Powers their Business using Analyzer™

Executive Summary

BENTEK Energy® is an energy market analytics company and for years has been recognized as the industry leader in natural gas market fundamental analysis. Today, the company's expertise goes much further – into power, natural gas liquids and other energy products.

BENTEK goes deep into the data to help our clients understand the fundamentals – how energy is moving, where bottlenecks may develop and which supply/demand factors impact prices. We see the big picture by rigorously reviewing the details. Our insights are supported by a "bottom-up" approach to data analysis that contains an extremely comprehensive view of energy market trends and developments.

Strategy Companion®

Bentek Energy

1. **What was the business goal you were looking to achieve which caused you to begin looking for a Business Intelligence (BI) solution?**

   We were looking for a way to make it easy for our clients to access and manipulate our data without having to install software. We wanted not only data access but a visual representation of aggregated data from many interrelated datasets.

2. **Please describe the selection process you went through, which other BI solutions you considered, and your findings which led you to select Analyzer.**

   We looked at Tableau, MicroStrategy, Panorama, SAS, Information Builders, ProClarity, and SAP Business Objects. For mobile, we looked at Yellowfin, Qlikview, Quadbase, Channel Dynamix, Arcplan and Birst. We wanted a thin client, and the ability to connect the interface directly to our cubes. Some products had an interface you had to go through before connecting to your cube, or some software you had to install to design reports. Those were deal breakers for us. It was nice to be able to download a trial version and get going right away, rather than have to have a call or meeting with a sales representative first. Price was also a consideration for us at the time.

Customer Quote

"It was nice to be able to download a trial version and get going right away, rather than have to have a call or meeting with a sales representative first."

3. **Please describe the implementation process, how long it took to install Analyzer, get up and running with it, and create the initial group of reports/dashboards you provided to your users.**

   One of our developers downloaded the trial version, set up our cube connection, and was able to create a report within a couple of hours. For production, creating reports was fairly fast after the initial learning curve; what took us longer was customizing the OEM version within our website. We wanted to manage our folder structure and hide some of the functionality from users (we reduced the icons to five buttons to make it simpler for clients).

Strategy Companion®

4. What types of users did you deploy Analyzer to? How many are using it today?

Most are analysts at energy companies and primarily non-technical in nature. We have approximately 100 people using Analyzer.

Customer Quote

"We looked at many different BI solutions, and we found the completely zero-footprint, browser-based client to be unique, and it makes things a lot easier for us and our clients."

5. How do they use Analyzer, in terms of what kinds of analysis and reporting/dashboarding are now in place for which business purposes?

Our clients use Analyzer to delve into energy market data, like supply and demand, imports and exports, prices, weather, emissions, fuel switching, and other drivers of price changes. The user's knowledge of market fundamentals, combined with the ability to analyze trends in historical and current data on the fly, is used to help them make decisions about trading strategy. Most use the pre-built reports that we've designed, which contain report filters that they can use to toggle selections and see the charts change. A common use is to check these reports each day to see a daily change. Some users export data and a few design their own reports.

6. What was the reaction of your user community to Analyzer?

There is a learning curve to designing reports, so many users prefer to work with our inhouse analysts to design what they want to see, and then the users can perform minimal actions and still explore the data. The export to Excel function is popular.

7. How has your experience been working with Strategy Companion's sales and technical support personnel?

Support and sales people have been very responsive and get back to us the same day or the next day, which we appreciate.

Strategy® Companion

8. What do you feel are the strengths of Analyzer as a BI solution, and would you recommend it to other companies and why?

We looked at many different BI solutions, and we found the completely zero-footprint, browser-based client to be unique, and it makes things a lot easier for us and our clients. It was also quick to get up and running with a trial version. We would recommend Analyzer to others who have similar needs to ours.

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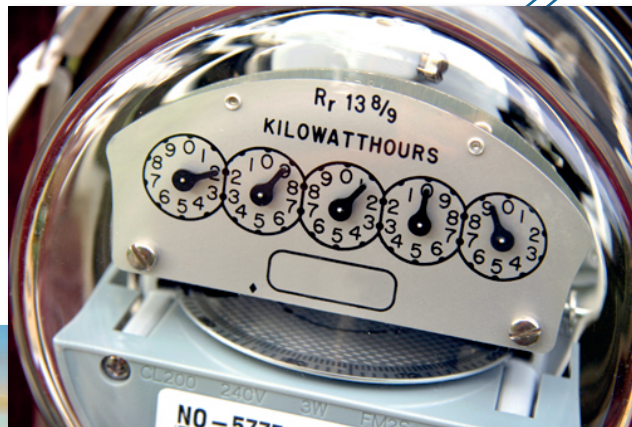
Analyzer™ Features

- Support for multiple data sources including Excel, Access, Oracle, SQL Server, MySQL, relational tables, SQL Server Analysis Services - Tabular xVelocity in-memory and multidimensional cubes
- Mobile BI support for iPads, iPhones, Android smartphones and tablets, BlackBerry smartphones and tablets, Windows Phone 7, and MS Surface
- Powerful and intuitive BI analysis with an easy to use drag-and-drop interface
- 100% zero-footprint browser client containing multiple reports and dashboards
- No special OLAP or MDX knowledge or coding of any kind is required
- Instant report drilldown, filtering, slicing, dicing, and much more
- Wide choice of advanced analytical capabilities
- Advanced visualizations ranging from 3D charts to color themes, heat maps, and more
- Dynamic, interactive analytic charts featuring 2D/3D, chart drilldown, optional linking to pivot tables, zoom-in/out, custom color palettes