

DATASHEET

# Pentaho™ Embedded Business Analytics

**Hitachi Vantara’s Pentaho Business Analytics platform enhances the usability, value, and competitive differentiation of information-centric software and packaged applications through a complete range of business intelligence and data visualization capabilities. OEM, ISV, and software partners choose Hitachi Vantara’s Pentaho platform for:**

- Attractive and intuitive visualizations for end users.
- Easy-to-embed technology for internal developers.
- The right licensing, pricing, and business terms.

## Embed Analytics in as Little as Eight Weeks!

The Powered by Pentaho program offers software partners a pragmatic approach for embedding advanced visual analysis, reporting and dashboards in as little as eight weeks.

Week	1	2	3	4	5	6	7	8
<b>Develop</b>								
Developer training								
Workshop on architecture, best practices and techniques								
Personalized implementation strategy document								
Implementation of reports, dashboards, security integration, etc.								
Quality assurance								
Access to experts with knowledge of Pentaho APIs and architecture								
Proactive calls to discuss roadmap and progress								
<b>Market</b>								
Create marketing collateral								
<b>Sales</b>								
Sales and end user training								

## Customer Spotlight

Marketo, a SaaS leader in marketing automation, planned to build competitive differentiation by adding a new business analytics product. With aggressive deadlines, Marketo’s product team needed a proven technology that was not only battle-tested, but also easy for its developers to learn and implement.



## Results

- Development and launch in just eight weeks!
- New revenue stream through extending Marketo’s core product suite.
- Compelling visualizations – aligned with Marketo’s vision for end user experience.

## Why Hitachi Vantara?

- Expert services to accelerate go-to-market timetable.
- Product roadmap transparency and alignment with Marketo’s strategy.
- Easy integration with Marketo’s security features and simple rebranding of the software.

## Integration Options That Streamline Implementation

The Pentaho platform's architecture allows you to take advantage of low-impact integration strategies that accelerate the delivery of sophisticated analytics without significant development time. With basic HTML skills you can change the look and feel of an application to match your style and branding. To customize your solution, Pentaho's open architecture and open source platform offer the power to easily extend the platform for your unique requirements.

### Bundled

#### Analytics with your look and feel

- Pentaho is a separate app with your branding.
- Links from your app to Pentaho reports and analysis (optional).
- Single sign-on for seamless user experience (optional).

### Mashup

#### Integrated end-user experience

- Pentaho inside your existing UI.
- Your app includes the Pentaho user console, reports and analysis.
- Single sign-on creates a seamless experience.

### Extended

#### Customize your integration & analytics

- Connections to custom data sources.
- Add your own new visualizations.
- Customize security hierarchies.
- Replace Pentaho rules engine.

### Unified

#### Direct app integration

- Integrated with your app server.
- Pentaho code directly embedded into your app.
- Utilizing Pentaho Java APIs in your app.

## Technology Highlights

- Connect to virtually any data source for immediate reporting.
- Web services APIs for easy integration with other apps.
- Rich security, authentication and single sign-on capabilities.
- Multitenant, cloud-ready platform.
- Open source architecture, ideal for augmenting and customizing.

## Pentaho OEM/ISV/SAAS Partners Include:



## ABOUT HITACHI VANTARA

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the Fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit [hitachivantara.com](http://hitachivantara.com).



**Corporate Headquarters**  
 2535 Augustine Drive  
 Santa Clara, CA 95054 USA  
[hitachivantara.com](http://hitachivantara.com) | [community.hitachivantara.com](http://community.hitachivantara.com)

**Contact Information**  
 USA: 1-800-446-0744  
 Global: 1-858-547-4526  
[hitachivantara.com/contact](http://hitachivantara.com/contact)

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