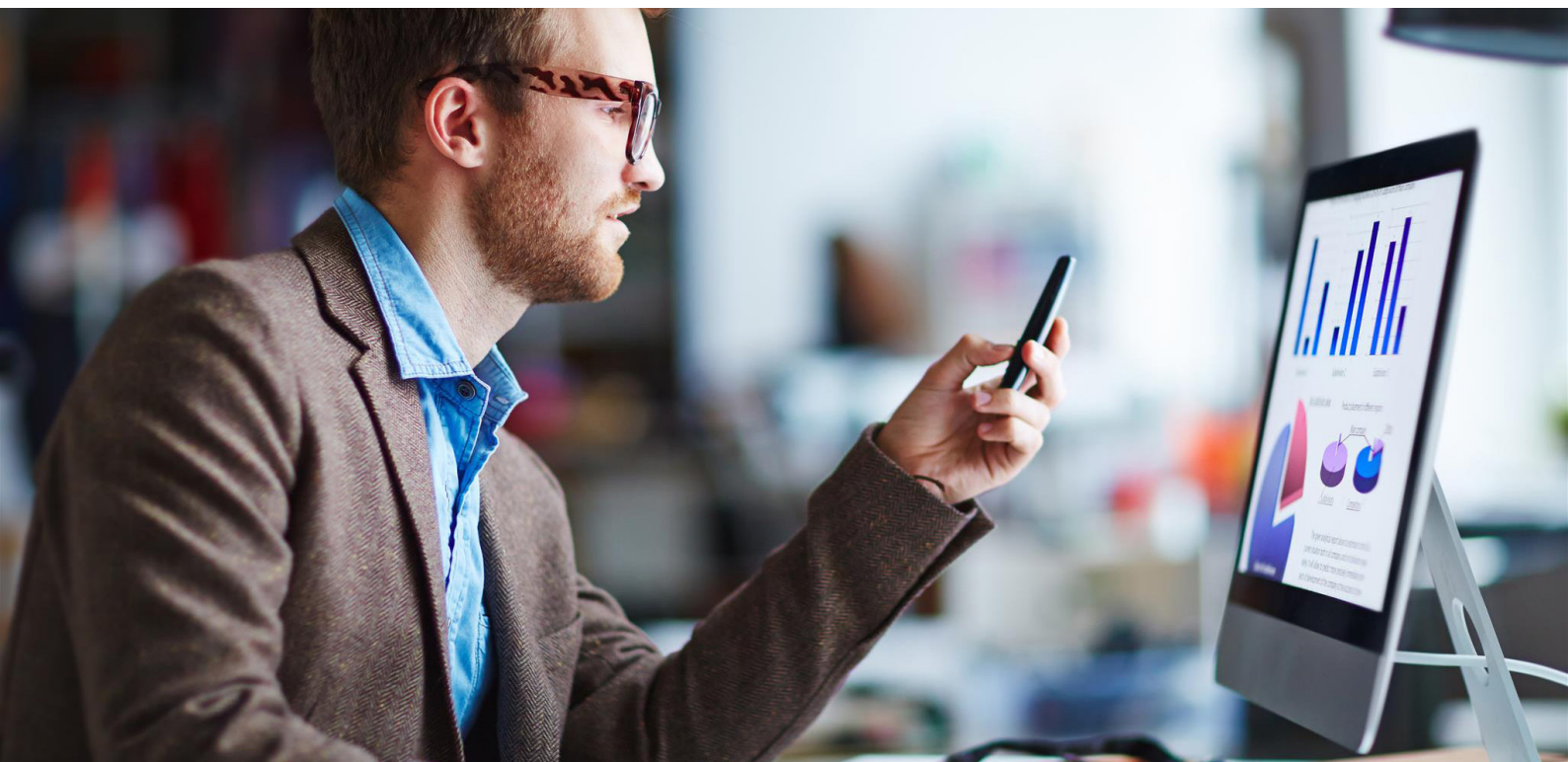


# OpenText Magellan Analytics Suite

Create interactive dashboards, visualizations and reports that answer vital questions across the organization. Build relevant, data-driven applications that leverage all types of data, from any source.



**Gain superior insights** into operations to make better decisions



**Respond more nimbly** to changing needs



**Increase profits** by identifying new business opportunities



**Improve customer experience** and streamline operations

**Driven by digitization, organizations are producing more and more data. Millions of gigabytes are generated from manufacturing processes, financial systems and other business applications, customer records from CRM systems, social media, Internet of Things (IoT) sensors and many other sources. The challenge is making sense of all this disparate data, revealing the powerful insights buried deep within and sharing them quickly and easily with every decision-maker who needs them.**

OpenText™ Magellan™ Analytics Suite is the only fully integrated analytics solution that addresses these needs. It allows users to explore and understand data from disparate sources, then create consumer-friendly, engaging dashboards, reports and interactive visualizations that can be easily embedded and shared.

## Features

- Create modern dashboards and reports leveraging a fully WYSIWYG authoring experience, auto-fit capabilities, and smart visualizations.
- Explore large volumes of data easily and interactively leveraging smart data discovery.
- Blend and analyze multiple types of data.
- Reduce IT investment with OpenText™ Managed Services options.

The solution's main components are OpenText™ Magellan™ BI & Reporting and OpenText™ Magellan™ Data Discovery, which combine ad hoc analytics and interactive visualizations, including realtime dashboards and alerts, with data preparation and advanced analytics, such as modeling, segmentation and forecasting. The suite also includes a wide variety of data visualization and reporting options that give users exactly the level of self-service capability they want and need, regardless of their skillset. These best-of-breed components have been seamlessly integrated to offer a complete off-the-shelf solution for enterprise use in any industry or user role, with minimal IT support.

Magellan Analytics Suite is secure, highly available and scalable to millions of lines of data and mobile-ready with HTML5 support. It offers data preparation tools, based on robust open-source Apache software, that help users import, cleanse, blend and view disparate data sources, from simple flat files to complex databases, online data, IoT data and more. Broadly functional integration APIs, based on REST and JavaScript®, allow white-label embedding of reports, dashboards, charts and alerts into other applications, infusing them with the power of live data and attractive visualizations.

### **Magellan BI & Reporting: A strong foundation for secure, interactive analytic applications**

Magellan BI & Reporting is a core component of Magellan Analytics Suite. It is a highly scalable, enterprise-grade deployment server for secure interactive analytics applications, and is the foundation for delivering custom stand-alone and embedded visualizations.

Magellan BI & Reporting enables users to design, deploy and manage secure, interactive web applications, reports and dashboards fed by multiple data sources. It supports high volumes of users, and its integration APIs allow for easy embedding of analytic content into any application. Magellan BI & Reporting displays optimally on any device, intelligently resizing and repositioning its results on both mobile and desktop screens.

By providing all users with realtime information and self-service business analytics, Magellan BI & Reporting meets business-critical requirements. It enables modern dashboard creation and ad hoc reporting leveraging a fully "What You See Is What You Get" (WYSIWYG) authoring experience in a flexible, user-friendly environment. It leverages Apache NiFi tools for high-volume ETL capacity, with the scale required to deliver customer-facing applications to millions of users.

Magellan BI & Reporting transforms any data into meaningful insights with relevant, appealing graphics and smart visualizations, from bar charts to word clouds and treemaps, so users can easily see and understand information trends. Businesses can embed these personalized analytic dashboards and interactive visualizations into their own applications, workflows and processes for maximum impact.

### **Magellan Data Discovery: Powerful advanced and predictive analytics**

The Magellan Data Discovery component of Magellan Analytics Suite offers self-service capabilities for data preparation and exploration, as well as advanced and predictive analytics.

This powerful browser-based module easily handles extraction, transfer, load (ETL) and cleansing functions, even for enormous data sets spanning billions of rows. It also standardizes and joins multiple data sources, including external data warehouses and third-party relational databases, such as Oracle®, MySQL®, PostgreSQL and Microsoft® SQL Server®.

With a few clicks, users can apply data mining methods for anomaly detection, association rules, clustering, profiling, segmentation, decision trees, Naive Bayes classification, correlation, linear and logistic regression, summarization and pattern mining. Magellan Data Discovery can display the result as crosstabs, Venn diagrams, bubble charts, maps and more. Leveraging smart data discovery features, Magellan Data Discovery suggests

## OpenText Professional Services offerings

- OpenText™ Learning Services  
Magellan BI & Reporting  
Magellan Data Discovery
- OpenText™ Managed Services
- OpenText™ Consulting Services
- FasTrak Implementation Services for Analytics Magellan BI & Reporting and Magellan Data Discovery

visualization options based on the data selected, making data exploration more efficient and accessible.

The clean, elegant Smart UI empowers even non-technical users to run a full sequence of analytic workflows, from data access and ingestion through preparation and analysis. The interface was redesigned from the ground up for clarity and visual appeal.

Then, with a single click, the results can be published to Magellan BI & Reporting as a new data source ready for consumption. Users can also share insights with broader audiences as interactive data visualizations and dashboards.

Magellan Data Discovery offers a solid starting point for the full Magellan platform's AI-powered insights, with a built-in mechanism that allows even non-technical users to easily track and manage machine learning models, automate the models' testing and validation and save them into the Magellan platform.

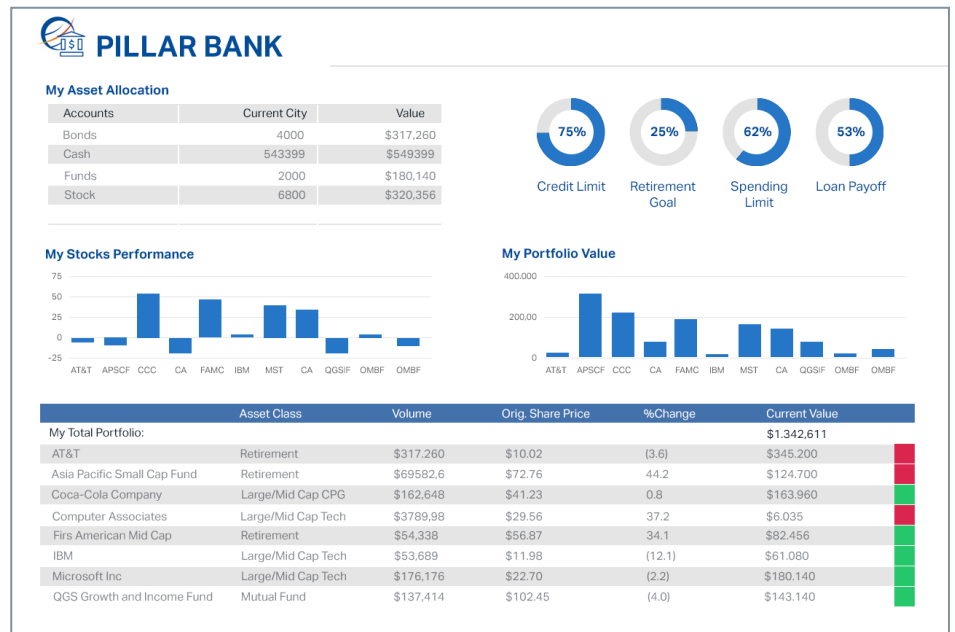
### Visualization options for every level of self-service access

Magellan Analytics Suite is equipped with a range of data reporting and display features that enable the right type of self-service capabilities for any user, regardless of their skill set.

Depending on the level of interactivity and data blending needed, users can choose from:

- OpenText™ Magellan Interactive Viewer for built-in functions that emphasize simplicity and ease of use.
- OpenText™ Magellan Dashboards for visual appeal to showcase key indicators.
- OpenText™ Magellan™ Analytics Studio for sophisticated, powerful reporting with the ability to add new data sources on the fly.

### Updates at a glance with flexible OpenText Magellan Dashboards



## OpenText Magellan Analytics Suite components

### Magellan BI & Reporting

Design, deploy and manage secure, interactive web applications, reports and dashboards fed by any data source in any format leveraging smart visualizations and auto-fit features. Embed analytic content into any application and display on any device.

### Magellan Data Discovery

Perform smart data discovery and advanced, predictive analytics with a powerful tool that quickly scans millions of rows of data to offer and suggest business users visual data exploration, mining and statistical analysis.

### OpenText Magellan Interactive Viewer

Modify, save and share reports, dashboards and data visualizations with just a few clicks. This intuitive, user-friendly viewing option is packaged with Magellan Analytics Suite.

### OpenText Magellan Dashboards

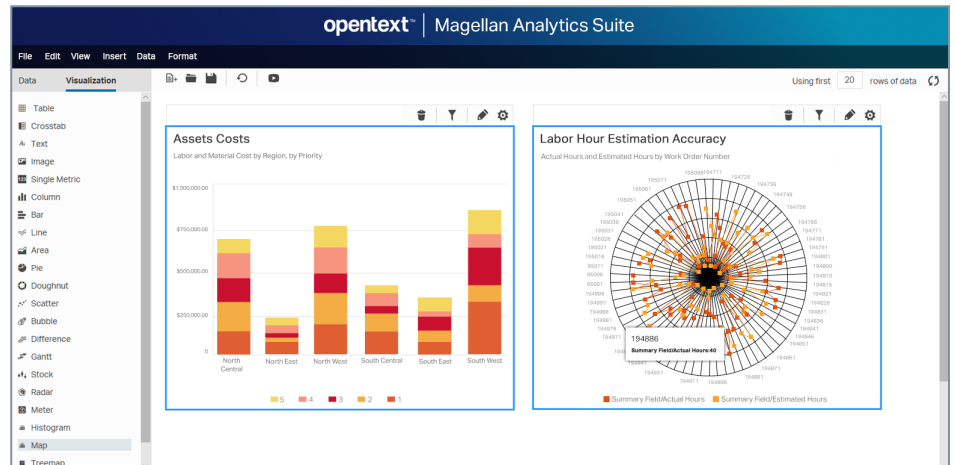
Aggregate multiple data sources and serve up realtime results in appealing graphic visualizations for a richer reporting experience. Users can illustrate and explore data without IT support.

### Magellan Analytics Studio

Assemble reports with drag-and-drop ease by using the most powerful ad hoc reporting design options. Blend and explore data, add new sources on the fly and create personalized reports within the browser.

## Updates at a glance with flexible OpenText Magellan Dashboards

For a richer reporting experience, the Magellan Dashboards component aggregates multiple data sources and serves up realtime results in appealing graphic visualizations that put data at a user's fingertips. Designed to be used without training, the dashboards are quick to assemble, personalize and share. State-of-the-art charts (such as spiderwebs, histograms, and treemaps), gadgets, tables and graphical selectors, including crosstabs, allow users to illustrate and explore data without IT support.



## Full-featured ad hoc reporting for business users with Magellan Analytics Studio

Magellan Analytics Studio provides the most powerful ad hoc reporting design options for Magellan Analytics Suite. Drag-and-drop, self-service functionality allows users to easily assemble reports for personalized business insights. Users can blend and explore data, add new sources on the fly and effortlessly create ad hoc reports in the browser.

## Magellan Analytics Suite: Delivering more insight from data

Magellan Analytics Suite helps organizations gain insight, improve decision-making and boost operational efficiency. It provides interactive and smart dashboards, reports and data visualizations that are seamlessly integrated with big data-capable advanced and predictive analytics to spot patterns and trends. To further empower users, it offers a range of visualization options, from standard charts and graphs to sophisticated custom displays, including third-party and open source visualization libraries.

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Leveraging all data from databases, business applications, CRM records, IoT, social media and more, in relevant, interactive visualizations on any device, increases opportunities for growth. Magellan Analytics Suite offers robust, enterprise-level security and scalability to millions of users, requiring minimum IT intervention.

## OpenText Magellan: Adding the power of AI to analytics

The full OpenText™ Magellan™ platform is the ultimate extension of Magellan Analytics Suite. It is a powerful, flexible AI-enhanced analytics platform that derives insights from both structured and unstructured data, identifying key topics, people, sentiments, emotions and other crucial information in text.

### Squeeze every drop of value from data

Magellan combines cutting-edge, open source machine learning with advanced predictive and prescriptive analytics, enterprise-grade BI and the capacity to acquire, merge, manage and analyze Big Data and Big Content stored in Enterprise Information Management (EIM) systems. It draws on both enterprise-leading proprietary algorithms and robust open-source technologies for handling big data.

Magellan enables machine-assisted decision-making by automating repetitive, low-level processes and business optimization. As a result, organizations can streamline operations, respond more quickly to changing needs and operate more profitably.