- US headquarters: Santa Monica, CA
- Employees: >50

3

Profound differentiators based on TIBCO



“Our functionality enables clients to gather feedback and take action to drive and improve performance. TIBCO products support that robust functionality and help drive our competitive advantage for our clients’ success.”

—Paul Cole, President of inQuba America

Objectives

- 1 Deliver a single, fully integrated end-to-end system for an enhanced customer experience.
- 2 Take advantage of best-of-breed components to get to market faster with key features needed for its customer experience orchestration platform.

Solution

- TIBCO Spotfire®
- TIBCO Jaspersoft®
- TIBCO ActiveMatrix Businessworks™

Business Outcomes

- 1 Built a system characterized by an end-to-end architecture; Single Sign-on; ease of use; embedded BI with easy drill down and report distribution; interoperability; data exchange with clients’ core operational and financial systems; and integration of structured and unstructured data.
- 2 Delivered the ability to analyze buying propensity and customer loyalty, giving clients greater opportunity to improve performance and retain customers.

[read the success story »](#)
[watch the customer video »](#)
[Inquba »](#)

Istrabenz Plini

- **Headquarters:** Koper, Slovenia
- **Group revenue (2013):** €85 million
- **Founded:** 1990
- **Employees:** 284
- **Operations:** Slovenia, Croatia, Serbia, Bosnia, Herzegovina

THOUSANDS

LP gas reservoirs being monitored



"We needed best business practices on decision-making and reporting, meaning visualizations and the value that can be derived from the information contained in them. We wanted to establish a partnership with a provider, not only on an IT level, but also on a business consulting level. We found all this help through the people at TIBCO."

—Črtomir Ješelnik, CIO

Objectives

- 1 Build customer loyalty by providing greater reliability of the LP gas supply.
- 2 Give employees at every level the information they need to make good business decisions.
- 3 Transition from a distributor to a multi-utility company.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Significantly improved supply reliability and increased customer loyalty using real-time reporting and operations information.
- 2 Attained visibility into critical reservoir levels and which reservoirs need to be filled.
- 3 Improved logistics and lowered risk, resulting in the ability to transform from a distributor to a multi-utility company.

[read the success story »](#)
[watch the customer video »](#)
[Istrabenz Plini »](#)



KB Kookmin Card

- **Assets:** US\$15 billion
- **Profit:** US\$300 million
- **Branches:** 70
- **Card holders:** 19 million
- **Credit card agencies:** 2.2 million

600 MILLION

Additional sales generated via the
Smart Offering system

 KB Kookmin Card



"We can analyze for when customers use their card, where they use it, and why—all in real time and act on that information, also in real time. This is based on technical innovation. We are at least five years ahead of our competitors in marketing skills."

—Jahehoon Park, Head of Big Data Strategy Center

Objectives

- 1 Improve competitiveness and customer acquisition by sending personalized credit card offers to customers and prospects.
- 2 Improve customer satisfaction and customer experience.

Solution

- TIBCO BusinessEvents®
- TIBCO Spotfire®

Business Outcomes

- 1 Delivered the Smart Offering project built on a real-time marketing platform that analyzes customers' card transaction data and sends optimal offers in real time.
- 2 Improved customer satisfaction, increased customer credit card use, and gained incremental sales of ~\$600M in one year.
- 3 Achieved 10X increase over competition with ability to run >300 campaigns simultaneously.
- 4 Enabled marketers to design campaigns directly and simply, reducing dependence on IT.

[read the success story »](#)

[watch the customer video »](#)

[KB Kookmin Card »](#)

Kuveyt Turk Bank

- Founded: 1989
- Domestic branch offices: 385
- Assets (2016): TL48.5 billion
- Profit (2016): TL542 million, up 22%

2X

Increase in trading volume



"We were first to use streaming analytics software in Turkey, which enabled us to integrate different platforms—data from up to 25 institutions—into one real-time big data stream. With the help of TIBCO StreamBase, we increased FX volume, and we became the first bank in Turkey to provide a Gold Exchange market."

—Abdulkerim Ozcan, Senior Trader

Objectives

- 1 Efficiently increase trading volumes and the customer base to increase profits.
- 2 Overcome IT and workforce limitations with a user friendly solution.

Solution

- TIBCO StreamBase®

Business Outcomes

- 1 Trading volume increased from 250 million a day to between 500-600 million a day, and the customer base has grown more than 100%.
- 2 Integration of data from up to 25 institutions into one real-time big data stream facilitated an increase in FX volume, and made KT the first bank in Turkey to provide a gold exchange market.
- 3 Cost reduction, increased efficiencies, and an easy to use system helped create a more skillful and engaged workforce.

[read the success story »](#)

[watch the customer video »](#)

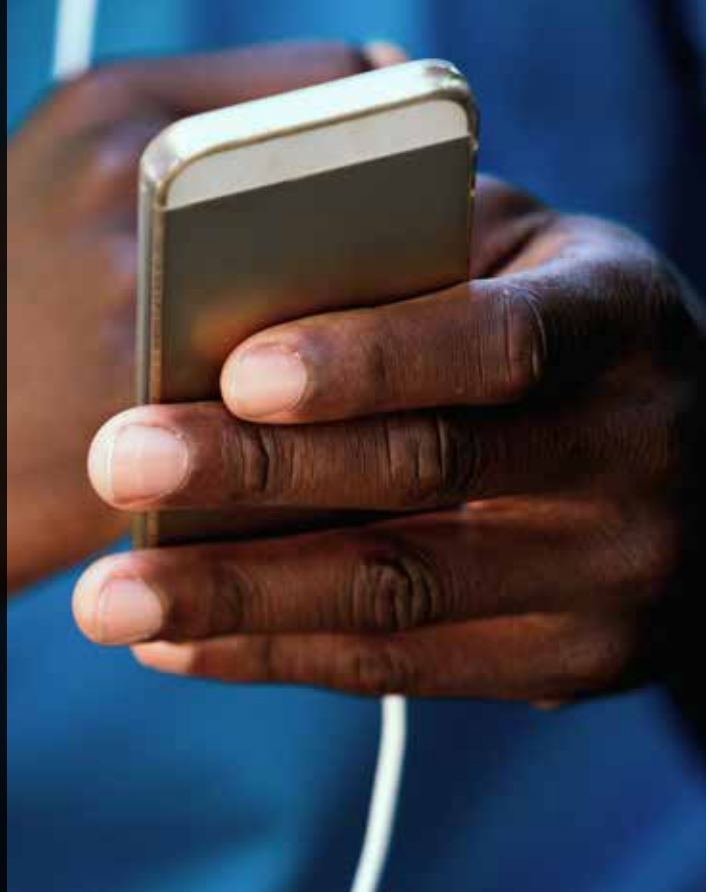
[Kuveyt Turk Bank »](#)

Liquid Telecom

- **Award:** Best African Wholesale Carrier, 4 years running
- **Fiber network:** 24,000 km, Africa's largest
- **Parent:** Econet Global
- **Founded:** 1997, as Econet Satellite Services

100%

Process steps into which there is now visibility



"Liquid Telecom has received a large amount of value from leveraging TIBCO Professional Services. They have understood our problems and brought a significant amount of technical knowledge and advice."

—John Oxley, Development Team Leader

Objectives

- 1 Automate systems to facilitate migration from the wholesale and enterprise sectors to the retail market.
- 2 Support the operating companies within the Liquid Telecom group.
- 3 Enable low-friction integration of legacy systems and set up some green field projects architected for future growth and development.

Business Outcomes

- 1 Much smoother development cycles, with better testing, and easy-to-automate build and deployment cycles.
- 2 Simplification of business processes and more full-featured functions to the operating companies.
- 3 Greater visibility, fewer errors, the ability to escalate issues when required, and improve standardization to support future growth.

Solution

- TIBCO ActiveMatrix BusinessWorks™ 6
- TIBCO Enterprise Message Service™
- TIBCO ActiveMatrix® BPM
- TIBCO® Fulfillment Provisioning

[read the success story »](#)
[watch the customer video »](#)
[Liquid Telecom »](#)

London Theatre Direct

- **Distribution:** All major London theaters
- **Firsts:** First ticket vendor accepting bitcoin

4 MILLION

Number of theater tickets on sale at any one time since implementing APIs

LONDON
THEATRE
DIRECT.



"With our open APIs, we saw a huge increase in tickets sold, and a +500% increase in the value of those ticket sales. Mashery rocket-boosted our existing API to take advantage of our sales platform."

—Co-founder, Francis Hellyer

Objectives

- 1 Transform the way theater tickets are bought and sold by creating a real-time view into box office allocations.
- 2 Improve the customer's buying experience.

Solution

- TIBCO Mashery®

Business Outcomes

- 1 Added significant sales value with a secure booking engine, interactive seating plans, customer reviews, and real-time availability.
- 2 Enabled new partners to brand a fully functional website and quickly and easily jumpstart ticket sales.
- 3 Secured the ability to develop innovative partnerships using its leading platform providing benefits and features not offered by any other ticket agency.

[read the success story »](#)
[watch the customer video »](#)
[London Theatre Direct »](#)

Macy's

- Headquarters: Cincinnati, OH
- Stores: 732
- Parent: Macy's Inc.

38%

Reduction in Latency



"Holidays are the biggest time for sales, and we have to make sure we're able to scale for those increased API calls. Mashery reports have been crucial in preparing for the right amount of servers to handle the traffic, which is critical for our business."

—David Moyer, Head of API Management, macys.com

Objectives

- 1 Develop the most innovative mobile application features geared for the millennial market, integrate with social networks, and add image search.
- 2 Get data to customers quickly so they can find what they need right away.

Solution

- TIBCO Mashery® Cloud

Business Outcomes

- 1 Greater reach within the millennial market with APIs that make it easier for developers to spin up new products, including image search within the iOS app, allowing customers to find the item at Macy's and do an in-app purchase.
- 2 Much faster customer service and the ability to provide recommendations to customers, which increases customer satisfaction.
- 3 Improvements to the checkout experience, which is now faster and easier due to the newest APIs; increased conversion rate.

[read the success story »](#)
[watch the customer video »](#)
[Macy's »](#)



MAIF

- **Founded:** 1934, by teachers
- **Rank:** 5th in France for auto and home insurance
- **Awards:** Highest member satisfaction, 11 years running
- **Members:** 3.4 million

100%

Consistent estimates delivered across all channels

MAIF

assureur militant



"The significant improvement we made was that 100% of our estimates are producing the same results on all channels. For us, it's a tremendous achievement. We know we will be able to get new, expanded services to market faster to meet member needs."

—Benoit Louis, Middleware, Consulting and Support Manager

Objectives

- 1 Continue the excellent relationship established with members.
- 2 Strengthen growth of subsidiaries and affiliates and improve performance across all channels.
- 3 Develop IT agility and modernize systems to accelerate time to market.

Solution

- TIBCO BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO® API Exchange Gateway

Business Outcomes

- 1 A 2015 TIBCO Trailblazer Award for revolutionizing its IT architecture and enabling a consistent customer and partner experience across all channels.
- 2 Collaborative economics and its partner ecosystem have led to an increase in performance by subsidiaries and affiliates.
- 3 Significantly reduced time to market and an IT infrastructure that enables 100% of estimates to produce the same results on all channels.

[read the success story »](#)
[watch the customer video »](#)
MAIF »



Marks & Spencer

- London Stock Exchange: MKS
- Member: FTSE 100
- Headquarters: London, England
- UK stores: 843
- International stores: 486

5X

Reduction in IT resources and time needed to support business analysis

M&S

EST. 1884

"With Spotfire, we have the confidence that when a customer goes into one of our stores, they can see the product they want and buy it. The solution helps to ensure M&S is number one."

—Pete Williams, Head of Enterprise Analytics

Objectives

- 1 Empower business analysts to enhance decision-making.
- 2 Fundamentally change the culture of IT.
- 3 Drive operational efficiency and IT resource optimization.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Business decisions are now data-driven, an improvement that has fundamentally changed the IT-business relationship.
- 2 Data visualizations improve inventory forecasting, so customers will be able to get the product they want on the spot.
- 3 IT resource and time needed to support business analysis have decreased 5x.

[read the success story »](#)
[watch the customer video »](#)
[Marks & Spencer »](#)



Melbourne Airport

- **Operates:** 24/7
- **Opened:** July 1, 1970
- **Daily passengers:** 75,000 (larger than Sydney Airport and London Heathrow)
- **Passengers:** Expected to increase from 34 million to 64 million annually by 2033

\$1M

Cost savings in
infrastructure projects



"Resolving some of the challenges allowed us to move ahead with the opening of the T4 terminal in a far more operationally efficient manner, without major increases in staffing. We've also been able, in many instances, to improve the customer journey through the airport."

—Vic Raymond, ICT Strategy, Planning, and Architecture Manager

Objectives

- 1 Transform into a smart airport and seamlessly accommodate passenger volumes that are expected to increase substantially.
- 2 Create a centralized operations center that manages all airport operations and provides real-time situational awareness and control.
- 3 As passenger volumes increase, evolve the customer journey from reactive to proactive to predictive.

Business Outcomes

- 1 Improved the customer journey with more improvements planned.
- 2 Delivered the situational awareness platform in a very compressed timeframe, providing a flexible foundation for increasing operational efficiencies.
- 3 Launched an airport live map that's updated in real time showing aircraft, service vehicles, and assets like gates and baggage carousels.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO® Live Datamart
- TIBCO StreamBase®

[read the success story »](#)
[watch the customer video »](#)
Melbourne Airport »

MMI Agency

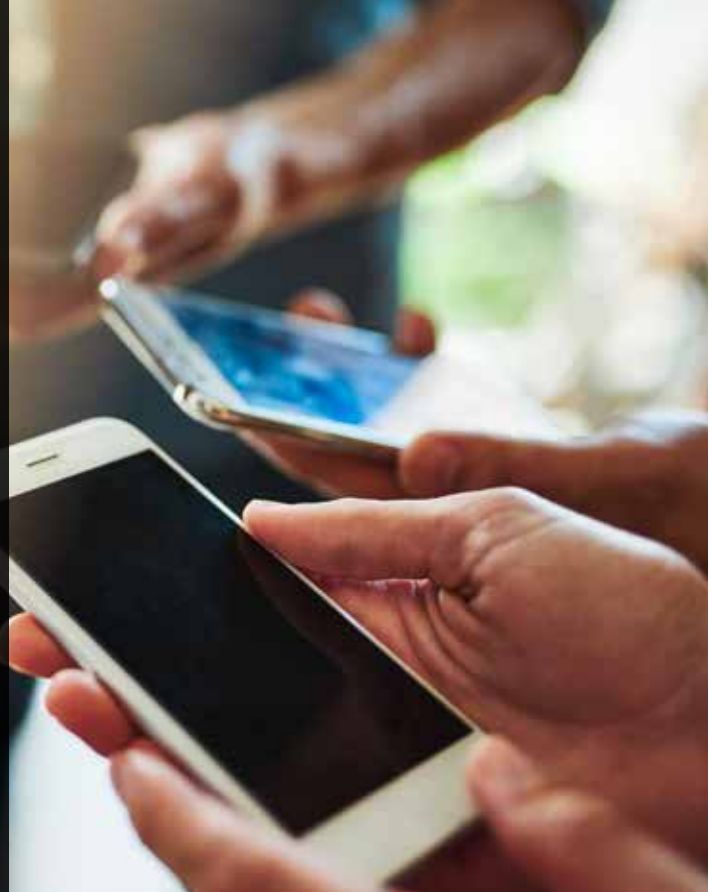
- Headquarters: Houston
- Founded: 1986
- Employees: ~80

HALF

Time saved generating insights and delivering advanced analytics



mpowering brands



“We evaluated a variety of solutions, such as Tableau and Microsoft, and they all had their own strengths and weaknesses, but we needed a solution that could deliver true real-time insights inside a single platform. TIBCO Spotfire has the best workflows—from exploration to modeling and advanced visualizations.”

—Benjamin Spiegel, CEO

Objectives

- 1 In the shortest time possible, turn consumer, market, and platform insights into actionable recommendations for clients.
- 2 Access data anywhere from a mobile phone, tablet, or laptop.
- 3 Find an analytics solution that could be used by anyone from day one and that would be suitable for boardroom presentations.

Business Outcomes

- 1 Fifty percent reduction in report generation time.
- 2 Improvement in workforce efficiency and better business outcomes for clients and partners.
- 3 Better client relationships with new abilities to help grow their businesses.

Solution

- TIBCO Spotfire®

[read the success story »](#)
[watch the customer video »](#)
MMI Agency »



Nederlandse Spoorwegen

- Daily passengers: 1.1 million
- Employees: 34,000
- Founded: 1938
- Revenue (2015): €4.9 billion
- Parent: NS Group

NEARLY 50

New IT projects proposed using better information from TIBCO



"We've made a mobile app so people can see train locations and where the open seats are. We have a lot of sensors on the train, and we transmit that data on-shore, even from older trains. The solution has made it possible to improve our business and our customer experience."

—Wim Liet, Program Manager for IT on Trains

Objectives

- 1 Provide more reliable and better services to customers and stakeholders via the "Virtual Train" project.
- 2 Launch a platform to unify multiple train types and many IT environments to make the Virtual Train project possible.

Business Outcomes

- 1 Using on-board sensors to transmit data on-shore, delivered a mobile app enabling passengers to see train locations and open seats, thereby improving the customer experience.
- 2 Became the only train company in Europe to standardize IT on all trains and deliver new applications.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO BusinessEvents®
- TIBCO ActiveSpaces®
- TIBCO Enterprise Message Service™

[read the success story »](#)
[watch the customer video »](#)
[Nederlandse Spoorwegen »](#)

News Corp Australia

- **Founded:** 1923, Adelaide, South Australia
- **Properties:** ~142 newspapers
- **Employees:** 8,000 staff; 3,000 journalists

300%

Increase in advertising revenue

News Corp Australia



"We talk about APIs enabling the art of the impossible because we can now deliver products that attack different advertising markets. That wasn't possible before, to actually attack advertising markets that we wanted to attain, but also to really drive the product evolution to sustain and grow a subscription business. The Mashery APIs really allowed us to reduce the barrier of market experimentation."

—Myles Lagolago-Craig, Head of Digital Platforms

Objectives

- 1 Transform the business to outpace competitors in mobile and digital.
- 2 Keep consumers engaged across devices and brands, increasing News Corp and advertiser reach and revenue.
- 3 Unlock the value of editorial assets to chase the new value landscape.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO BusinessEvents®
- TIBCO ActiveSpaces®
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Successfully launched cross-platform apps for major brands.
- 2 Used APIs to reduce time to market from months to multiple releases per day.
- 3 Increased daily API calls from two to nine million over the last three years.
- 4 Greatly expanded distribution channels while increasing agility with no disruption for internal or external users.

[read the success story »](#)
[News Corp Australia »](#)



Norfolk Southern

- NYSE: NSC
- 2015 revenue: \$10.5 billion
- Assets under management: 170,000 railcars, 4,200 locomotives, 360 classification yards, 42 intermodal terminals, 28 automotive terminals

25%

reduction in time to market



“The TIBCO benefit is really across all the platforms. It enables near real-time, concise, coherent data. It enables us to save a lot of development time because we have centralized business rules, and it just makes time to market a lot quicker. TIBCO really allows us to complete projects faster and more efficiently.”

—Fred Ehlers, Vice President of Information Technology

Objectives

- 1 Provide very high quality service and be good stewards of assets to maximize efficiency.
- 2 Provide a 360-degree view of the state of the railroad to help the business make more informed decisions.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO BusinessEvents®
- TIBCO Enterprise Message Service™
- TIBCO ActiveSpaces®
- TIBCO Spotfire®

Business Outcomes

- 1 Improved efficiency of intermodal terminal operations, reduced contractor costs, and increased capacity.
- 2 Clear visibility into inventory at the terminals, and a mobile application providing real-time communication with truckers.
- 3 Tracking and tracing of assets, threat and opportunity recognition, and notification to business users so they can act faster.
- 4 Improvements to customer satisfaction by giving them more visibility into their shipments.

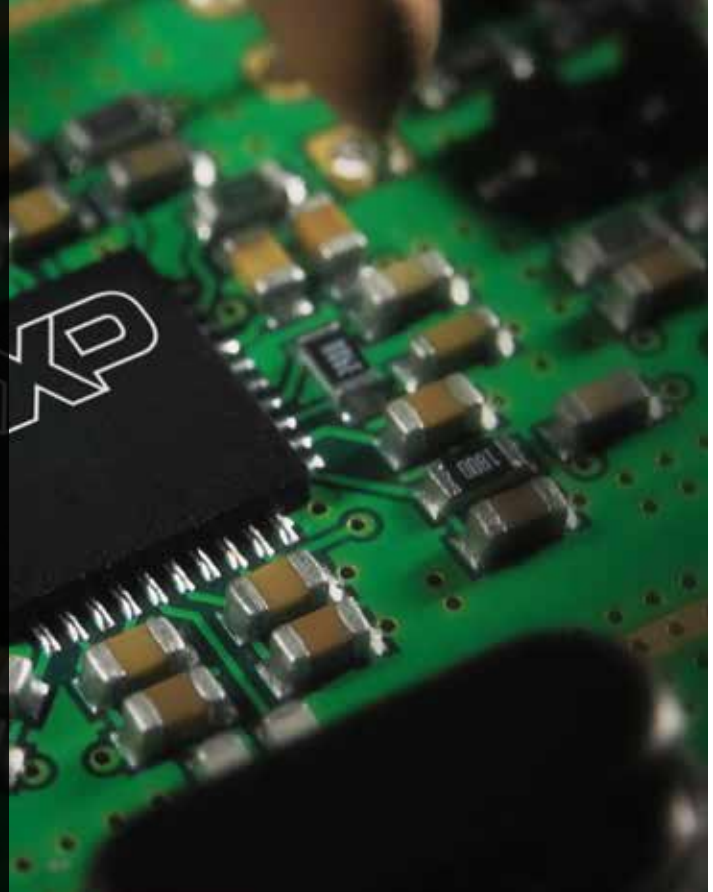
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[watch the customer video »](#)
[Norfolk Southern »](#)

NXP Semiconductors

- **Industry:** Manufacturing
- **Experience:** 55 years
- **Presence:** Operations in more than 25 countries
- **Revenue 2013:** US\$4.82 billion

\$2M

Immediate savings achieved with fast identification of outliers



"Early in the Spotfire implementation phase, we quickly found outliers, and by acting on them, saved \$2 million, just like that."

—Liesbet Wouters, Senior Business Process Expert

Objectives

- 1 Give the business visibility and control of its complex sales model data.
- 2 Improve management of distributor incentive programs.
- 3 Optimize analyst resources and data sharing.

Solution

- TIBCO Spotfire® Desktop
- TIBCO Spotfire®

Business Outcomes

- 1 Self-service BI and control over a complex data model.
- 2 Fast identification of margin leakage as well as customer invoice price data, which improves the distributor incentive model.
- 3 Significant improvement in analyst productivity with 80% of their time now spent on real data analysis and 20% on sharing insights.

[read the success story »](#)
[watch the customer video »](#)
NXP Semiconductors »



Oil and Gas Company

- Industry: Energy

5 TO 10%

Estimated production increase using Spotfire

“Using Spotfire, we have constantly improved efficiency because everybody can work in the same software package whether they’re an engineer, economist, or geologist. We can answer questions and build solutions in minutes that otherwise would take hours or days.”

—Team Lead, Analytics and Information Architecture

Objectives

- 1 Improve operation and cost efficiencies, especially when oil prices are low.
- 2 Answer questions fast to optimize production, decide on acquisitions, and ultimately move the business forward.
- 3 Attain an automatically updated system that could integrate with Spotfire to handle billions of rows of data.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Improved efficiency with the ability for engineers, economists, and geologists to work in the same software package and build solutions in minutes versus days.
- 2 Improved ability to visualize the results, quickly ascertain whether the assumption is valid, and speed decision-making.
- 3 Time savings for employees across the company, enabling them to solve challenging problems using live data from Spotfire and Hadoop.

[read the success story »](#)

QSuper

- **Industry:** Financial Services
- **Founded:** 1913
- **Members:** More than 530,000
- **Investments:** AUS\$50 billion
- **Rank:** Australia's third largest fund
- **Award:** Chant West Pension Fund of the Year 2015

0

Functional silos remaining



"Our services-oriented architecture is much more flexible than the old brittle integration architecture we had. We now get much better solutions, and the cost of delivering them goes down, plus our time to market is much better."

—Scott Edie, Manager of Application, Fechnology, and Security Architecture

Objectives

- 1 Reduce costs and improve operational efficiencies by streamlining back-office functions.
- 2 Remove application silos to improve customer communication.
- 3 Become more knowledgeable about customer needs.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO BusinessEvents®
- TIBCO ActiveMatrix® BPM

Business Outcomes

- 1 A reduced IT footprint significantly cut operating expenses.
- 2 Customers now receive communications through their preferred channel.
- 3 Better customer experience with a single view of the customer, an authoritative source of information to support personalization and drive down cost.
- 4 Marked improvement in the response to changing conditions and delivery of new products and services.

[read the success story »](#)
[watch the customer video »](#)
[QSuper »](#)

R. Lacy

- Headquarters: Longview, TX
- Founded: 1946

CASH FLOW

Enhanced, by identifying poor performing wells and addressing problems



R. Lacy

“The engineering department is using Spotfire to put our fingertips on the data we need to help the company maximize its assets. It’s really having an impact on overall profitability.”

—Brent Haas, Vice President of Engineering

Objectives

- 1 Even with the oil and gas industry's current challenges, achieve growth by analyzing and acquiring valuable assets at lower evaluations.
- 2 Give decision-makers 24/7 access to data so they can analyze at the granular level and make decisions that will ultimately improve profitability.
- 3 Leverage talent and build development inventory by finding high quality acquisition candidates.

Business Outcomes

- 1 More efficient acquisition of the highest performing areas by combining mapping, decline curve analysis, and data analytics.
- 2 Implementation of a template that brought decline curve analysis into Spotfire to improve efficiency of reserves analysis.
- 3 More efficient identification of poor performing wells and enhanced cash flow through the ability to address problems with workovers or recompletions.

Solution

- TIBCO Spotfire®

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R. Lacy »



Risk Control Technologies

- Headquarters: Toronto

SEAMLESS

Customer experience with Jaspersoft single sign-on

“We’re constantly asking ourselves what is best for customers, and we knew that choosing what was best for them would maintain our leadership position. We kept our customers happy and continued growing our competitive advantage with Jaspersoft.”

—Sean Banikin, Vice President, Risk Control Technologies

Objectives

- 1 Maintain leadership in the insurance industry by increasing the depth of the offering and by meeting customers’ long-term objectives for robust analysis.
- 2 Partner with a BI expert to enable maintaining data security, paramount in the financial services and insurance industries.
- 3 Reduce support and development demands on the support team and provide software that is easy for customers to use.

Solution

- TIBCO Jaspersoft®

Business Outcomes

- 1 New insights and reports supply a strong voice within a specialized market and increased credibility.
- 2 New personalized safety programs allow customers to reduce risk, made possible by identifying customers with similar profiles and common risk exposures.
- 3 Significant decrease in the amount of effort needed for support and maintenance provides an immeasurable improvement in the customer experience.

[read the success story »](#)
[Risk Control Technologies »](#)

Royal Caribbean

- NYSE/OTC: RCL
- Rank: 2nd largest cruise company
- Guests per year: 5 million
- Ships: 41
- Brands: 6 cruise lines

BILLIONS

Yearly transactions soon to be handled by real-time TIBCO technology



"We anticipate opportunities for interacting with guests in a richer fashion. APIs for web and mobile channels can connect to guest services for a seamless experience. We can also increase product quality and opportunities for selling."

—Jose Machado, Associate Vice President Software Engineering

Objectives

- 1 Optimize the guest experience and anticipate needs for pre-cruise, cruise, and post-cruise interactions.
- 2 Deliver software solutions faster, better, and at lower cost by finding and implementing a loosely coupled integration platform.
- 3 Develop the ability to integrate vendor systems in a standard, robust, reliable way.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 The ability to enhance the user experience with technology that enables breaking down functional silos, identifying key business events, and automatically applying rules for tighter control over business processes.
- 2 A development catalog of pre-tested IT services that can be quickly assembled and reused to ensure lower cost, high quality software solutions.
- 3 Modern services management enabling Royal Caribbean Sales and Marketing to choose any vendor and easily integrate their technology using APIs.

[read the success story »](#)
[Royal Caribbean »](#)

Ruths.ai

- Headquarters: Houston, TX
- Founded: 2013
- Experience with Spotfire: 8 years

\$120 MILLION

One client's savings over three years,
discovered using Spotfire



Ruths.ai

“For our larger clients with many different disciplines, domains, and functional roles, Spotfire is like a Swiss Army knife. It can be used for many functions in many different ways, but you still just have one knife.”

—Troy Ruths, CEO

Objectives

- 1 Use data science to connect tools and software across domains and provide unique workflows.
- 2 Help clients become data analytics experts by acting as a problem solver rather than a software maintenance shop.
- 3 Become a data science partner, a trusted adviser that provides quality solutions and good advice on how to implement them.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 The first-of-its-kind analytics app store, Exchange.ai, built on TIBCO Spotfire. Users can identify their level of sophistication and see the types of analytics they could purchase to grow their maturity level.
- 2 The ability to develop and extend Spotfire to deliver new solutions and visualizations that help clients move to the cloud, expect and get more technologies in the browser, and achieve seamless transitions from desktop to web.
- 3 Reputation as a trusted data science partner, with no client ever declining proposed projects.

[read the success story »](#)

[watch the customer video »](#)

[Ruths.ai »](#)

Sage Human Capital

- **Founded:** 2009
- **Industry:** Human Resources
- **Provide:** TaaS (Talent as a Service)
- **Headquarters:** Palo Alto, CA

50%

Reduction in costs



"We achieved tremendous productivity by providing our customers with customized dashboards. They're able to see what's going on in the search and that's allowed cooperation between the client and us, so we can make a placement faster. We increased our productivity twofold and cut our costs by 50%."

—Paul Grewal, CEO

Objectives

- 1 Increase visibility into talent searches and search strategies.
- 2 Integrate multiple data systems and view easily on a single dashboard to increase internal productivity and decrease cost.

Business Outcomes

- 1 Increased customer satisfaction through greater staff productivity and through visibility into talent searches.
- 2 Increased productivity with the ability to view a dashboard that integrates multiple data systems.

Solution

- TIBCO Jaspersoft®

[read the success story »](#)
[watch the customer video »](#)
[Sage Human Capital »](#)

Scandinavian Airline Service

- **Rank:** Largest airline in Sweden
- **Passengers:** 28.4 million (2013-14)
- **Destinations:** 1,321 in 193 countries
- **Daily flights:** 18,500

REAL-TIME MESSAGING

The key to smooth flight operation



“Our business goals are to offer more digital solutions and win the battle for Scandinavia’s weekend travelers. Our integration platform is crucial.”

—Katarina Khan, Head of Enterprise Architecture

Objectives

- 1 Facilitate a digital experience for customers, including self-service apps for booking, re-booking, and flight updates.
- 2 Give the business a shorter time to market, simplify partner integration, and modernize customer communications.

Solution

- TIBCO Enterprise Message Service™
- TIBCO ActiveMatrix BusinessWorks™
- TIBCO® Managed File Transfer
- TIBCO Hawk®

Business Outcomes

- 1 Enablement of features like the web app for 24/7 passenger check-in and the in-flight management system that facilitates smooth flight operations.
- 2 Established expertise in one place, enabling many integrations with other vendors and partners.
- 3 Progress towards the goal of achieving 50% re-use of services and messages.

[read the success story »](#)
Scandinavian Airline Service »

Societe Generale

- **Founded:** 1864 in France
- **Customers:** over 31 million
- **Operations:** 66 countries

7

Months to implement more than
1,000 real-time data flows for
45 partners



“Deduplicating actions between data producers and data subscribers allows us to increase flexibility of systems and improve cost efficiency.”

—Gwenaél Lechat, SEG Project Manager

Objectives

- 1 Integrate multiple technology systems on a platform that delivers scalability for data exchange and business processes.
- 2 Preserve the speed provided by point-to-point interfaces while reducing costs.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Improved data quality and reliability and eliminated onboarding disruption and countless validation procedures.
- 2 Eliminated multiple management requirements, increased flexibility of systems, and improved cost efficiency.
- 3 Implemented over 1,000 data flows between more than 45 partners in less than one year.

[read the success story »](#)
[Societe Generale »](#)



SofTrek

- **Industry:** Application software
- **Founded:** 1987
- **Experience:** More than 25 years
- **Headquarters:** Amherst, New York

50%

Reduction in time to market

SOFTREK
c o r p o r a t i o n



"With our ability to deliver BI content to our customers in a timely fashion, they can make more informed and accurate decisions for their business."

—Robert Girardi, CEO

Objectives

- 1 Deliver enhanced analytics to customers via the SofTrek ClearView CRM solution and improve usability, satisfaction, and adoption.

Solution

- TIBCO JasperSoft®

Business Outcomes

- 1 Seamless business intelligence.
- 2 Shorter development cycles.
- 3 A more competitive solution.

[read the success story »](#)
[watch the customer video »](#)
[SofTrek »](#)

SunGard

- 2014 Revenue: \$2.8 billion
- Employees: 13,000
- Customers: 14,000
- Headquarters: Wayne, PA

DECREASED

Operations overhead,
development, support

SUNGARD



“Our main two objectives were accuracy and speed, and TIBCO MDM is allowing us greater governance over authoring and updating of information. Data then becomes more reliable, so we don’t have to spend time double- and triple-checking for reporting. We’re putting information in our data warehouse that users can rely on. And we’re providing a quick return, which is what they want.”

—Daniel Newbern, Senior Director for Enterprise Projects

Objectives

- 1 Consolidate data to get one view of a customer.
- 2 Deliver one story about a customer, efficiently arming the executive and sales teams.
- 3 Obtain technology that would allow better and easier integration of systems and allow building a better data repository and better reporting.

Solution

- TIBCO® MDM

Business Outcomes

- 1 One solid view of the customer that enables insight into their activity, an improved customer experience, and better targeting for up-sell/cross-sell opportunities.
- 2 Stronger reporting for business groups and executives allowing better business decisions related to operations and customers.
- 3 Greater governance over authoring and updating of information so data is more reliable, and users get a quick return.

[read the success story »](#)
SunGard »

Swisscom

- **VTX (SCMN):** Since 1998
- **Headquarters:** Ittigen, Switzerland
- **2015 Revenue:** CHF 11.678 million
- **Employees:** 21,637

145 MILLION

Synchronous and asynchronous calls handled monthly on the TIBCO platform



“Not only do we have an IT architecture, we also have the possibility to evolve it in a more cost effective way and provide a foundation enabling people to establish business and IT transformation.”

—Luciano Aprile, Head of Enterprise Application Integration Development

Objectives

- 1 Facilitate digital business transformation through merging and consolidation of the IT platform.
- 2 Connect people from various divisions who need to create solutions for the whole company.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Integration of more than 120 IT applications and implementation of over 650 integrations, providing a great foundation for digital business transformation.
- 2 Design, implementation, and testing of functional flows within several business units, facilitating internal cohesion and helping manage the digital business transformation.
- 3 Lower IT TCO by reducing effort and cost using a common, standardized integration infrastructure.

[read the success story »](#)
[Swisscom »](#)

Symantec

- Founded: April 1982
- FY2016 Revenue: \$3. billion
- Employees: 11,000
- NASDAQ: SYMC

50-60 PERCENT

Decrease in time spent collecting security events



“With the trust that we put in the TIBCO toolset, we’ve been able to provide our customers a much more seamless experience, much more efficient mechanisms by which they can interact with Symantec.”

—Mannie Heer, Senior Director, IT Applications

Objectives

- 1 Bring together disparate customer-facing and back-office systems to help deliver products and services.
- 2 Streamline the multiple start-stop process of customer security event reporting, case creation, evidence submission, and evidence collection.

Business Outcomes

- 1 A streamlined case management process decreasing time spent for data collection by 50 to 60 percent.
- 2 Increased customer satisfaction and engineer productivity.
- 3 Faster time to market.

Solution

- TIBCO BusinessWorks™
- TIBCO® Managed File Transfer

[read the success story »](#)
[watch the customer video »](#)
[Symantec »](#)

Syntelli Solutions

- **Founded:** 2005
- **Headquarters:** Charlotte, NC
- **Clients:** >100

60%

Year-over-year growth due to
Spotfire projects



"Spotfire has helped us tremendously and has had a significant impact on our business. It has helped us grow into a more focused and mature data analytics company."

—Rishi Bhatnagar, CEO

Objectives

- 1 Help clients leverage a platform for data analytics and give them the ability for very smooth and fluid analytics leading to insight.
- 2 Enable clients to leverage the power of their data with an easy to use tool for multiple user types that provides enterprise-class scalability.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Sixty percent year-over-year growth and projected 100% growth in the coming year.
- 2 Spotfire established as the primary go-to-market tool, with its ease of use and scalability enabling completion of over 100 projects across many industries.
- 3 Many customer insights and excellent results from data analyses.

[read the success story »](#)

[watch the customer video »](#)

[Syntelli Solutions »](#)

The AA UK

- Founded: London, 1905
- 2016 group revenue: £963 million
- Customers: >15 million
- Employees: 7,862
- Employee charitable fundraising: >£150,000

75%

faster than target SLA



"We wanted our development community to get hands-on with the technology and test it with minimal supervision to see how complex it would be to implement. TIBCO really excelled. Our developers were able to get to grips with the technology and do a number of POCs to prove it was right for us."

—John East, Head of Architecture

Objectives

- 1 Transform IT so it can enable new products and services and new ways to provide those products and services quickly and with pricing flexibility.
- 2 Create a more flexible pricing engine that can return quotes to customers as quickly as possible to gain a competitive advantage.

Solution

- TIBCO ActiveMatrix BusinessWorks™ 6
- TIBCO Enterprise Message Service™

Business Outcomes

- 1 Implementation of a new lead pricing service helped IT integrate a new product called Radar Live and apply a new pricing engine for the insurer business.
- 2 The new pricing service manages 35 pricing transactions per second and delivers quotes in 1.5 seconds, 75% faster than the target SLA.
- 3 IT and business teams now have a trusted, strategic relationship.

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[watch the customer video »](#)
[The AA UK »](#)



TUI Group

- **Tour operators:** leading brands throughout Europe
- **Travel agencies and online portals:** 1,800
- **Airlines:** 6, with more than 140 aircraft
- **Hotels:** over 300 with 210,000 beds
- **Cruise liners:** 15 (in 2016)
- **2014 revenue:** €20.1 billion

€50 MILLION

Daily revenue thanks to
TIBCO stability



"Our customers benefit from TIBCO technology as we are able to provide an even better customer experience through analysis. There are a lot of services we can provide based on this analysis to make the customer experience more unique."

—Heinz Kreuzer, CIO of TUI Central Region and CEO of TUI InfoTec

Objectives

- 1 Achieve profitable growth, obtain new customers, and make TUI the number one travel brand.
- 2 Facilitate the merger of TUI AG and TUI Travel PLC by consolidating applications and maintaining a high quality of service.
- 3 Serve customers in a very individual and unique way and provide very personalized offers based on where they are in their journey.

Business Outcomes

- 1 Ability to generate €50 million in revenue per day because new system and application integrations are fast and stable.
- 2 Ability to analyze competitor pricing and immediately make adjustments to be very competitive without giving up too much margin.
- 3 Fast increase in net promoter score from 41 upwards due to the ability to analyze customer trips and personalize their experience.

Solution

- TIBCO ActiveMatrix BusinessWorks™ 6
- TIBCO Enterprise Message Service™
- TIBCO Spotfire®
- TIBCO Hawk®
- TIBCO® Managed File Transfer

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[watch the customer video »](#)
TUI Group »

TXODDS

- **Products:** TXAPI, TXLAB and TXTRADER
- **Pre-game coverage:** 20 sports, 200 bookmakers
- **Sports:** 7 types
- **Availability:** 24 hours, 365 days/year

1

Data feeds, down from 2

TXODDS

WINNING DATA



“By merging and streaming all the data on our platform, real-time and historical, customers can model, study patterns, and formulate their trading plans. They increase profitability—and that’s what it’s all about.”

—Head of Architecture

Objectives

- 1 Manage the explosion of real-time data from in-running (betting during the game) by collecting everything that’s going on in the industry.
- 2 Quickly deliver what would usually be an internal process on the client side, allowing clients’ trading floor staff to manage more transactions and more markets simultaneously.
- 3 Modernize with technology that prepares the company for the potentially fearsome world of betting, one much like the financial industry in which there is almost a form of warfare going on.

Business Outcomes

- 1 Real-time data integration provides a fast, reliable feed with enhanced features, enabling clients to manage more transactions and markets simultaneously.
- 2 One unified data source enables customers to choose just the data they want, increasing its relevance.
- 3 Data now held in memory drastically reduces latency, enabling data to be very quickly pushed to Asian and European clients without the need for databases.

Solution

- TIBCO StreamBase®

[read the success story »](#)
[watch the customer video »](#)
TXODDS »



Unconventional Upstream Oil and Gas Company

- Industry: Energy

44%

Year-on-year savings due to cleaning data with Spotfire

“One of our most successful Spotfire use cases was reviewing costs for chemicals associated with producing wells, and in one division, we saved nearly 44% year-over-year, on the order of tens of millions of dollars.”

—Reservoir Engineer

Objectives

- 1 Be the most efficient and prudent operator among all oil and gas companies, especially for unconventional resources.
- 2 Streamline data and get it into clean formats that end users can use with minimal support from IT.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Savings of 44% year-over-year, on the order of tens of millions of dollars.
- 2 Significant productivity improvements on well analysis providing results on 30 to 40 wells per second, whereas before it was one well per minute.

[read the success story »](#)



University of Chicago Medicine

- First hospital opened: 1927
- Licensed beds: 805
- Employees: ~9,000
- Attending physicians: 842
- Nurses: 2,446

\$600,000

Anticipated OR cost savings per year due to efficiencies, plus \$500,000/year in the next phase



"In real time, we are able to alert our rapid response team to go to the bedside of a patient who is likely to go into cardiac arrest. So far, we've successfully reduced the number of cardiac arrests in the hospital by an estimated 15 to 20%."

—Christine Watts, Chief Enterprise Architect

Objectives

- 1 Deliver superior healthcare and remain a leader in the industry through advancements in medical innovation and through serving health needs.
- 2 Effectively share data across a large number of disparate systems by eliminating silos across technology and functional areas.

Business Outcomes

- 1 Cardiac arrests reduced by an estimated 15 to 20 percent.
- 2 Improvement in patient care due to streaming patient data from monitoring devices.
- 3 Reduction in re-admissions by better identifying at-risk patients using predictive analysis.

Solution

- TIBCO ActiveMatrix BusinessWorks™
- TIBCO Enterprise Message Service™
- TIBCO BusinessEvents®
- TIBCO Spotfire®

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[watch the customer video »](#)
University of Chicago Medicine »



Vestas

- **Wind turbine production:** Since 1979
- **Wind turbines:** 56,860 on six continents
- **Power generation:** > 5 million MWh/year
- **Yearly offset in CO2 emissions:** > 75 million tons

10 YEARS OF DATA

Used in Spotfire analyses supporting million dollar contracts

Vestas



“Spotfire is being used on all levels, from traditional business intelligence to super sophisticated advanced analytics. We can provide any data visualization, data representation, super sophisticated calculations, analytics, predictive and prescriptive maintenance, and decision-making.”

—Kim Andersen, Head of Advanced Analytics

Objectives

- 1 Find an analytics solution that would be less costly in maintenance and technical skill level.
- 2 Replace Tableau, Microsoft Power BI and Excel, and other tools with a single, more powerful system.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Improved sales, with the sales person able to answer questions and provide the client with analysis on-demand.
- 2 Democratized data access across the entire company, enabling new use cases, greater workforce productivity, and faster, self-service analytics.
- 3 Advanced analytics on the spot through the ability to tweak algorithms.

[read the success story »](#)
[watch the customer video »](#)
Vestas »

Western Union

- NYSE: WU
- Yearly transactions: 460 million
- 2013 Revenue: \$5.5 billion
- Reach: 200 countries, 75 languages
- Employees: 10,000
- Agents: 500,000

BILLIONS

Secure transactions using TIBCO



"We use TIBCO products to feed a massive volume of data, billions of records through our Hadoop platform, and real-time event processing to ensure transactions are safe and secure."

—Benoit Louis, Middleware Consulting and Support Manager

Objectives

- 1 Become the only bank that can deliver funds in minutes to any bank account in any part of the world.
- 2 Deliver a fast omni-channel experience to satisfy the needs of a global customer base.
- 3 Make big data actionable in real-time for online and mobile.

Business Outcomes

- 1 Improved revenue and customer experience through expanded payment options that deliver funds to any part of the world in minutes.
- 2 Delivery of a worldwide omni-channel customer experience and faster web and mobile banking.
- 3 Real-time customer service for online and mobile bankers.

Solution

- TIBCO BusinessEvents®
- TIBCO ActiveSpaces®
- TIBCO ActiveMatrix BusinessWorks™

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[watch the customer video »](#)
[Western Union »](#)

Whispir

- Founded: 2002
- Headquarters: Melbourne, Australia
- Employees: 104

3,000%

Year-over-year increase in API usage



"The Whispir API now generates more than 30% of product revenue, a percentage that continues to grow. This is a direct effect of using the API management infrastructure provided by TIBCO Mashery."

—Jordan Walsh, Product Architect

Objectives

- 1 Deliver a way for customers to make underlying communication technologies interoperate as if viewing through "a single pane of glass."
- 2 Find a customizable solution that is easy to manage and inexpensive to deliver.
- 3 Generate incremental revenue from exposing standard sets of customizable features.

Business Outcomes

- 1 Fast and easy program and portal setup.
- 2 Very high customer adoption leading to 112% increase in daily API calls, and more than 30% increase in product revenue.

Solution

- TIBCO Mashery®

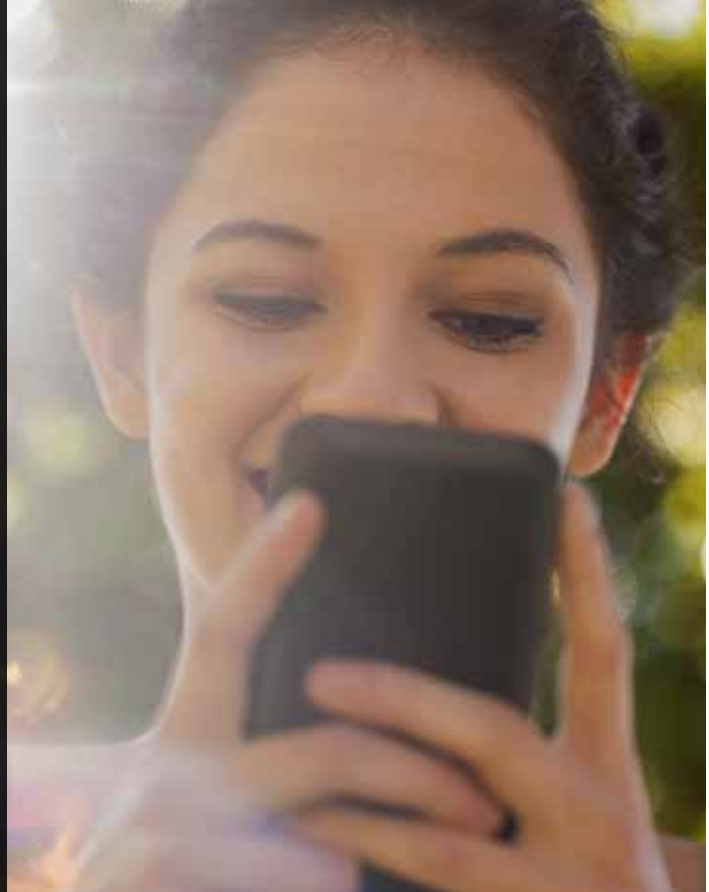
[read the success story »](#)
[Whispir »](#)

XL Axiata

- **Industry:** Telecommunications
- **IDX:** EXCEL
- **Customers:** 62 million
- **Founded:** 1989
- **Parent:** Axiata Group
- **Headquarters:** Jakarta, Indonesia
- **Employees:** 2,000

INCREASED

Campaign conversions and
revenue per user



“We’ve witnessed several positive outcomes from TIBCO BusinessEvents, including marked improvement in retaining customers and increased revenue per user.”

—Simeon Iheukumere, Head of IT Service Build

Objectives

- 1 Become a leader in mobile Internet with at least 50% of revenue from data.
- 2 Improve the IT-business relationship by enabling faster responses to changing business conditions.
- 3 Improve value-added service delivery by knowing customer needs.

Business Outcomes

- 1 Marked improvement in customer retention and an increase in average revenue per user.
- 2 The ability to track revenue-generating activities, redefine operations across the network, and shift IT to a strategic differentiator.
- 3 Customer fingerprinting providing more targeted offers with an increase in acceptance.

Solution

- TIBCO Spotfire® Desktop
- TIBCO BusinessEvents®

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[watch the customer video »](#)
[XL Axiata »](#)

Yakult

- **Founded:** 1935 by Dr. Minoru Shirota
- **Headquarters:** Tokyo
- **Global distribution:** 33 countries and regions
- **Consumption:** 30 million bottles/day
- **Employees:** 3,000

15 TO 20%

Sales increase due to Spotfire

Yakult



"If you want to distinguish sales drivers from nondrivers in a very dynamic environment in which you're doing a lot of things simultaneously, you must be able to collect all the information and look at it from all perspectives. You have to zoom in by region, look at trends at all the retailers. Spotfire makes these perspectives feasible. You can quickly find what is working and what is not."

—Egbert Jan Vierkant, Market Analyst

Objectives

- 1 Distinguish sales drivers from non-sales drivers.
- 2 Optimize the marketing budget to drive additional growth.
- 3 Reduce time spent analyzing and collecting data and increase time spent focused on the business.

Solution

- TIBCO Spotfire® Cloud

Business Outcomes

- 1 Dramatic improvements to strategic retailer relations, as Spotfire enables demonstrating and setting optimal pricing.
- 2 Acceleration of new product distribution and an increase in sales of 15-20%.
- 3 A thorough understanding of the market and great visualizations facilitating communications and fueling a competitive advantage.

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[Yakult »](#)

Yellow Pages Canada

- **Customers:** ~300,000
- **Reach:** ~30% of Canada's online population
- **Staff:** 2,800
- **Distribution:** ~9,500 locations nationwide

6 MONTHS

Implementation time vs. the industry-standard of 18 months



"Content accuracy is what differentiates us from many other marketing companies. If we don't have that information, we will lose consumers."

—André Boisvert, Chief Architect

Objectives

- 1 Transform the business from print to online to adapt to the digital world.
- 2 Provide up-to-date, accurate information to customers.
- 3 Provide advertisers with exceptional ROI for lead generation and customer acquisition.

Business Outcomes

- 1 Identified businesses that consumers were searching for and accurately matched these businesses with data from third-party services and its own databases.
- 2 Increased perceived relevance by more than 10%.
- 3 Improved data accuracy by correctly matching content to existing records.

Solution

- TIBCO® MDM

[read the success story »](#)
[watch the customer video »](#)
[Yellow Pages Canada »](#)

ZE PowerGroup

- **Industry:** Energy and commodities
- **Founded:** 1995
- **Headquarters:** Vancouver, BC
- **Employees:** 200

INCREASED

Market share and close rates



"The TIBCO partnership has been great. We improved our product, expanded our capabilities, and saved time by integrating Spotfire self-service BI into our ZEMA dashboard."

—Waleed El-Ramly, Chief Product Officer

Objectives

- 1 Improve competitiveness with innovative solutions for more customers in more markets.
- 2 Partner with a BI market leader to empower clients with the best solution while remaining laser focused on core competencies.

Solution

- TIBCO Spotfire®

Business Outcomes

- 1 Integrating instead of building BI enabled maintaining focus on core competencies, resulting in expanded capabilities and improvements to products and market share.
- 2 Improved new-business close rate leading to an expanded client base that benefits from greater productivity and faster analysis and decision-making.
- 3 Increased customer satisfaction with analyses that used to take days to build and now takes just hours.

[read the success story »](#)

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