PORTAONE
CUSTOMER
CONFERENCE
2019

# PortaBI:
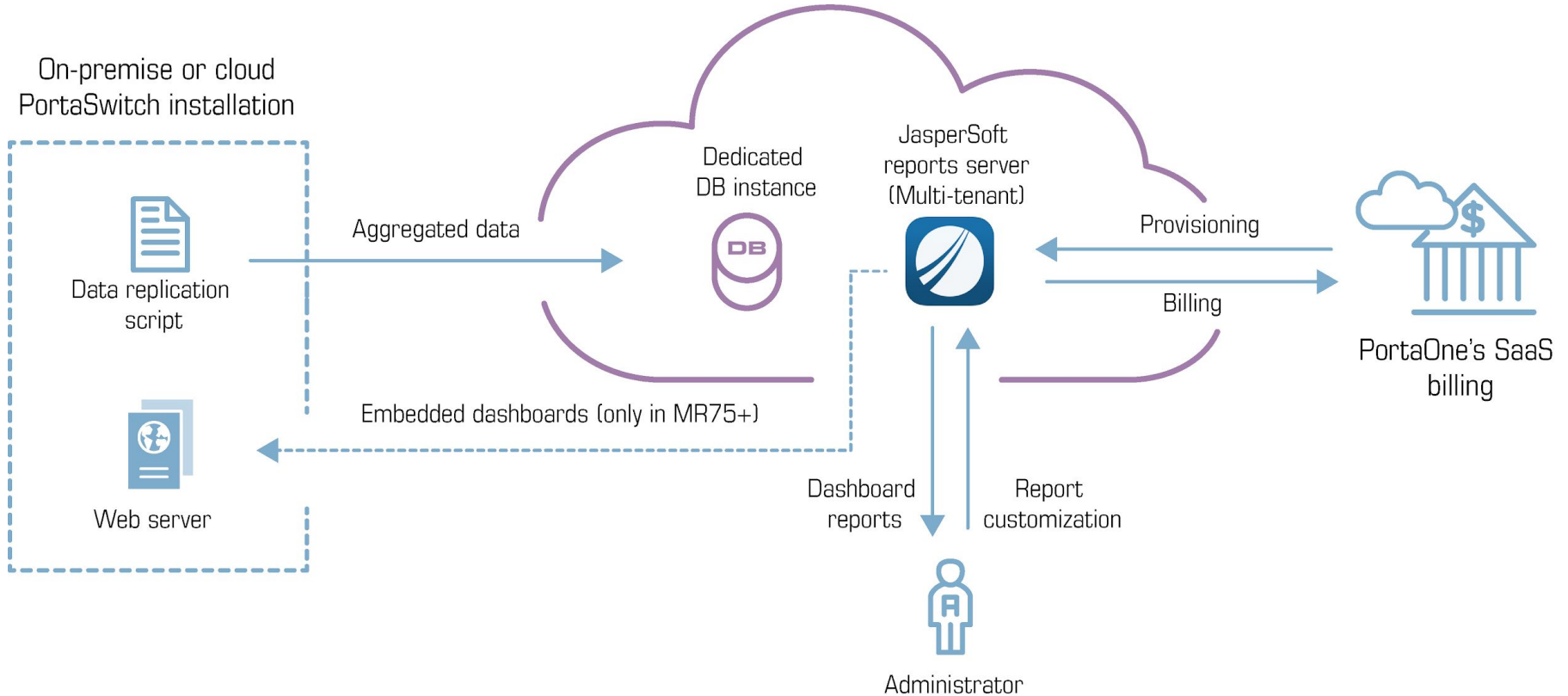# A business analytics product that you will love

## Mike Kidik

Product Officer

# BI in the cloud pros

- Instant deployment
- No need for hardware
- No need for upgrade
- 47% voted "YES"

# BI in the cloud cons

- Moving data outside of your network
- Extra security requirements

# Solution Architecture

On-premise or cloud
PortaSwitch installation

Data replication
script

Aggregated data

Dedicated
DB instance

**DB**

JasperSoft
reports server
(Multi-tenant)

Provisioning

Billing

PortaOne's SaaS
billing

Embedded dashboards (only in MR75+)

Web server

Dashboard
reports

Report
customization

Administrator

# Why TIBCO Jaspersoft?

- Self-service reporting
- Design perfection
- Unrivaled flexibility
- Truly built for embedding
- Not your typical BI tool

# BI Example - ARPU Dashboard

TIBCO Jaspersoft®    🏠  Library    View ▾    Manage ▾    Create ▾          superuser2    Help    Log Out

**APRU/Profitability**

## Time Period between

MONTH-5

### and

MONTH

## Customer class

| Available: 13 | Selected: 0 |

Search list...

Default customer class
fax.com End Users
Power Customer
Power Customer (deprecated)
Power Free Trial
Power Reseller
Signup Reseller
Test Customer Class
Test Reseller 1
Test Reseller 2

✔ All    ✕ None    Invert

## Product

| Available: 25 | Selected: 0 |

Search list...

Fax Flat Rate (US & Canada)
Fax Termination Flat Rate (US & Canad...
iFax - small business fax line
Power
Power 2.0
Power CCP
Power-Cust-SL1
Power-Cust-SL1-DELETE
Power-Cust-SRS
Power-Cust-VOW

✔ All    ✕ None    Invert

Apply    Reset

### 2. Customers Ad Hoc View

| Customer Class | Total number of customers | Total number of accounts | Avg monthly revenue | Monthly ARPU | Profit margin |
|---|---|---|---|---|---|
| Default customer class | 1 | 9 | 0.19 | 0.19 | 92.32 |
| Power Customer | 579 | 22,442,282 | 772,572.43 | 1,334.32 | 87.46 |
| Power Free Trial | 80 | 4,027 | 171.83 | 2.15 | 97.18 |
| zzzPortaTestClass | 1 | 4 | 0.00 | 0.00 | |
| **Totals** | **661** | **22,446,322** | **772,744.45** | **1,169.05** | **87.46** |

### 2.1 Customers ARPU chart Ad Hoc View

### 2.2. Customers Profitability chart Ad Hoc View

### 1. Products Ad Hoc View

| Product | Total number of accounts | Avg monthly revenue | Monthly ARPU | Profit margin |
|---|---|---|---|---|
| Power | 5,755,023 | 329,090.32 | 3,164.33 | 87.85 |
| Power 2.0 | 11,030,532 | 350,785.45 | 744.77 | 87.76 |
| Power Free Trial | 6,741 | 178.81 | 2.03 | 93.74 |
| Power Platinum TF | 1,101,557 | 37,407.13 | 18,703.56 | 76.47 |
| Power Ultra | 2,051,260 | 33,947.86 | 2,611.37 | 92.71 |
| Power-Cust-SL1 | 2,059,860 | 15,860.87 | 7,930.43 | 90.13 |
| Power-Cust-SRS | 399,562 | 4,458.76 | 4,458.76 | 75.22 |
| Power-Cust-VOW | 41,783 | 1,015.26 | 1,015.26 | 95.96 |
| zzzPortaTestProduct | 4 | 0.00 | 0.00 | |
| **Totals** | **22,446,322** | **772,744.45** | **1,169.05** | **87.46** |

### 1.1. Products ARPU chart Ad Hoc View

### 1.2. Products Profitability chart Ad Hoc View

# BI Example - Activations Dashboard

TIBCO Jaspersoft

Library  View ▾  Manage ▾  Create ▾

superuser2   Help   Log Out

**Customer Activation / Churn**

**Time Period between**

MONTH-17

and

MONTH-16

**Product**

Available: ...   Selected: 0

Search list...

Fax Flat Rate (US ...
Fax Termination Fl...
iFax - small busin...
Power
Power 2.0
Power CCP
Power-Cust-SL1
Power-Cust-SL1-D...
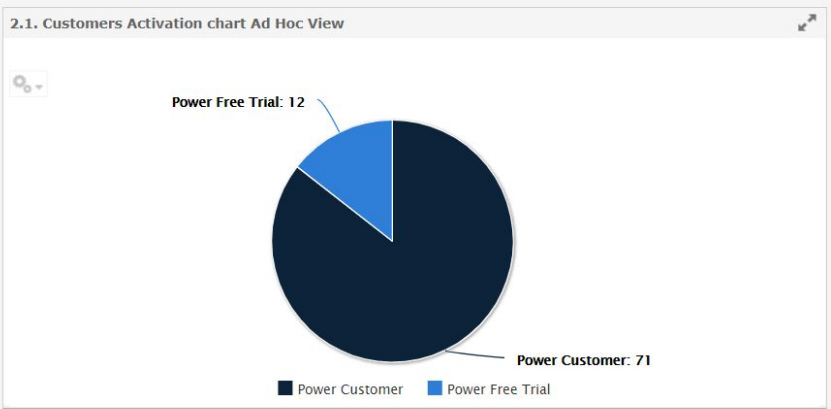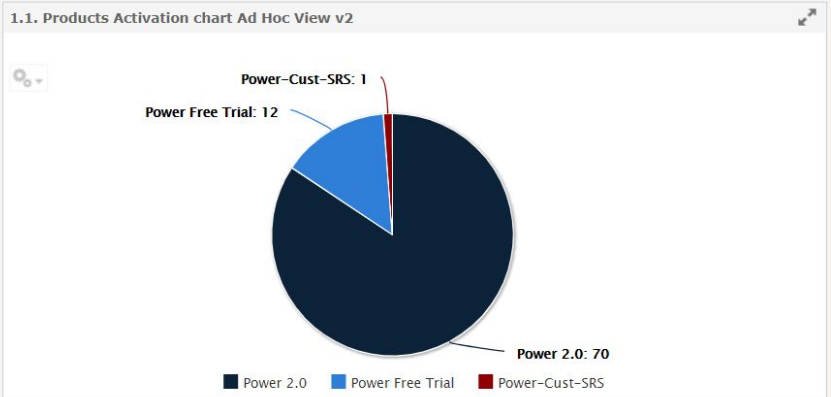Power-Cust-SRS
Power-Cust-VOW

✓ All   ✕   ⤢

=

**Customer's Country and State**

Available: ...   Selected: 0

Apply

**1. Products Ad Hoc View**

| Product | Total number of accounts | Avg monthly revenue | Monthly ARPU | Profit margin | Activation |
|---|---|---|---|---|---|
| Power | 1,056,564 | 62,353.01 | 582.74 | 86.98 | 0 |
| Power 2.0 | 1,976,014 | 56,748.92 | 150.53 | 84.38 | 70 |
| Power Free Trial | 1,151 | 40.09 | 1.82 | 95.29 | 12 |
| Power Platinum TF | 137,326 | 4,744.21 | 2,372.10 | 72.62 | 0 |
| Power Ultra | 305,114 | 6,778.25 | 521.40 | 94.26 | 0 |
| Power-Cust-SL1 | 394,759 | 2,681.39 | 1,340.70 | 88.91 | 0 |
| Power-Cust-SRS | 79,716 | 907.17 | 907.17 | 69.05 | 1 |
| Power-Cust-VOW | 8,641 | 198.28 | 198.28 | 96.11 | 0 |
| td-Power | 1 | -0.46 | -0.46 | 100.00 | 0 |
| **Totals** | **3,959,286** | **134,450.86** | **263.11** | **85.68** | **83** |

**2. Customers Ad Hoc View2**

| Customer Class | Total number of customers | Total number of accounts | Avg monthly revenue | Monthly ARPU | Profit margin |
|---|---|---|---|---|---|
| Power Customer | 492 | 3,958,414 | 134,393.24 | 273.16 | 85.68 |
| Power Free Trial | 19 | 872 | 57.62 | 3.03 | 96.82 |
| **Totals** | **511** | **3,959,286** | **134,450.86** | **263.11** | **85.68** |

**1.1. Products Activation chart Ad Hoc View v2**

Power-Cust-SRS: 1
Power Free Trial: 12
Power 2.0: 70

■ Power 2.0   ■ Power Free Trial   ■ Power-Cust-SRS

**2.1. Customers Activation chart Ad Hoc View**

Power Free Trial: 12
Power Customer: 71

■ Power Customer   ■ Power Free Trial

About TIBCO JasperReports Server

# Thank you!

## Mike Kidik

Product Officer

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GRANDSTREAM
CONNECTING THE WORLD

Diamond Sponsor