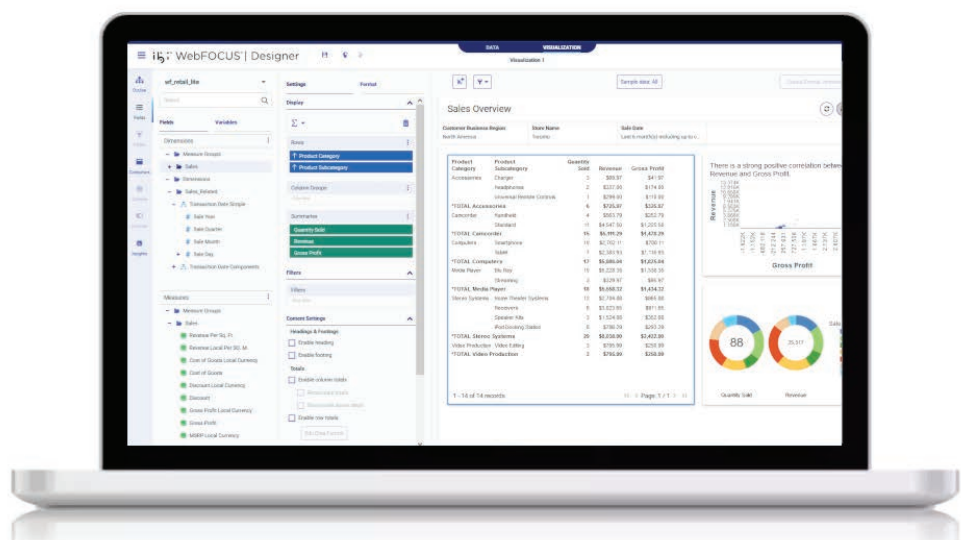# ibi™ WebFOCUS® Designer

The Most Comprehensive Authoring Tool for Your Modern Visualizations & Reports

Key Use Cases:

- **Powerful Reporting:** Easily use the features in WebFOCUS Designer to build robust reports with a variety of styling options, including: crosstab columns, conditional styling, row shading, and more.

- **Data Visualization:** WebFOCUS Designer offers a wide variety of chart types to visualize your data in ways that optimize insight for your organization—accelerating the process to making mission-critical decisions.

- **Data Exploration:** Data exploration is easy with Designer's streamlined top-to-bottom workflow. The entire process of selecting your data source, creating visuals, and evaluating different scenarios through filters is available within the WebFOCUS Designer toolset—meaning that data exploration has never been easier.

- **Responsive Dashboards:** Build responsive dashboards with out of the box designs or build a fully customized dashboard that is as unique as your organization. Then, view that dashboard on nearly any device.

From discovery in your data to visualizing what is found and sharing the results with your organization, ibi™ WebFOCUS® Designer is your one-stop shop for developing business intelligence applications. Coupling a robust and powerful toolset with a user-friendly interface, WebFOCUS Designer provides the critical features necessary for business users, application developers, and data analysts alike—all in one place. Launching directly from the WebFOCUS Hub, Designer is the most accessible and modern authoring tool in the WebFOCUS platform.

In Designer, you can enhance and augment your data by combining it with other data sources or applying machine-learning functions, and create charts and reports in a variety of formats and layouts—including standalone document formats in Document mode. You can also bring multiple content items together in pages for more context, and apply intuitive and customizable run-time interactivity to give end users the power to see the data and content that is most relevant to them.

Designer allows you to create multiple content items in a single page for deeper levels of analysis.

Benefits to User:

- **Easy-to-use, modern interface:** WebFOCUS Designer provides easy access to powerful data transformation, styling, and formatting features. Data flow options give you the power to join tables and transform fields in flows that can be as simple or complex as you want. Designer's visualization options make it easy to create charts and reports, change the content type or layout, and apply styling to nearly every aspect of your content. Filter creation is simplified to optimize user experience with drag and drop fields and AI fueled page prompts. Designer is built to be intuitive and responsive to your needs, allowing even the most complex of reports to be generated with ease.

- **Flexible workflows:** Utilizing WebFOCUS Designer, easily switch from data transformation to content creation or combination in a single workflow. Select a data source, modify it as needed, and create your content. You can create individual charts and reports that you can save separately and build into pages at a later time, or proceed through a streamlined data discovery workflow by creating multiple charts and reports from scratch within a page. Whether you want to create a library of content to reuse later, or build new items on the fly, the choice is yours.

- **WebFOCUS Integrated Data Science:** Get more from your data analysis using WebFOCUS' integrated Data Science features– built directly into Designer at multiple stages. Take advantage of powerful data science and machine learning models to make predictions and categorize related values. Use Instant Insights to automatically generate charts revealing key trends present in your data. The results of both features can be used immediately in your Designer content. Expect even more Data Science integrations and advancements in the near future with the coming launch of WebFOCUS IQ.

Learn more about **ibi™ solutions**, and how we enable the world's largest enterprises to migrate to the cloud and harness the power of data to drive informed decision-making across their organizations.

www.ibi.com