



Powering Business Transformation with Next-Gen Business Intelligence

brillio

Today's enterprises are navigating a complex data landscape—marked by fragmented systems, growing operational inefficiencies, siloed decision-making, and rising expectations for personalized, real-time experiences. Legacy BI platforms are static and cannot meet the growing demands of digital businesses. They need intelligent, agile, scalable solutions that turn data into quick, action-oriented items.

Brillio's Next-Generation BI solutions are engineered to address this urgency. We modernize outdated BI systems, enable self-service analytics, embed insights seamlessly into workflows, and unlock predictive intelligence through AI and machine learning. Our goal is to help organizations harness the full power of data as a strategic growth driver by delivering:

- **Improved Decision-Making:** Real-time insights and predictive analytics empower leaders to make faster, data-backed decisions with confidence.
- **Increased Operational Efficiency:** Streamlined BI processes and automation reduce overhead, accelerate workflows, and improve resource utilization.
- **Enhanced Customer Experience:** Data-informed personalization enables deeper customer understanding and loyalty across every touchpoint.
- **Revenue Growth:** Target high-value segments, identify new opportunities, and optimize pricing strategies to realize untapped growth.
- **Risk Mitigation:** Predictive modeling and advanced analytics help anticipate threats and minimize potential losses proactively.

Brillio's Next-Gen BI Capabilities: Purpose-Built for Modern Enterprises

Brillio's Next-Gen BI suite is designed to empower organizations at every stage of their analytics maturity journey, from foundational enablement to AI-powered intelligence:

BI Modernization

We help organizations modernize legacy BI systems through a five-phase approach—from strategy and gap analysis to dashboard transformation and self-serve enablement. Our focus on data quality, governance, and usability ensures a scalable, future-ready BI ecosystem.

Self-Serve Analytics

Brillio empowers business users to explore data and generate insights independently, reducing reliance on IT. Our self-serve model combines seamless

data integration, semantic modeling, and model endorsement with tailored personalization features, fostering a culture of data-driven decision-making across the enterprise.

Embedded Analytics

With embedded analytics, Brillio integrates interactive visualizations and intelligence directly into business and web applications. The solution supports custom UI design, real-time insights, and advanced analytics—enabling smarter decisions without disrupting day-to-day workflows.

BI Optimization

Using our proprietary CRED (expansion?) workflow, Brillio helps organizations eliminate redundant reports, consolidate assets, and

enhance performance. By leveraging usage analytics, similarity algorithms, and business feedback, we create leaner, more efficient BI environments that reduce clutter and improve speed-to-insight.

BI Enablement

Brillio accelerates BI maturity through phased enablement—starting with basic reporting and advancing to enterprise-wide analytics. We deliver interactive dashboards, governance frameworks, and change management strategies that promote adoption, standardization, and long-term value.

AI-Enabled BI

Brillio integrates NLP, GenAI, machine learning, and

audio and visual processing to deliver intelligent, predictive, and automated insights. From natural language querying to AI-generated visualizations, this solution unlocks deeper understanding and operational intelligence at scale.

BI Simulator

Brillio's BI Simulator enables teams to test strategies in a no-risk, virtual environment—whether it's forecasting, customer segmentation, or operational planning. With applications across multiple industries, it empowers better decision-making and analytics refinement through interactive experimentation.

Brillio's Next-Gen BI Framework: Our Layered Offering

Brillio's Next-Gen BI Framework provides a structured, scalable approach to enterprise analytics transformation. Designed to guide organizations across all levels of BI maturity—Foundational to Advanced—it aligns targeted services with your current state and long-term goals, ensuring sustainable growth and measurable value.

The Blueprint of Brillio's Next-Gen BI Framework

Our framework is built around a four-tier BI maturity assessment. Each layer builds upon the previous one, forming a structured, future-ready blueprint for enterprise-wide BI evolution:

- **Foundational – BI Modernization. For organizations just beginning their BI journey.**
We replace legacy systems with agile, cloud-first platforms that improve data accessibility, quality, and governance—laying the groundwork for scalable, real-time analytics.

- **Developing – Embedded Analytics. For those expanding capabilities and seeking standardization.**
Analytics are seamlessly integrated into core business applications, enabling users to access insights within their daily workflows and make faster, more informed decisions.
- **Proficient – BI Simulator. For businesses focusing on performance, governance, and scalability.**
Our interactive BI Simulator empowers users to test scenarios and explore data independently, bringing agility and confidence to strategic planning across the organization.
- **Advanced – AI-Enabled BI. For enterprises embracing predictive, AI-driven insights at scale.**
The most advanced layer leverages AI, machine learning, and GenAI to deliver predictive insights, automate analysis, and support intelligent, data-driven decision-making at scale.

Brillio's Next-Gen BI Methodology: Our Delivery Approach

- **Assess the Current State** – We start with stakeholder interviews and a deep dive into your BI ecosystem—tools, usage, and gaps—benchmarked against industry best practices.
- **Map Capabilities & Identify Opportunities** – We assess your data infrastructure, evaluate technologies, and uncover opportunities for AI and advanced analytics—accelerated by Brillio's proven frameworks and domain expertise.
- **Define the Target State** – We co-create a BI roadmap aligned to business priorities—balancing quick wins with long-term goals like agility, governance, and predictive insights.
- **Execute with Precision** – From architecture and design to deployment and user enablement, we manage the entire implementation lifecycle with speed and scalability in mind.
- **Optimize for Impact** – Post-implementation, we track KPIs, fine-tune performance, and ensure your BI investments evolve into a sustainable engine for growth and innovation.

Why Brillio?

Brillio partners with a robust ecosystem of leading BI platforms and analytics providers to ensure seamless integration, innovation, and flexibility. Our certified expertise includes Power BI, Tableau, Qlik, Looker, ThoughtSpot, Amazon QuickSight, and more—empowering us to tailor the right solution for each client's unique environment.

Industry Focus

We bring deep domain knowledge and experience across high-impact industries including:

Hi-Tech: Scalable platforms for product innovation and customer intelligence.

Healthcare and Life Sciences: Secure, compliant insights for patient care and research.

Banking, Financial Services and Insurance: Real-time analytics for risk, compliance, and growth.

Retail & Consumer Goods: Performance dashboards and personalization at scale.

Proprietary Accelerators

Our suite of accelerators speeds up BI maturity, improves decision-making, and reduces time to value:

BI Control Tower: Improves reports rationalization by 20%, manages metadata, and aligns analytics with business priorities.

Tool Recommendation Framework: 90% tool coverage across industry-leading platforms with usage diagnostics and roadmap planning.

CRED Framework: Cuts time-to-market by 75% via operational insights and environment optimization.

AI-Enabled BI: Embeds GenAI to enable self-service, real-time insights, and 15% productivity gains across dashboards.

Leveraging Next-Gen BI.

Real-World Success Stories

Accelerating Time-to-Market by 320% for a Leading Software Company

Faced with rising execution costs and a slow time-to-market, this leading multinational technology company, needed a more agile and intelligent BI ecosystem. We implemented a modern data platform, optimized existing BI reports, enabled real-time analytics, and infused AI-powered natural language Q&A to drive faster, data-informed decision-making.

- 320% improvement in time-to-market
- 25% reduction in execution costs
- 30% decrease in data management overhead through automated governance
- 40% faster insights with self-service enablement

Driving Restaurant Performance with a Global Fast-Food Chain

This multinational QSR brand sought to optimize restaurant operations through a data-driven monetization platform. We integrated cloud data with existing BI tools, delivering tailored dashboards, ML-driven insights, and a 360° view of restaurant performance across locations.

- Comprehensive 360° KPI dashboard across restaurant units
- Targeted trend validation and performance reporting
- Role-based data access for multi-level management visibility
- ML-powered recommendations for continuous improvement

60% Improved Time-to-Insight for a Leading Commercial Bank

To support rapid growth, this financial institution needed to modernize its BI stack and increase time-to-value. We orchestrated a cloud-based data platform, implemented semantic layers, and enabled a self-service model to democratize insights across the enterprise.

- 60% improvement in time-to-market
- 30% faster development of data solutions
- Enterprise-wide data governance and report rationalization

Optimizing Investment Decisions for a Global Restaurant Leader

This leading restaurant brand needed better resource allocation across locations, security, and more aligned reporting for leadership. We built a unified KPI framework, implemented predictive analytics, and automated secure reporting for stakeholder-wide transparency and actionability.

- Centralized reporting with stakeholder-aligned KPIs
- Improved decision-making across marketing, operations, and leadership
- Secure, automated reporting workflows across the organization
- Ongoing optimization of performance through recurring insights

Optimizing BI Report Usage and Licensing by 65% for a Global Relocation Provider

Facing inefficient reporting and rising license costs, this relocation services provider engaged with us to redesign its BI architecture. We delivered a new data model, rationalized dashboards, and streamlined governance and automation.

- 65% optimization in BI report usage and licensing
- 30–40% improvement in data quality and load time
- 20–30% reduction in dashboard redundancy
- Improved trust in data through governance and automation



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 7,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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