

Business Intelligence

Product Introduction

Product Documentation



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Product Introduction

Product Overview

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Tencent Cloud Business Intelligence (BI) offers end-to-end BI capabilities from data access to model analysis, visual data display, data portal setup, application collaboration, and permission management. It effectively integrates multi-business data sources in an enterprise to help operators quickly obtain a data-driven basis for decision-making. The system adopts an agile self-service design, allowing users to complete complex report output process through simple drag-and-drop operations. It enables quick implementation of collaboration scenarios, including report sharing, pushing, and interactive comments.

Product Values

- **Faster response to handle multiple business requirements:** Data sharing and self-service reporting are supported. You can simply drag and drop to design the reports. Data is presented directly and automatically updated upon modification. It enables business table creation, personalized analysis and allows business to self construct BI applications based on its data needs, without requiring technical staff involvement.
- **Stronger technology and lower service costs:** Supports various data sources including local databases, cloud databases, and API data sources, with SQL table creation compatibility. Visual report design covers over 30 components, enabling quick report building and template sharing for businesses.
- **Better effectiveness with accumulated experience:** It integrates office scenarios and supports report collaboration and annotation. It can be embedded into office systems to enhance collaboration efficiency. It provides a rich data analysis knowledge base, enabling applications sharing and reuse across different teams. Applications of all the teams are clear at a glance via a global dashboard.
- **Strategic focus on efficiency increase and cost reduction to gain a foothold in data-driven businesses:** Accumulate data experience, uncover new business opportunities, and enhance enterprise competitiveness. BI applications are built quickly and cost-effectively to identify opportunities for business optimization.

Product Editions

BI provides the following editions targeting different needs and customers:

- **Basic Edition:** Suitable for small and medium-sized enterprises (10–50 users) with organization-level multi-user collaboration needs. It also supports richer data sources, chart types, theme styles, email push, and organization-level multi-user collaboration management.
- **Professional Edition:** Suitable for medium and large-sized enterprises (50–30,000 users, supporting role-based purchases as general user, editor, or viewer). Built on the top of Basic Edition, the Professional Edition also provides data source enhancement capabilities, big data high-performant

capabilities, granular control capabilities for row and column permissions in data tables, open integration (with embedded passing parameter authentication), and mobile collaboration capabilities, assisting enterprises in the digital transformation.

Strengths

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1. Multi-data Source Integration

Seamless interconnection with various data sources of Tencent Cloud, including databases such as MySQL, MariaDB, PostgreSQL, SQL Server, Data Lake Compute (DLC), and cloud data warehouses like Doris, PostgreSQL, and ClickHouse. It supports one-click pulling of Tencent Cloud data instances and connecting over the private network without incurring additional traffic charges on the data source side. It also supports API data sources as well as local upload of Excel files.

2. Drag-and-Drop Data Modeling

BI provides convenient data processing capabilities, including multi-table association, field calculation, data aggregation, dictionary tables, and SQL table creation. This enables various types of enterprise personnel to quickly complete data computing and thus configure the required reports. Especially, this allows business personnel to achieve data table association modeling through simple drag-and-drop operations without using SQL statements.

3. Various Visual Analysis Charts and Topic Templates

BI supports over 30 common data chart components, including column charts, bar charts, pie charts, percentage charts, and maps. It supports PPT-like operations and allows users to build refined data analysis dashboards with different styles through drag-and-drop operations. It is built-in with multiple classic themes for rapid switching and reuse, while also supporting custom personalized styles.

4. Collaborative Pushing for Applications

BI supports setting scheduled push tasks. Push channels, including mailbox and WeCom, are supported. The push target and page viewing password can be set.

5. Multi-screen Auto-adaptation and Embedding Support

BI supports multi-screen adaptation for PC, mobile terminals, and TV screens, facilitating system embedding and integration. It is self-adaptive to devices with multiple size ratios and supports embedding into self-built enterprise website H5 applications.

6. Enterprise-Level Data Security Permission Management

BI supports the control of data sources, row/column level permissions of data tables, data table permissions, and report page permissions based on different users/roles. Reports can be embedded into third-party systems with passing parameter authentication, and various types of open APIs are provided.

Product Features

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Tencent Cloud Business Intelligence (BI) offers payment modes for subscription or purchase of both Basic Edition and Professional Edition. This product also supports local deployment. For detailed information on the edition and feature descriptions, please refer to [Billing Instructions](#).

- Basic Edition:** Suitable for small and medium-sized enterprises (10–50 users) with organization-level multi-user collaboration needs. This edition supports richer data sources, chart types, and topic styles. It also supports email pushing and organization-level multi-user collaboration management.
- Professional Edition:** Suitable for medium and large-sized enterprises (50–30,000 users, allowing role-based purchases for general user, editor, or viewer). Built on the top of Basic Edition, this edition also provides data source enhancement capabilities, granular control capabilities for row and column permissions in data tables, open integration (with embedded passing parameter authentication), and mobile collaboration capabilities, assisting enterprises in the digital transformation.

Feature Module	Feature Name	Feature Introduction
Data Source Access and Processing	Data Source Access	Support various data source access capacities, including Mysql, Postgresql, SQL Server, Presto, clickhouse, Hive, oracle databases, API data sources, and local upload of Excel files.
	Data Processing	Provide convenient data processing capabilities, including multi-table association, field calculation, data aggregation, dictionary tables, and SQL table creation. This enables various types of enterprise personnel to quickly complete data computing and configure the required reports.
BI Data Visualization Analysis	Chart Creation	Support various data visualization charts, including line charts, area charts, metric cards, mixed column and line charts, bar charts, column charts, stacked column charts, stacked bar charts, stacked area charts, stacked percentage bar charts, percentage column charts, percentage area charts, donut charts, pie charts, radar charts, word cloud, funnel charts, Sankey diagrams, scatter charts, dashboards, bubble maps, color maps, statistical tables, and details tables.
	Filter Components	Support text, numeric value, and time filter components. Meanwhile, chart components support setting filter conditions to display only the content users want to view in charts.
	Interactive Analysis	Charts support multiple interactive analysis settings, including drill-down, linkage, redirection, and aggregated analysis.

	Page and Topic Settings	Convenient operations allow users to quickly generate visualized charts based on various dimensions/measure combinations through clicks and drag-and-drop operations with a mouse. Various theme settings are supported for charts and pages. Diverse built-in classic themes enable users to quickly switch and use.
	Mobile Terminal Editors	Support mobile terminal editors with self-adaptive layout display on mobile terminals and custom mobile terminal layout settings.
Application Collaboration	Pushing	Once the report is generated, you can customize the push schedule as needed to receive regular reports via email.
	Embedding	The embedding feature supports embedding pages or project dashboards into third-party systems, making it easy for the third-party system users to view. It also supports passing parameters after report embedding to implement parameter authentication for different user access.
	Self-Service Data Retrieval	The self-service data retrieval feature allows for exporting data in batches (million-level).
Permission Management	Role Permissions Management	Support enterprise administrators, who can view all applications and data sources in an enterprise. Each member in an enterprise can create a project, and the creator automatically becomes the project administrator.
	User Management	Manage users through their roles and grant permissions in batches. Role management can be used to precisely assign operation permissions for different users on a specific project.
	Data Row/Column Level Permissions	Data permissions can be precise to the row or column level. By assigning different users with different row or column level permissions of the same table, BI enables different content to be displayed for users when they view the same table.

Use Cases

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Daily Enterprise IT Data Report Development

- Low efficiency in the data report development: Developing data reports by using SQL and/or code is highly inefficient. It often takes a week or even half a month to complete a single page. Building a self-developed Business Intelligence (BI) solution requires assembling a specialized team with an average of over 10 developers and investing at least several million CNY annually. Meanwhile, continuous iteration and Ops investments are required, resulting in high costs. Further, self-developed BI products often deliver poor performance and fail to meet business requirements. In contrast, using Tencent Cloud BI product can significantly enhance data report development efficiency, enabling the development of a data report in just half an hour.
- Difficulty in viewing and sharing reports: Chart creators cannot quickly share completed charts (even with the boss). Tencent Cloud BI allows direct sharing of page-generated images or a dashboard link within the data dashboard. Viewers can visualize data images or open the link, then enter a password to view the dashboard data.
- Untimely data updates: Traditional data extraction and analysis require periodic manual processing, so that data updates cannot be queried in a timely manner. BI supports scheduled report pushing and allows to reach viewers via email, WeChat official accounts, and other methods, ensuring timely data presentation.

Self-Service Analysis for Enterprise Business Users

- Slow scheduling for business user requests: Data access requires engineers to extract and process data, making the entire process from request submission to communication and data output time-consuming and labor-intensive. Further, if the request changes, the process shall be repeated. Tencent Cloud BI offers simple and easy-to-use visual data operations, enabling quick data integration from various business systems, and supporting multiple data source connections. Even if adjustments are needed, data table adjustments can be completed in just a few minutes without any developer involved.
- Data retrieval difficulties for business users: Business users often need to rely on technical staff to write SQL queries to retrieve data across different dimensions for decision-making, which makes it difficult to respond promptly to business data requests. Tencent Cloud BI supports self-service data retrieval, with a simple and fast learning curve, meeting the data access needs of business users while keeping the entry barrier low.

Enterprise Data Portal Setup and Self-owned System Integration

- Data permission management challenge: Enterprises need to differentiate data review permissions for different teams and roles. Tencent Cloud BI offers multi-level dashboard permissions and supports online

permission application and viewers management, helping enterprises to plan data permissions with quickness and flexibility.

- Self-owned system integration challenge: Enterprises need to embed the data portal into their self-owned systems while satisfying permission control requirements for various user roles. Tencent Cloud BI enables quick embedding of the data portal into third-party users' owned systems, while integrating with the users' account system, or integrating permission management of Tencent Cloud BI system with users' owned systems through embedded passing parameter authentication.
- Thematic report aggregation challenge: Enterprise reports come from different teams and personnel, resulting in multiple entries and aggregation challenges. Tencent Cloud BI supports customizing dashboard features, setting business topics with a directory structure, and offering a unified entry for report review.
- Multi-terminal presentation adaptation challenge: Enterprise report presentation scenarios are diverse, including mobile devices, PCs, and large screens. Traditionally, this requires adapting reports for each device. Tencent Cloud BI supports automatic adaptation, enabling the same report to be displayed across multiple platforms.