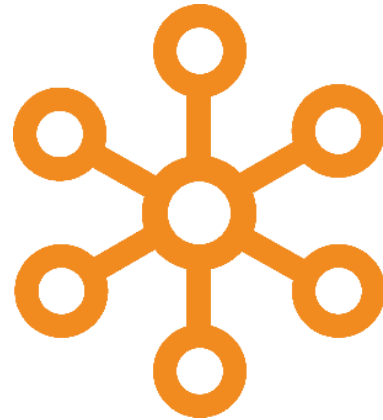


WEBINAR

APOS PowerBurst Publisher

Automate Power BI Report Distribution



PowerBurst

Serve More Information Needs

Today's Session – Key Topics

- Information Recipients - Internal & External
- Generation & Distribution of Reports
- Process Timing & Triggers
- Multi-Platform Report Bursting
- Agentic AI & Proactive Intelligence

- Q&A – see webinar console



HOUSEKEEPING



You will have access to the **slides** via email



You will get the **recording** within 24 hours



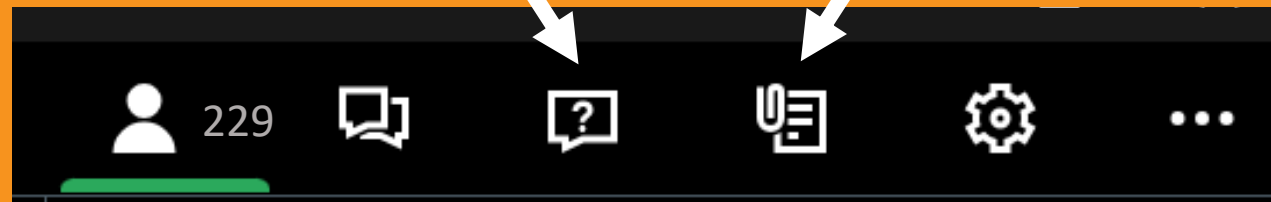
Type any **questions** in the panel



Download **handouts** in the panel



Tell us how we did in the **survey**



Today's Presenters



ALLAN PYM



ALAN GOLDING

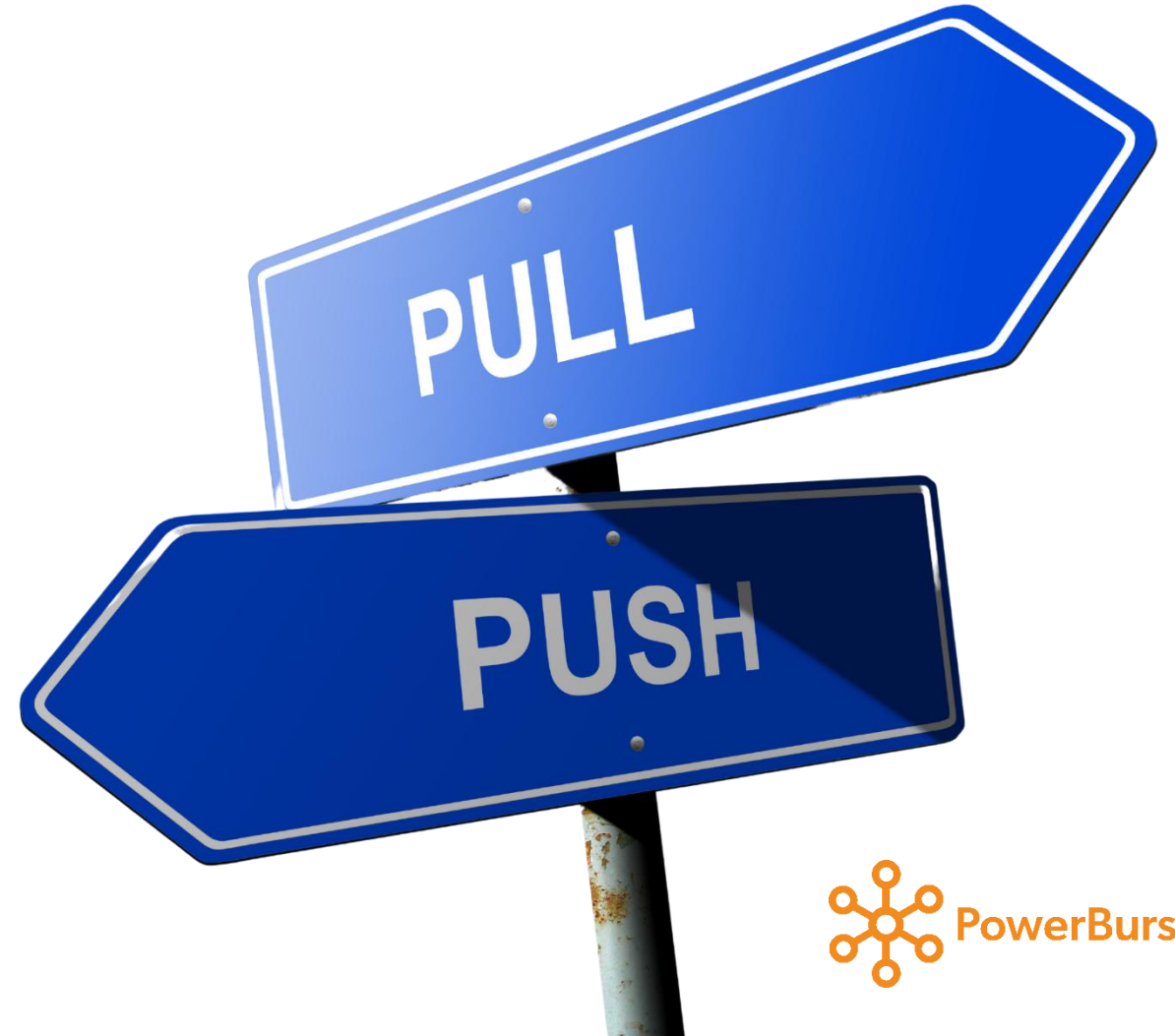
Who is APOS?



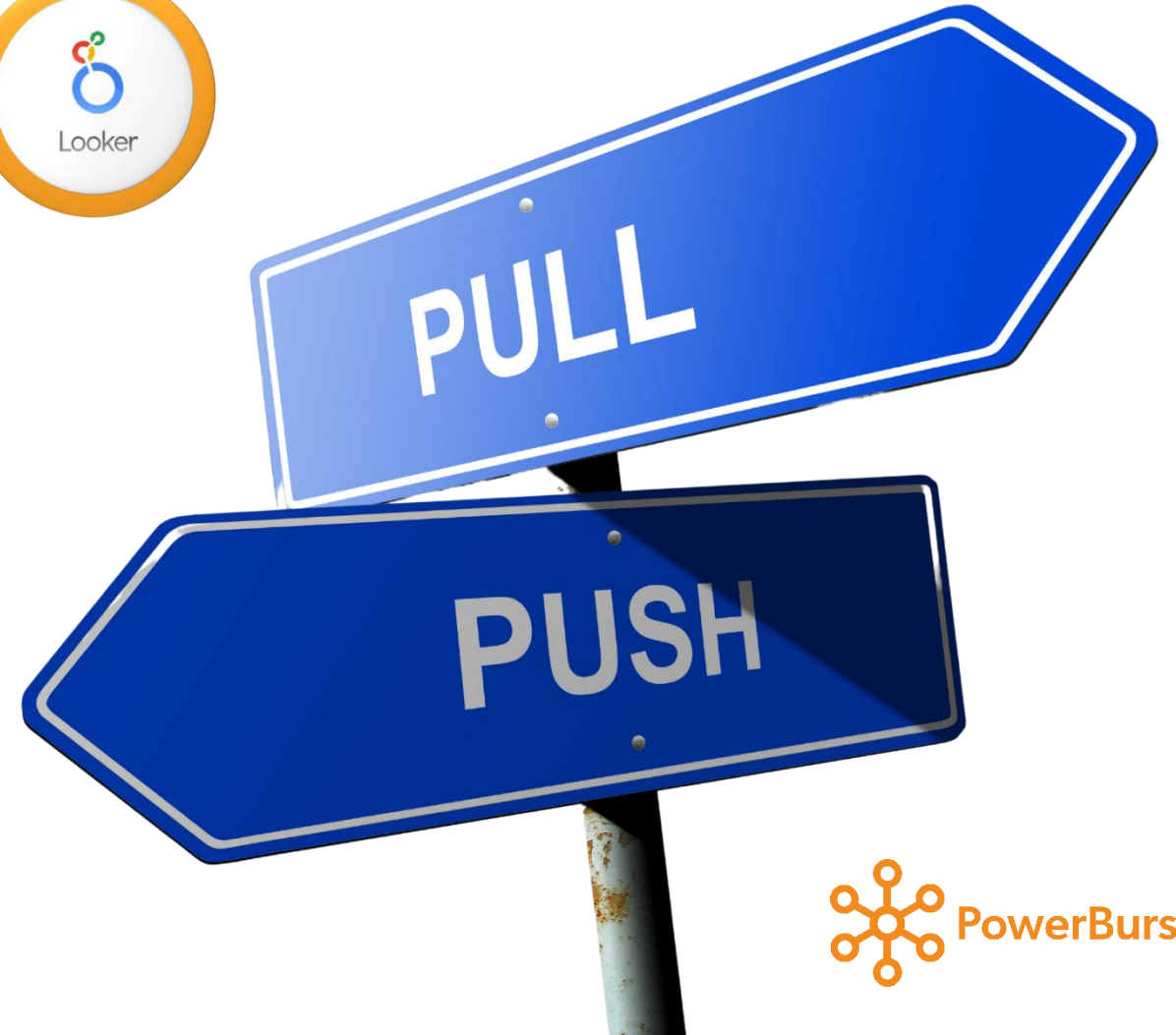
PowerBurst

- Formed in 1992
- Software solutions for BI & Analytics
 - Simplify, automate & extend
- Report publishing
- Strategic SDK development and consulting
- Hundreds of customers globally

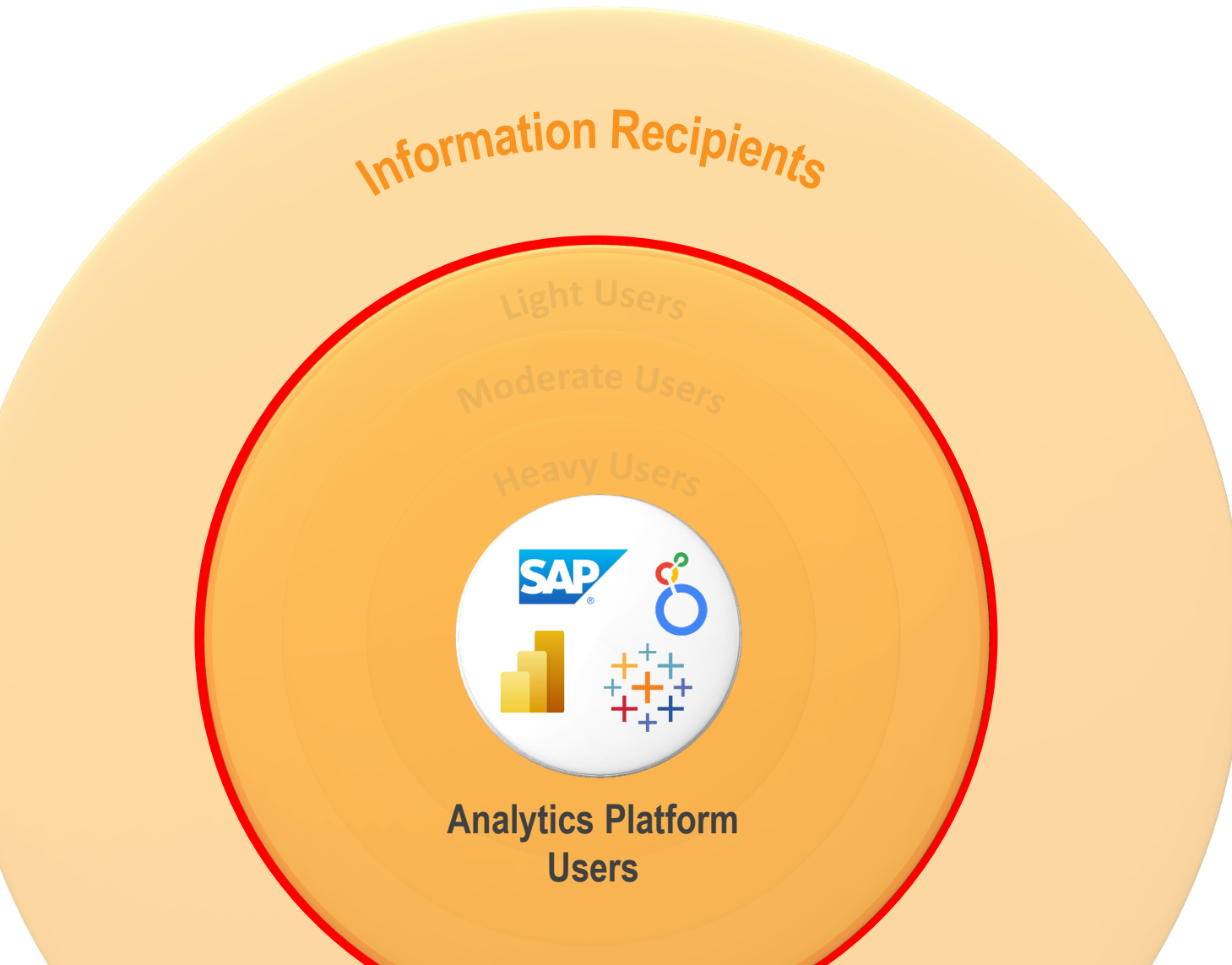
Report Information Access



Report Information Access

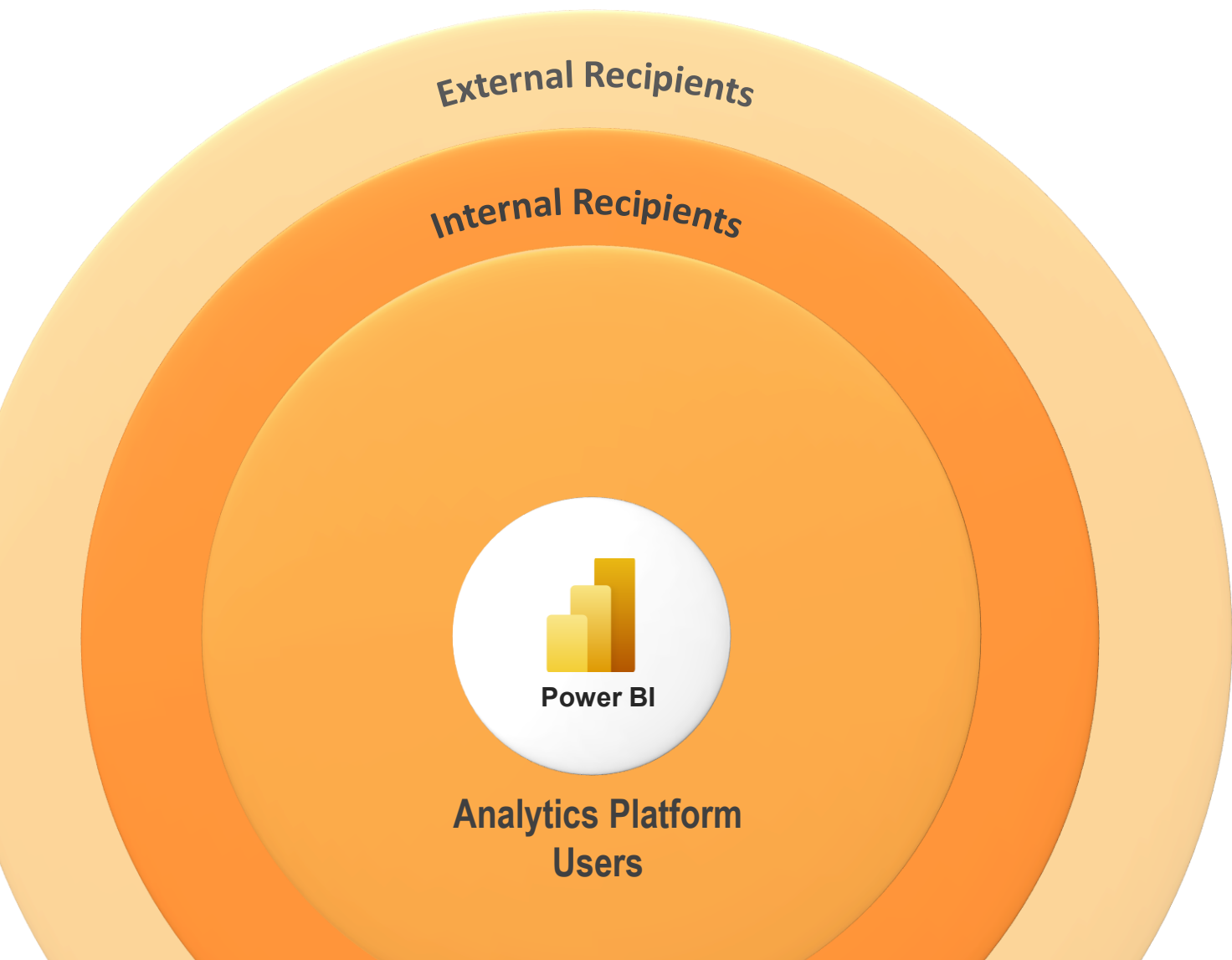


Report Information Access

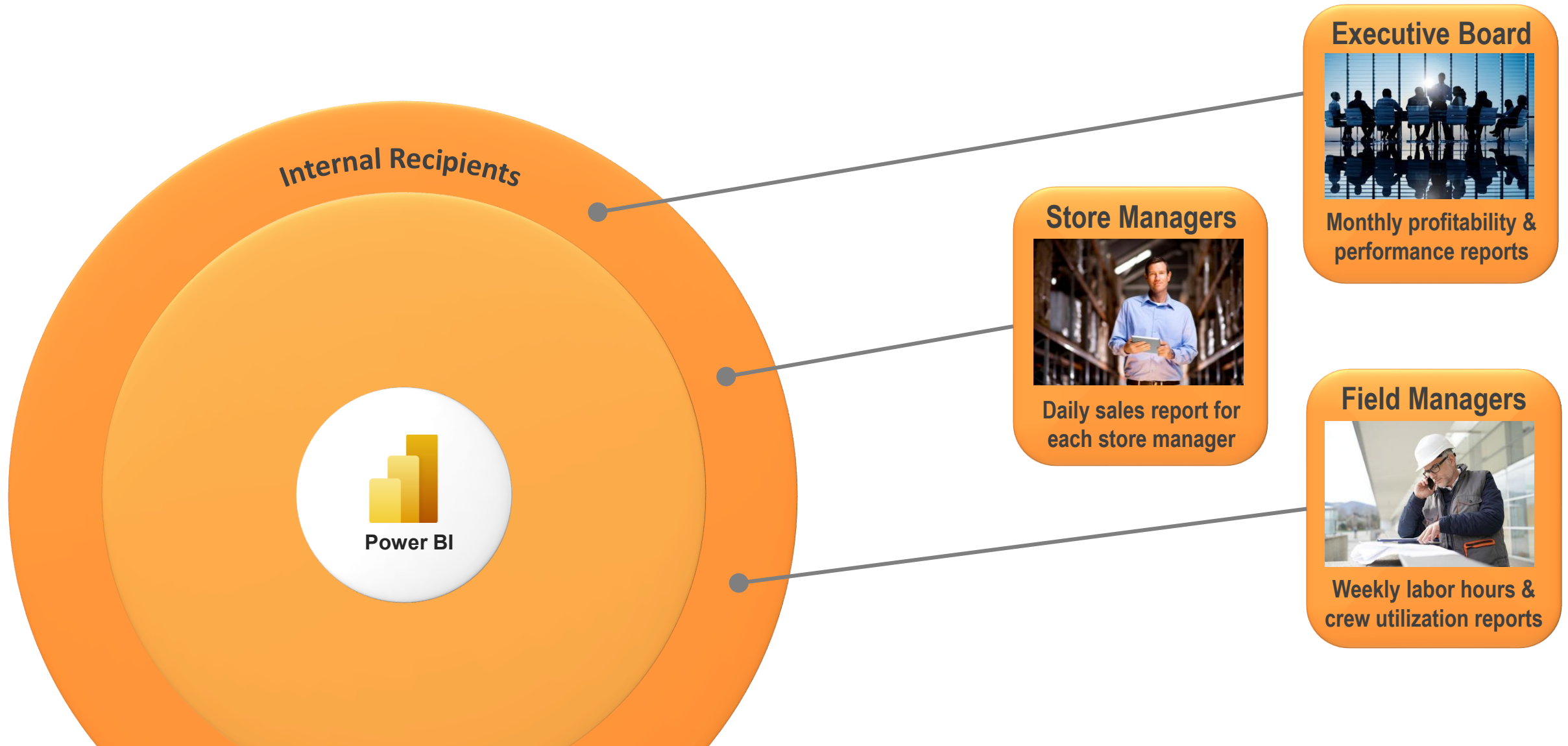


Information Recipients

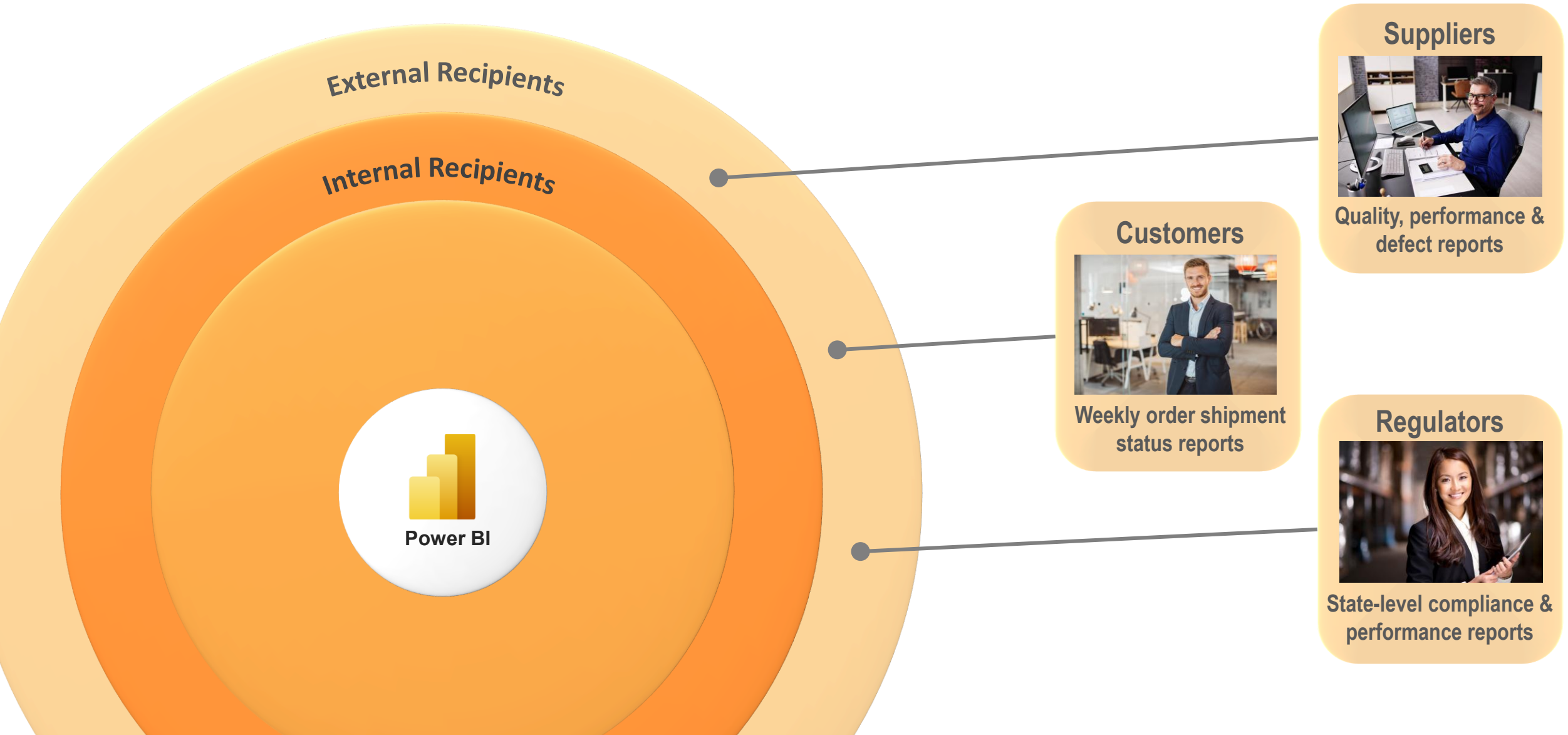
- Many other report needs exist beyond Analytics Platform Users
- Push distribution is required if there is no analytics platform access



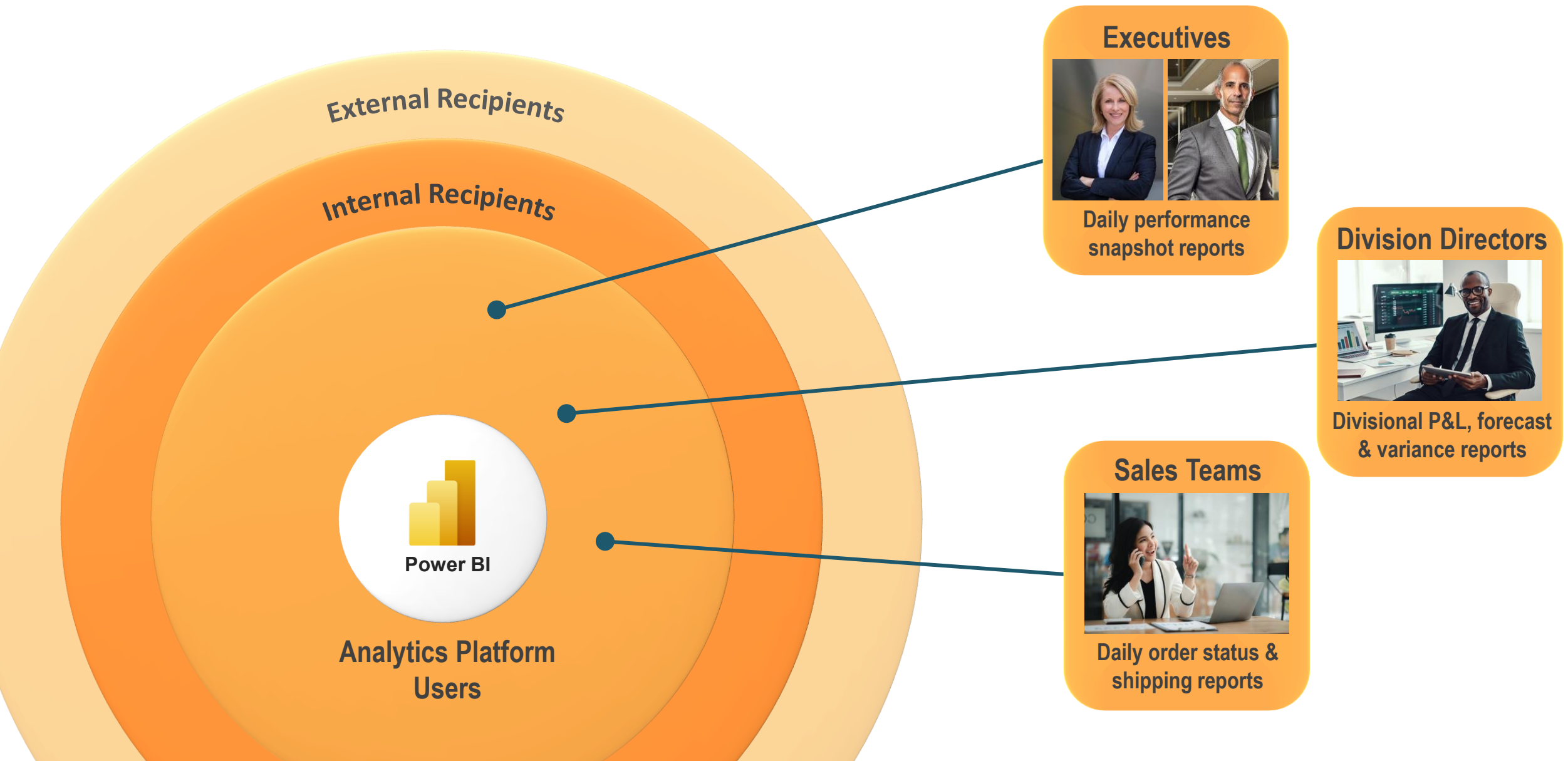
Report Distribution – Internal Recipients



Report Distribution – External Recipients



Report Distribution – Platform User Recipients



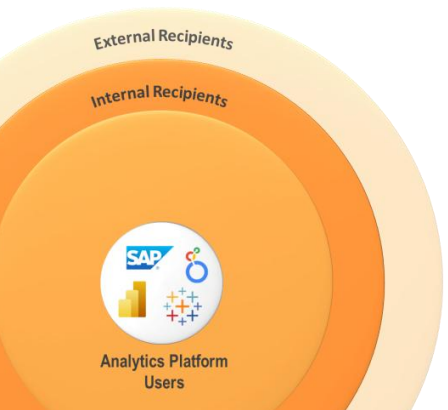
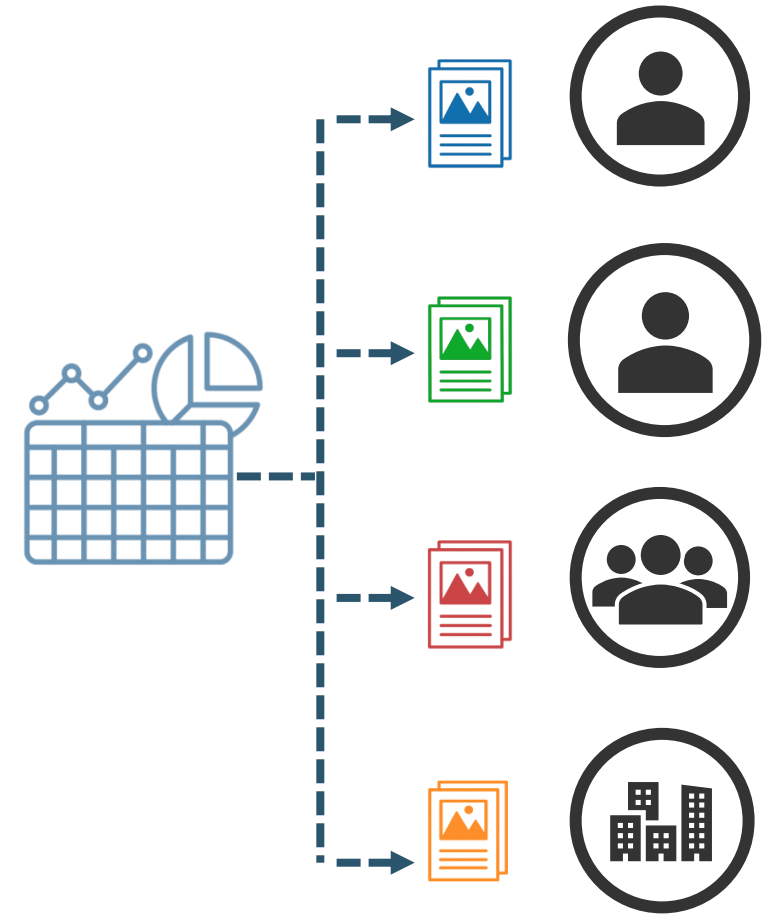
Key Report Distribution Factors

Timely Information

- Information must be delivered when needed

Personalized Information

- Information must be specific to each individual recipient



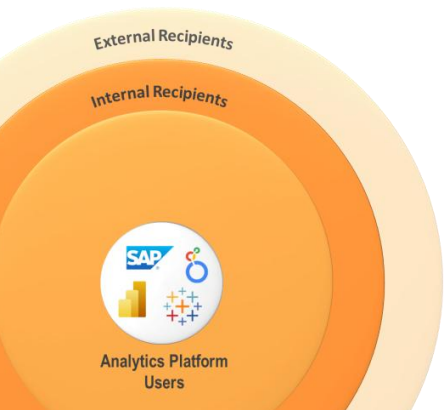
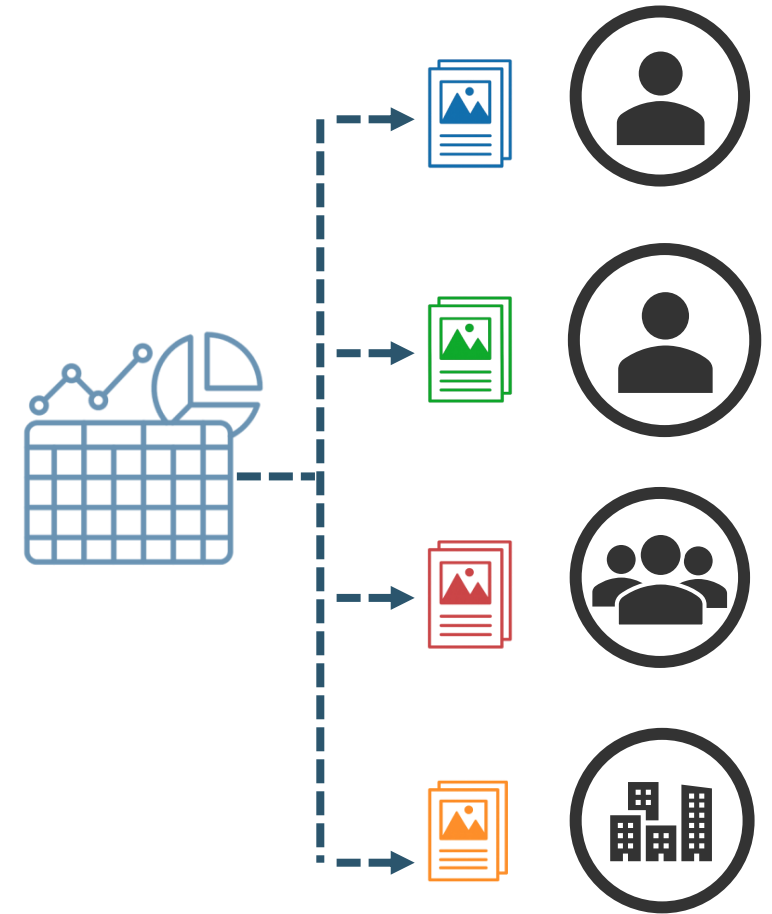
Key Report Distribution Factors

Timely Information

- Information must be delivered when needed
 - Recurring information needs
 - Predictable and consistent times (Hourly, daily, weekly, monthly, etc.)
 - Strategically timed information delivery
 - Dynamic timing based on environment or business conditions

Personalized Information

- Information must be specific to each individual recipient
 - Data is filtered by territory, division, account, profit center, store, etc.
 - Recipients receive data based on their rights and responsibilities

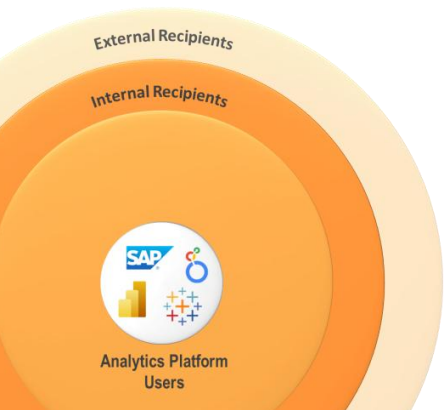
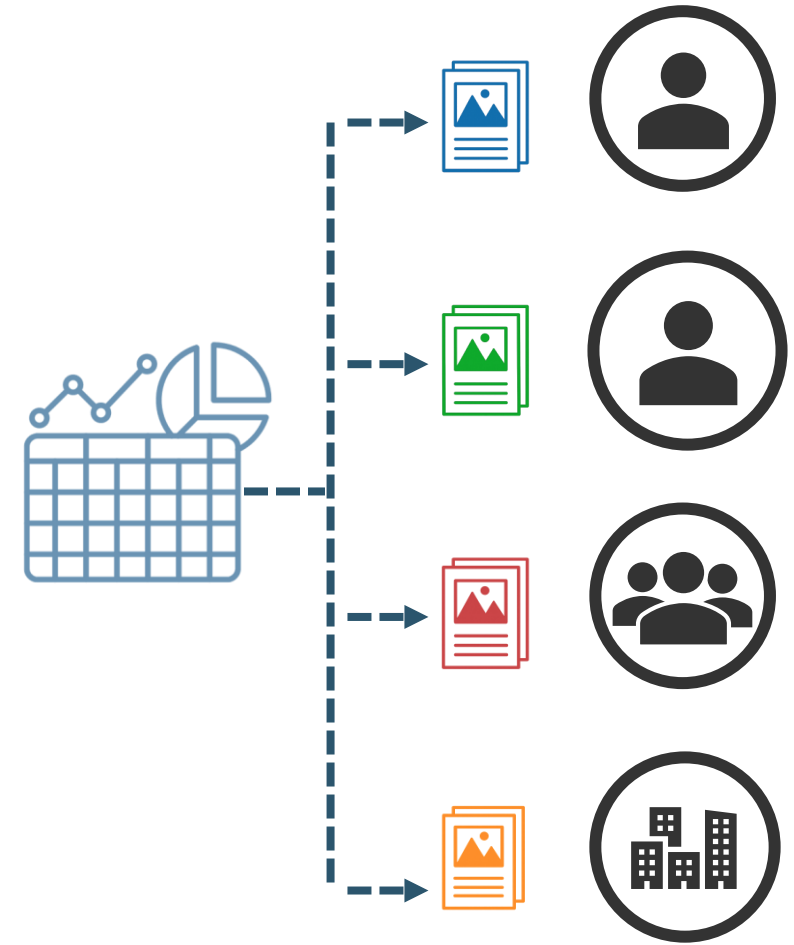


Automation is critical to address these factors!

Report Distribution Challenges

Analytics Platforms Limitations

- No push capabilities
- Recipient group limits
- Volume limits
- Timing limits
- Format limits
- No dynamic processes



APOS PowerBurst Publisher

PowerBurst Publisher is a software solution that automates the generation of personalized versions of reports and then distributes the reports out to targeted users and locations.

Automated Report Generation – the right report content

Automated Report Distribution – to the right people

Automated Process Timing – at the right time



Supported Platforms:

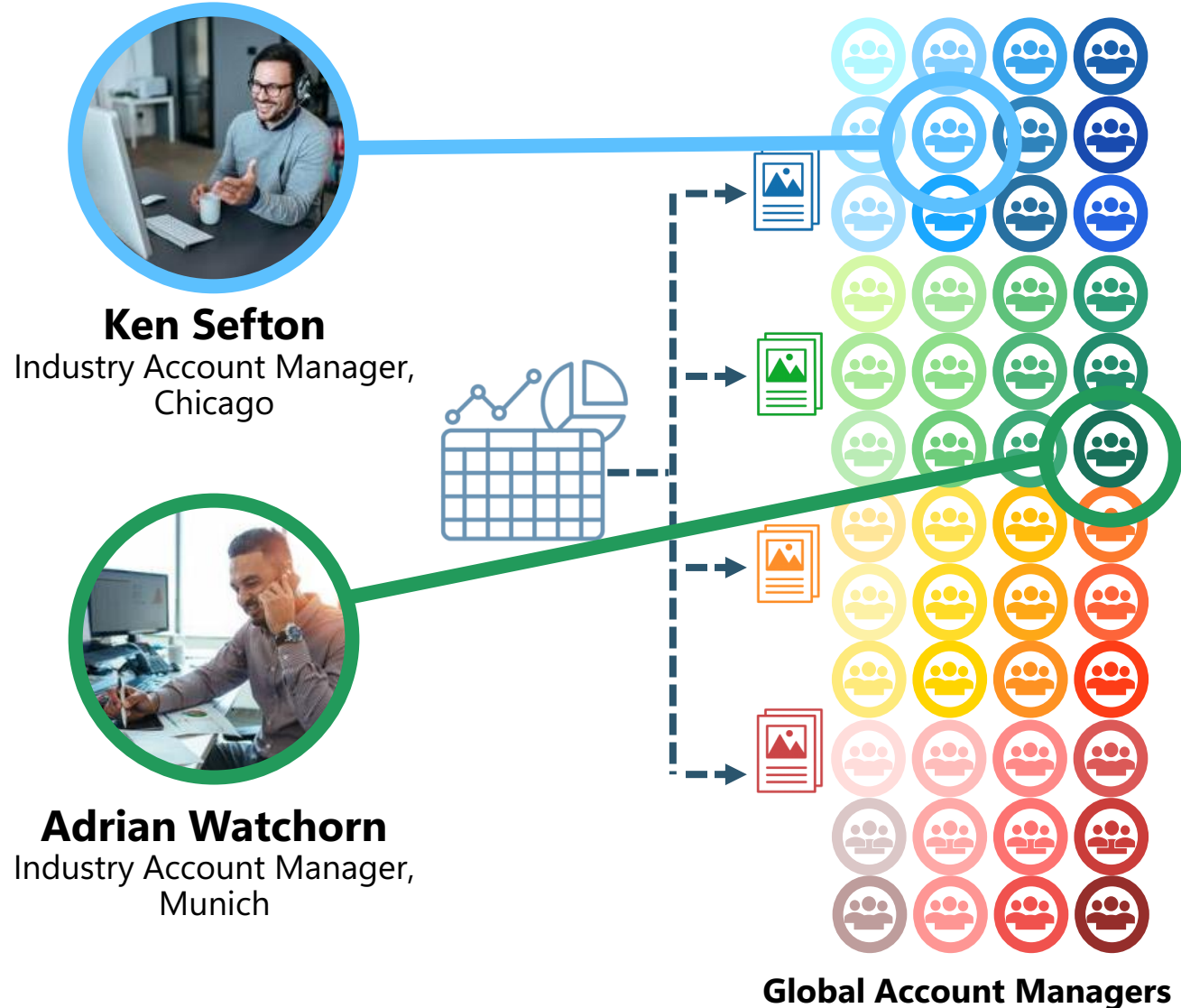
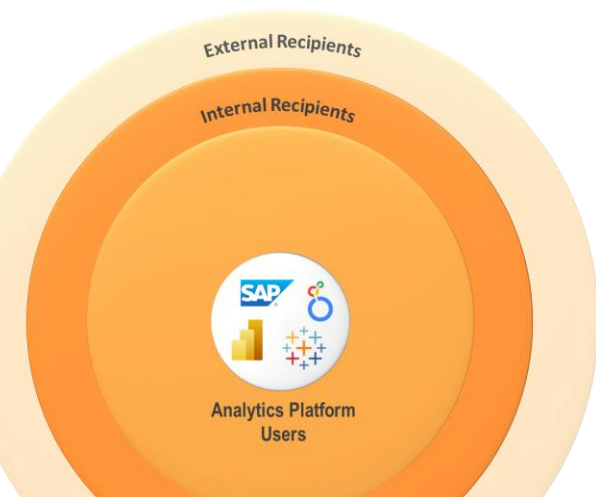
- **Power BI**
- SAP Analytics Cloud
- SAP Analysis for Office
- Tableau
- Google Looker



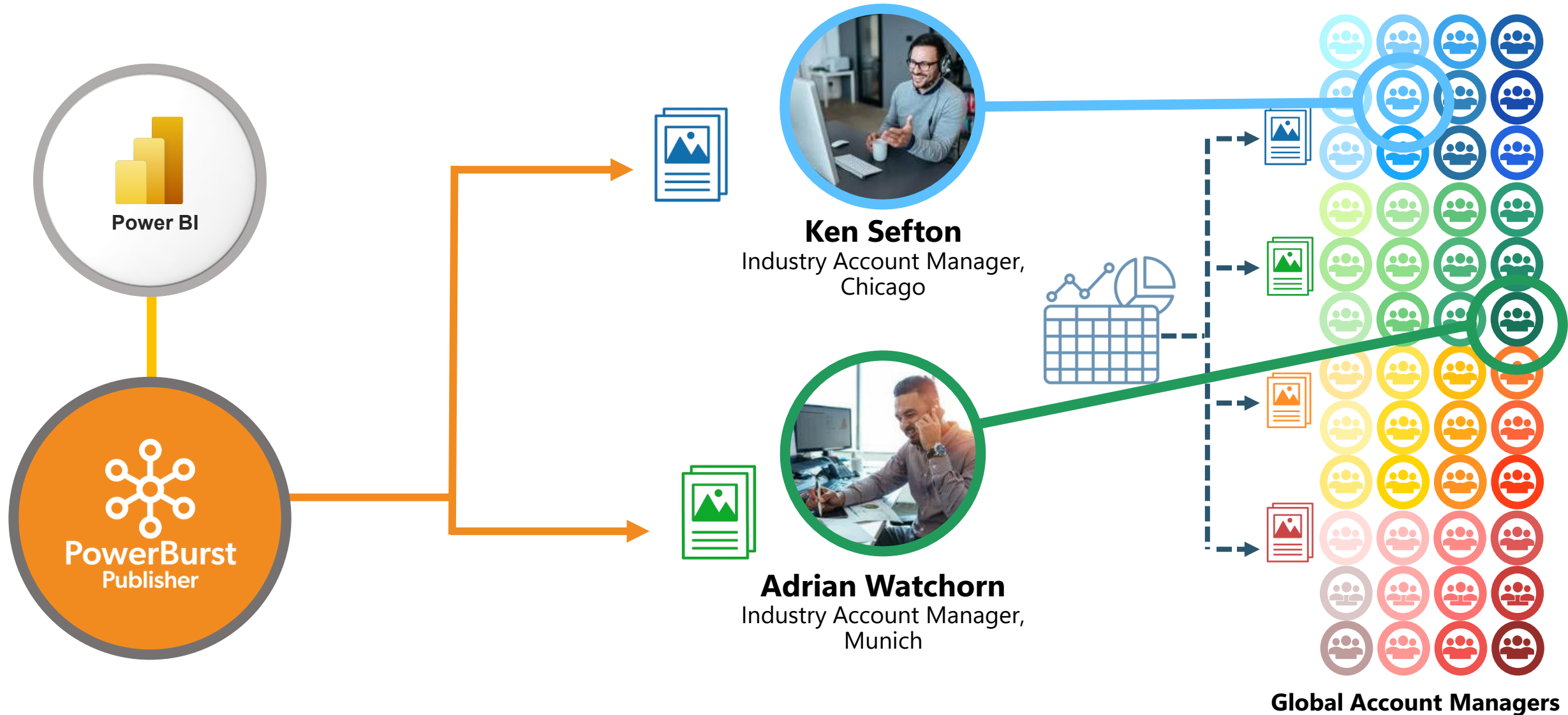
Alan Golding
Solution Consulting Manager
APOS

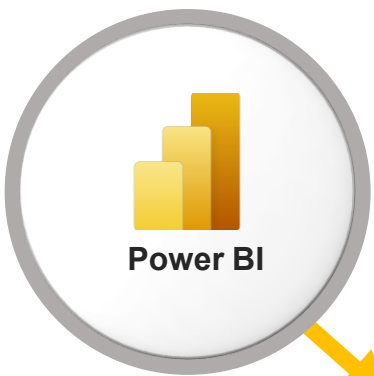
PowerBurst Scenario: Blue Fern Inc.

- Blue Fern Vendor Account Managers global team
- Weekly Vendor Accounts Payable report
- Vendor account status & action priorities
- Report data filtered for each Account Manager
- PowerBurst generates and sends a personalized report to each Vendor Account Manager every Tuesday morning

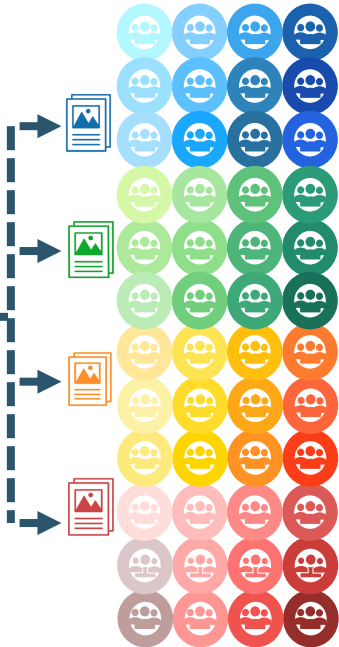


Report Distribution Scenario: Blue Fern Inc.

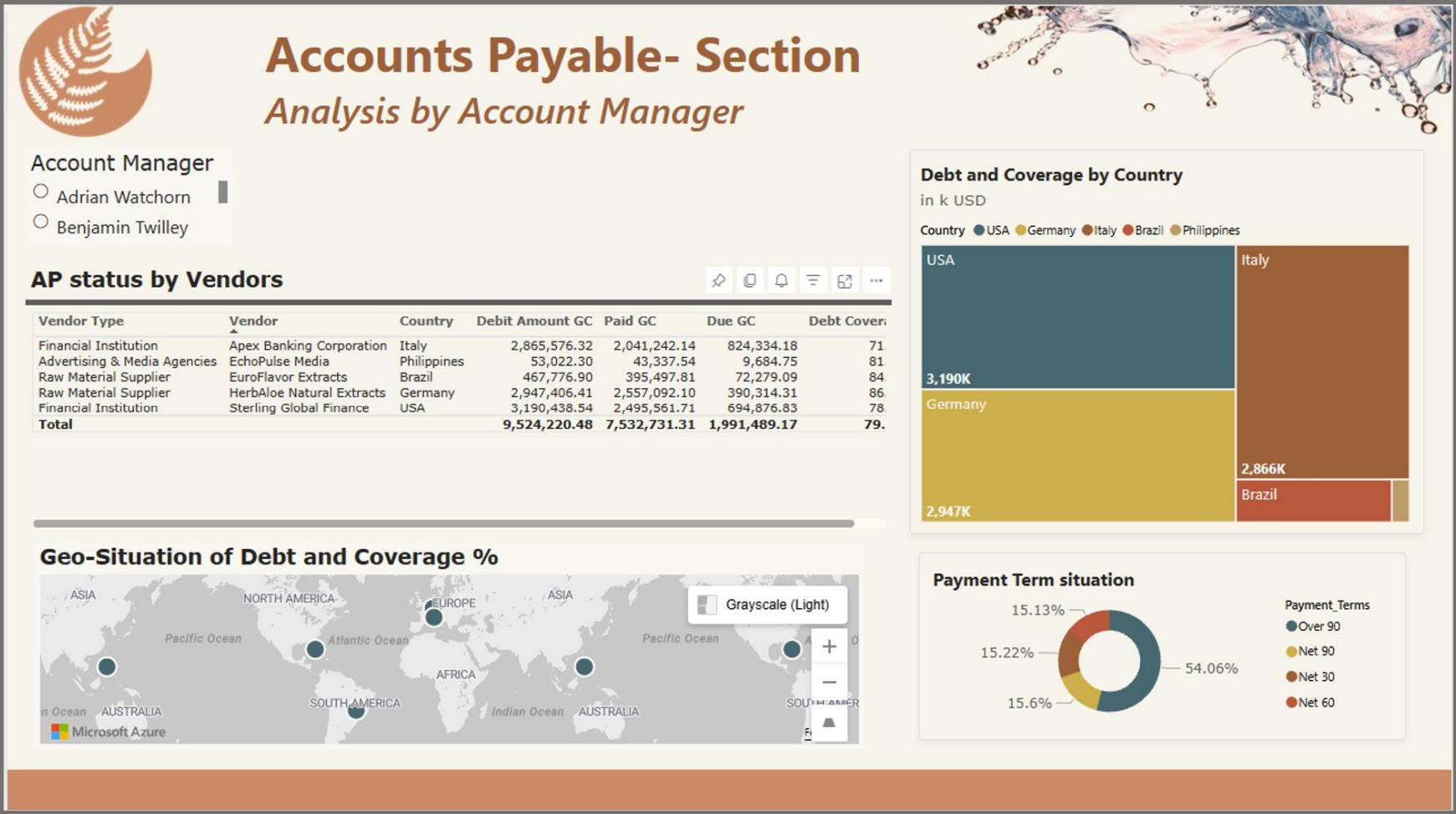




In Power BI: All Accounts



Global Account Managers





Power BI



PowerBurst
Publisher

Weekly Accounts Payable for Ken Sefton- Central Finance

Delete Archive Report Move to Reply Reply all

Weekly Accounts Payable for Ken Sefton- Central Finance

From : centralfinance@bluefern.com
To : ken.sefton@bluefern.com

BlueF 947 K

Hi Ken,

Here is y

Any furth

Central F

Blue Fern

Account Manager Ken Sefton

Ken Sefton

Layla Dranfield

AP status by Vendors

Vendor Type	Vendor	Country	Debit Amount GC	Paid GC	Due GC	Debt Cover:
Financial Institution	Apex Banking Corporation	Italy	2,865,576.32	2,041,242.14	824,334.18	71
Advertising & Media Agencies	EchoPulse Media	Philippines	53,022.30	43,337.54	9,684.75	81
Raw Material Supplier	EuroFlavor Extracts	Brazil	467,776.90	395,497.81	72,279.09	84
Raw Material Supplier	HerbAloe Natural Extracts	Germany	2,947,406.41	2,557,092.10	390,314.31	86
Financial Institution	Sterling Global Finance	USA	3,190,438.54	2,495,561.71	694,876.83	78
Total			9,524,220.48	7,532,731.31	1,991,489.17	79

Geo-Situation of Debt and Coverage %

Grayscale (Light)

Microsoft Azure

Debt and Coverage by Country

in k USD

Country USA Germany Italy Brazil Philippines

USA 3,190K

Germany 2,947K

Italy 2,866K

Brazil

Payment Term situation

15.13%

15.22%

15.6%

54.06%

Payment Terms

Over 90

Net 90

Net 30

Net 60

Ken Sefton





Power BI



PowerBurst
Publisher



Weekly Accounts Payable for Adrian Watchorn - Central Finance

Delete Archive Report Move to Reply Reply all

Weekly Accounts Payable for Adrian Watchorn - Central Finance

From : centralfinance@bluefern.com
To : adrian.watchorn@bluefern.com

BlueFern
955 KB

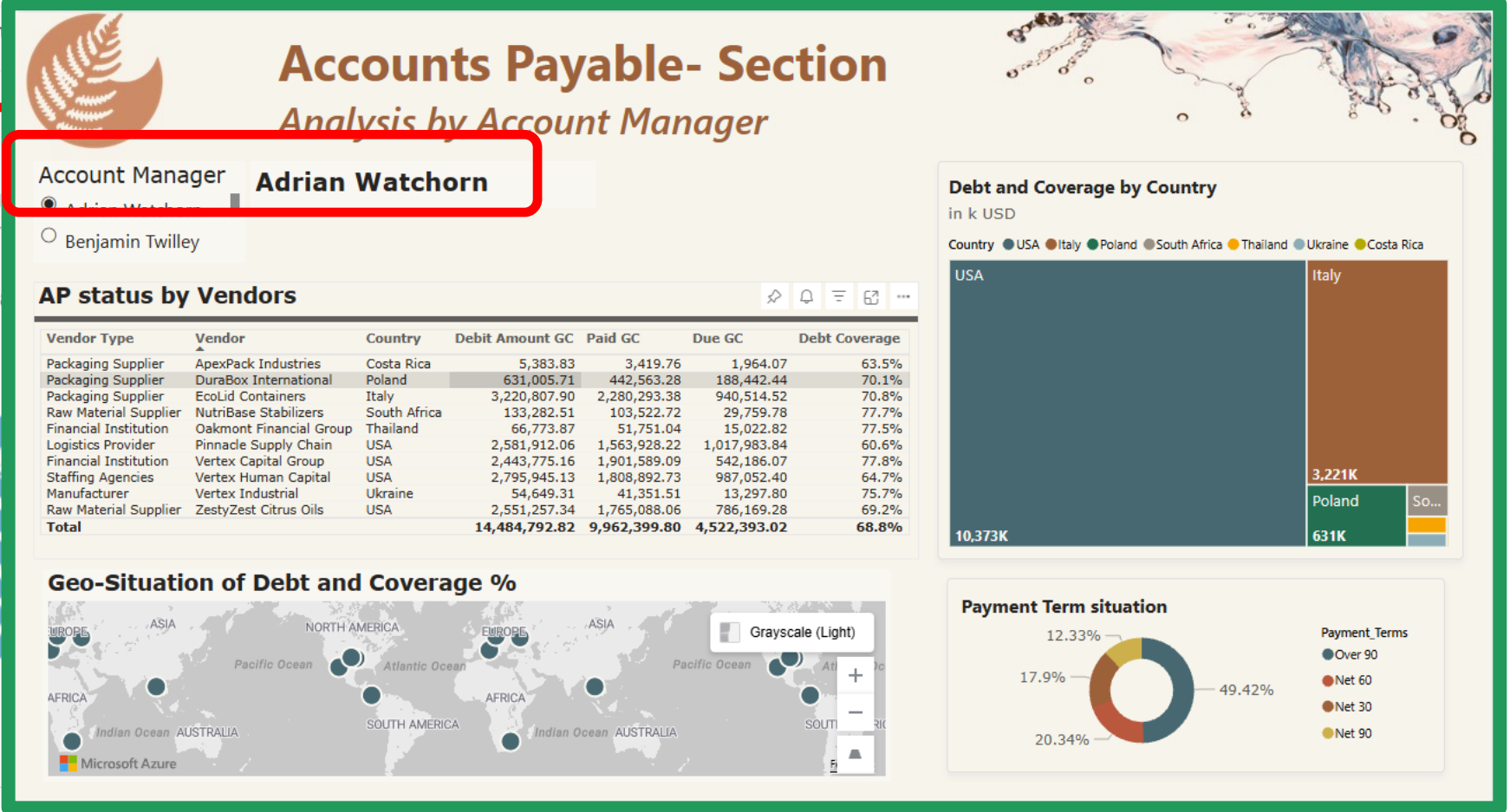
Hi Adrian,

Here is your
Any further

Central Finance
Blue Fern



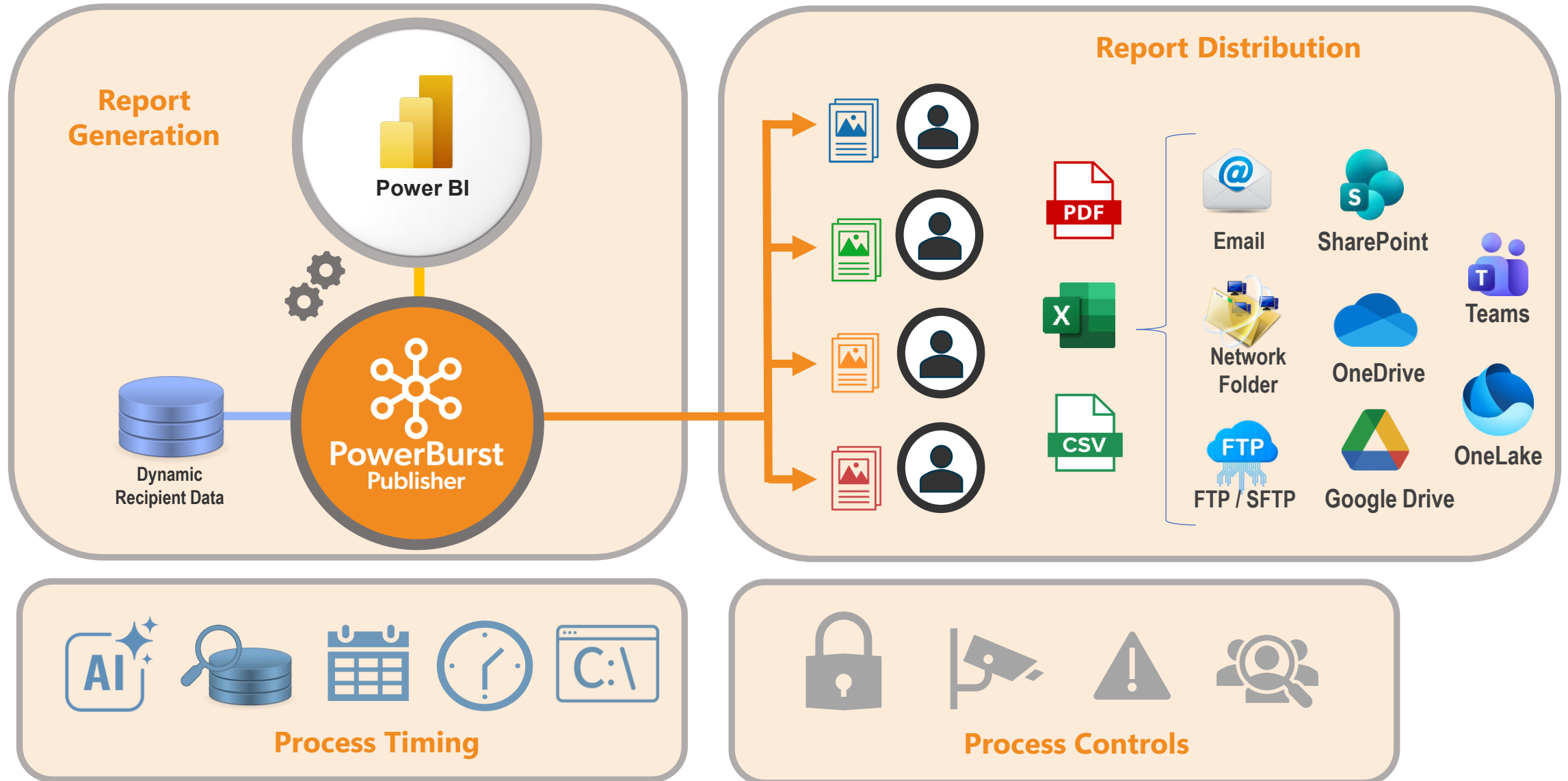
Reply



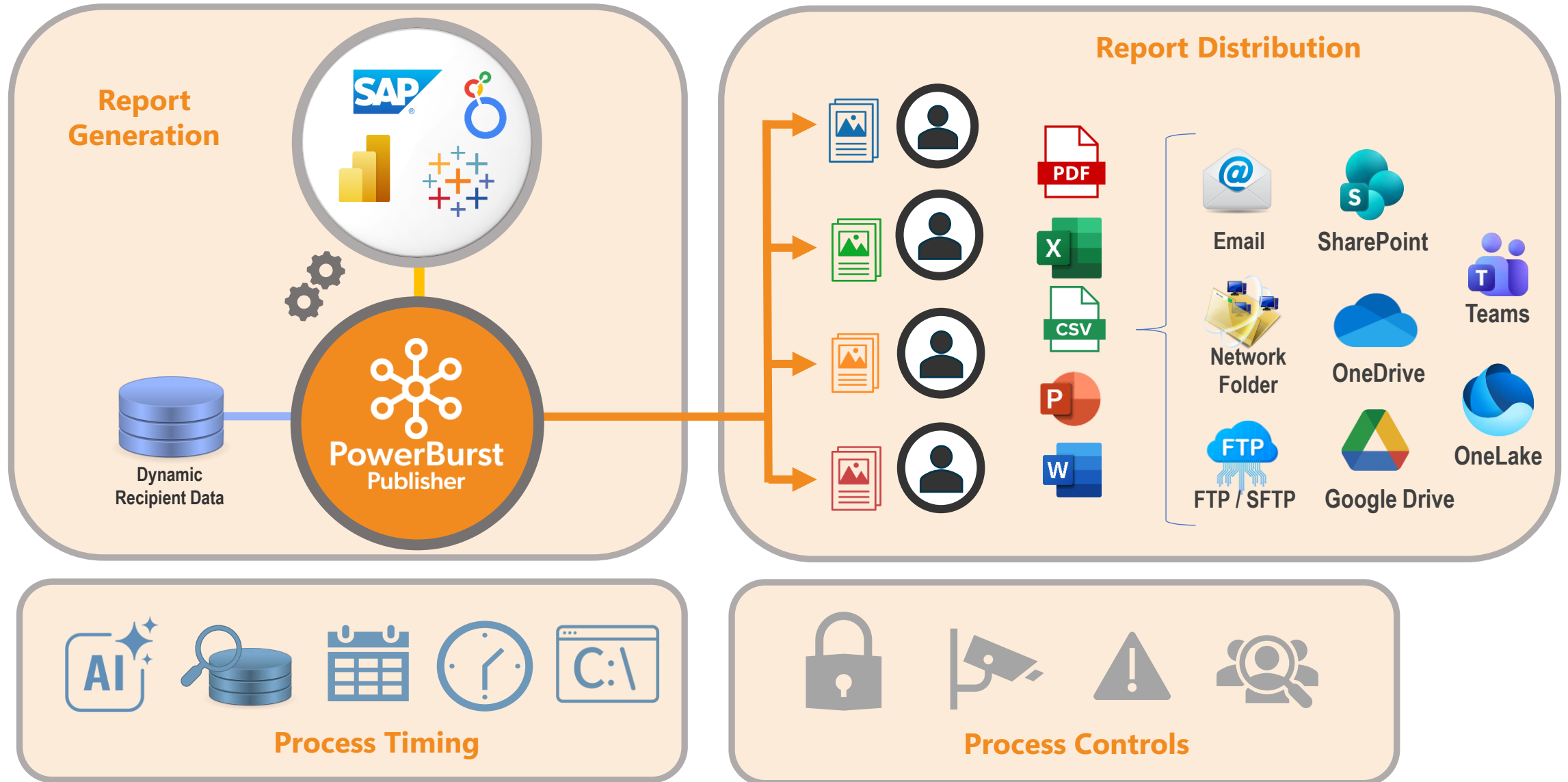
Adrian Watchorn



PowerBurst Process



PowerBurst Process: Multi-Platform



Report Generation

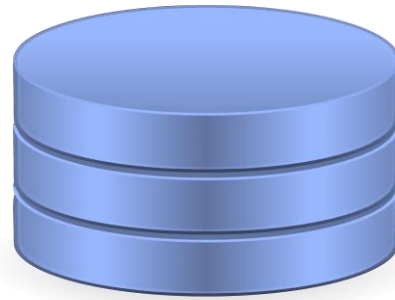
...dynamic, data driven report generation

Dynamic Recipient Data

A data source provided by customer which contains values to drive dynamic report filtering and control report distribution.

Any ODBC / OLE DB data source

- Azure SQL Server/SQL Server on prem
- Excel, Access, Synapse etc.
- S/4HANA, Datasphere, BW, BW/4HANA
- Google Big Query
- Snowflake

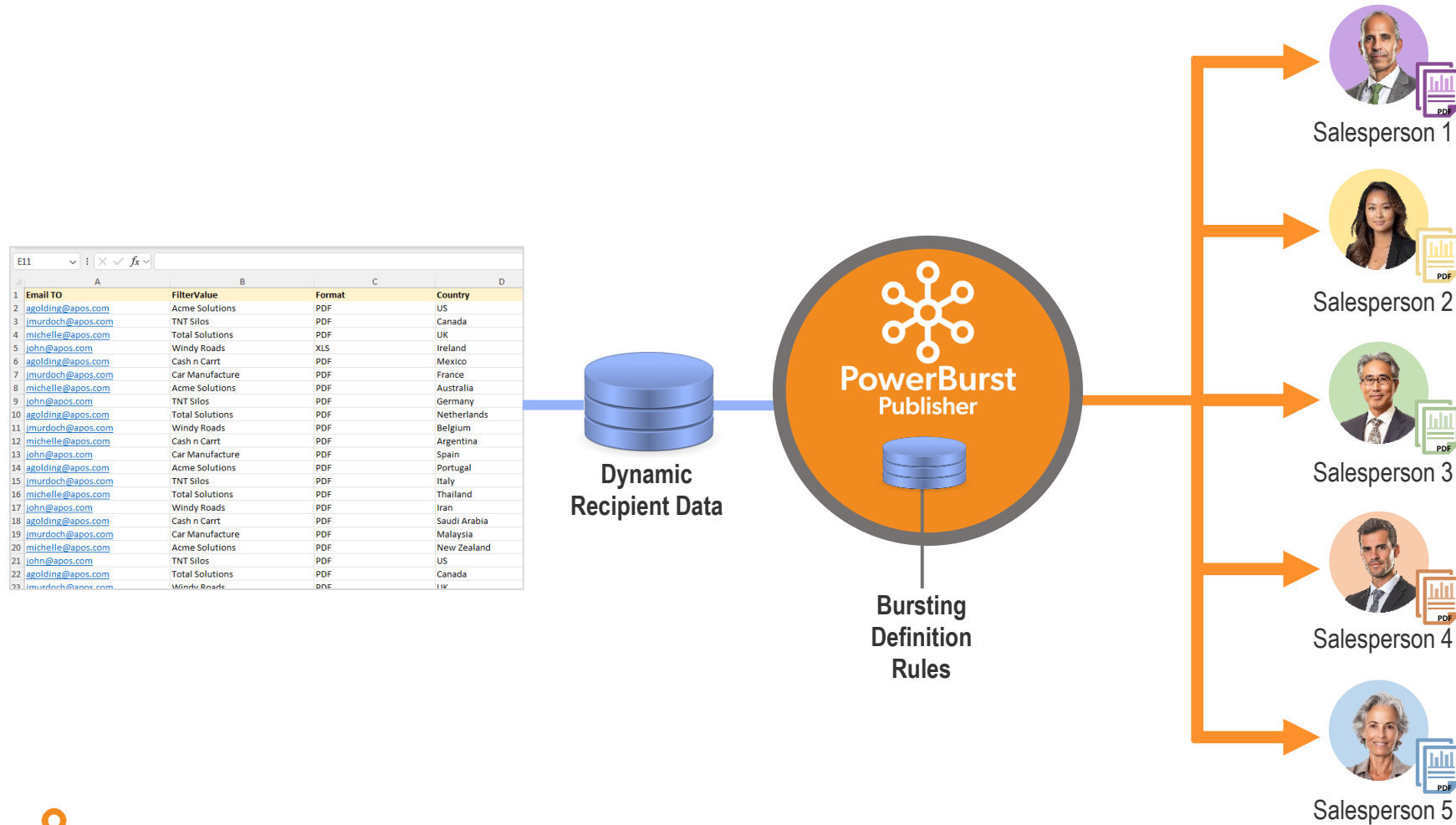


Dynamic
Recipient Data

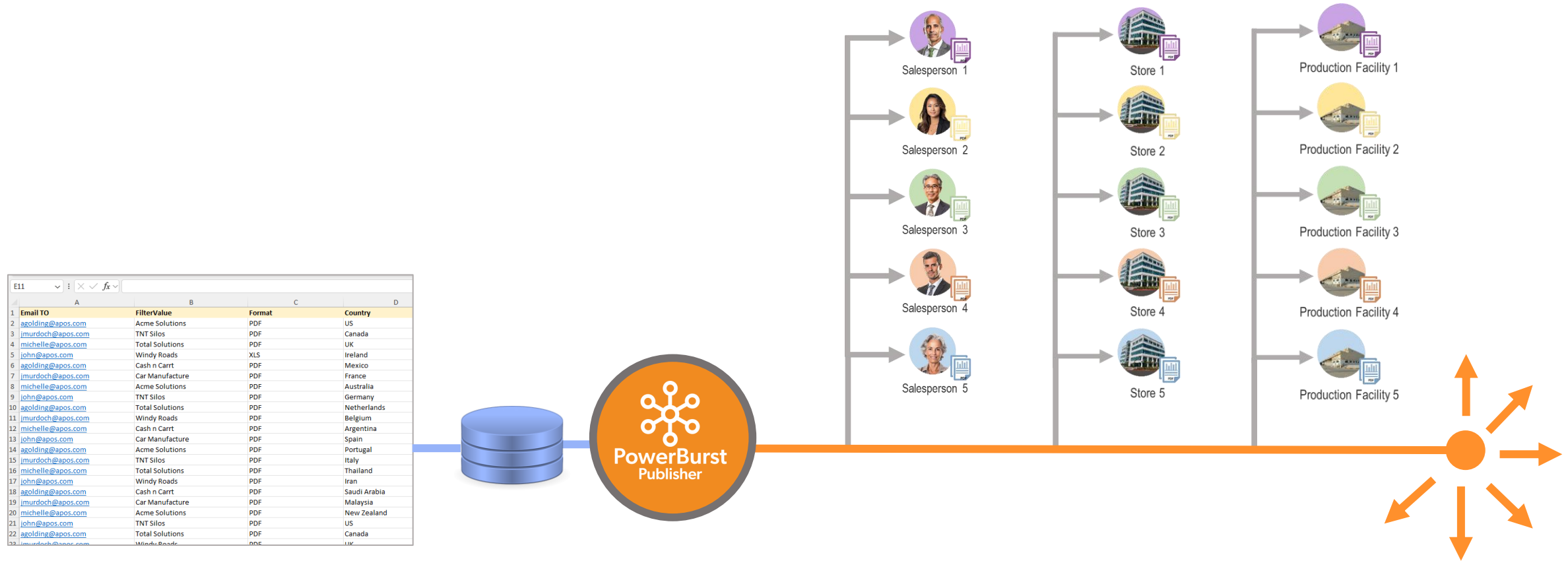
The PowerBurst bursting definition creates the framework and rules for the broadcast.

The **Dynamic Recipient Data** drives the specific values of the broadcast.

Dynamic Recipient Broadcasting



Unlimited Use Cases



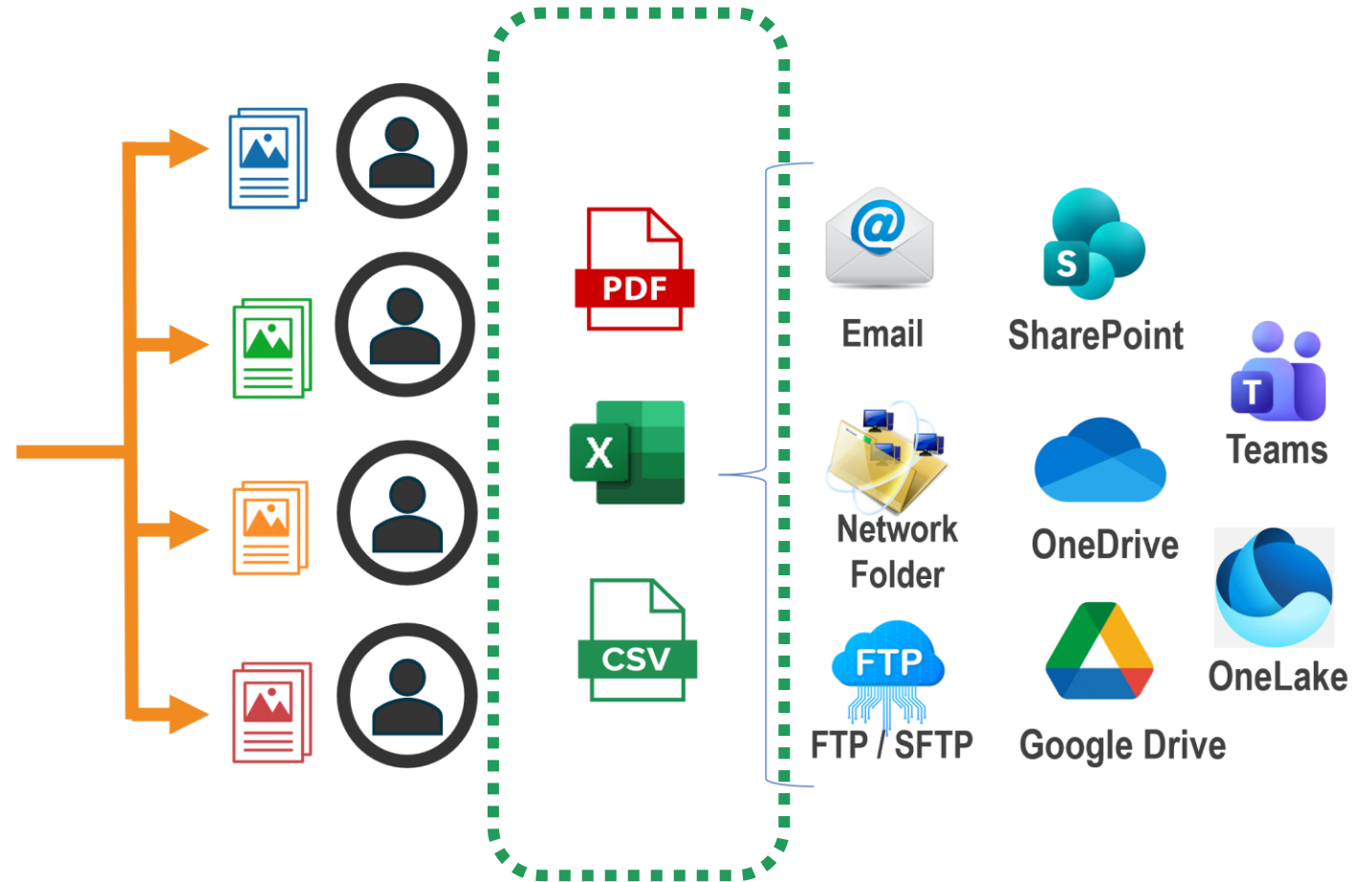
Report Distribution

...the right location, the right format

Report Distribution

Formats

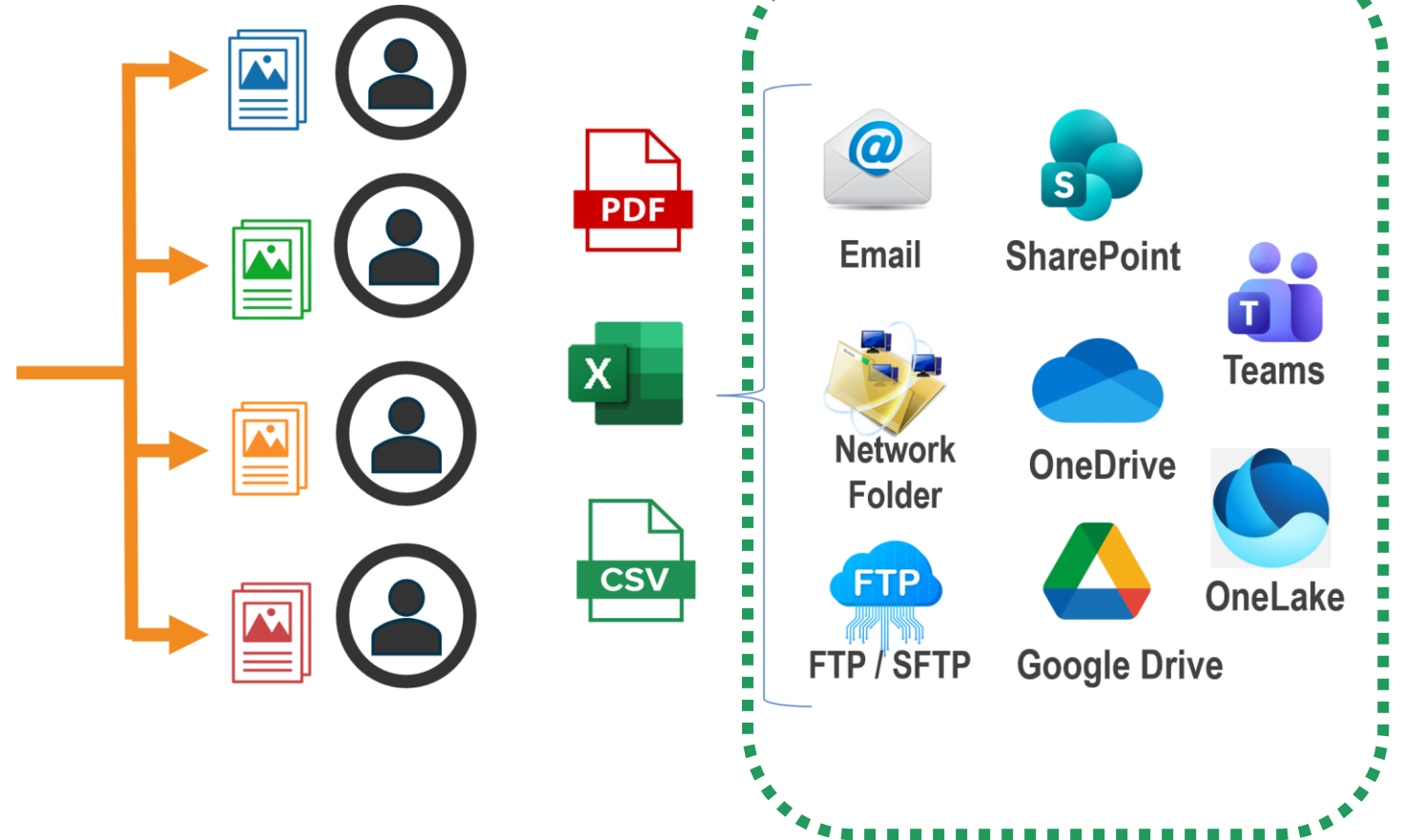
- PDF
- Excel
 - xls,xlsx,xlsm,xlsb
- CSV
- Image



Report Distribution

Destinations

- Email - as attachment
- Email - as body of email
- FTP/SFTP
- Network File
- SharePoint
- OneDrive
- Google Drive
- Teams Chat
- OneLake



Process Timing

...at the right time

Process Timing – Execution Triggers

Date + Time

- Single or Recurring
- Hourly, Daily, Weekly, Monthly

Command Line

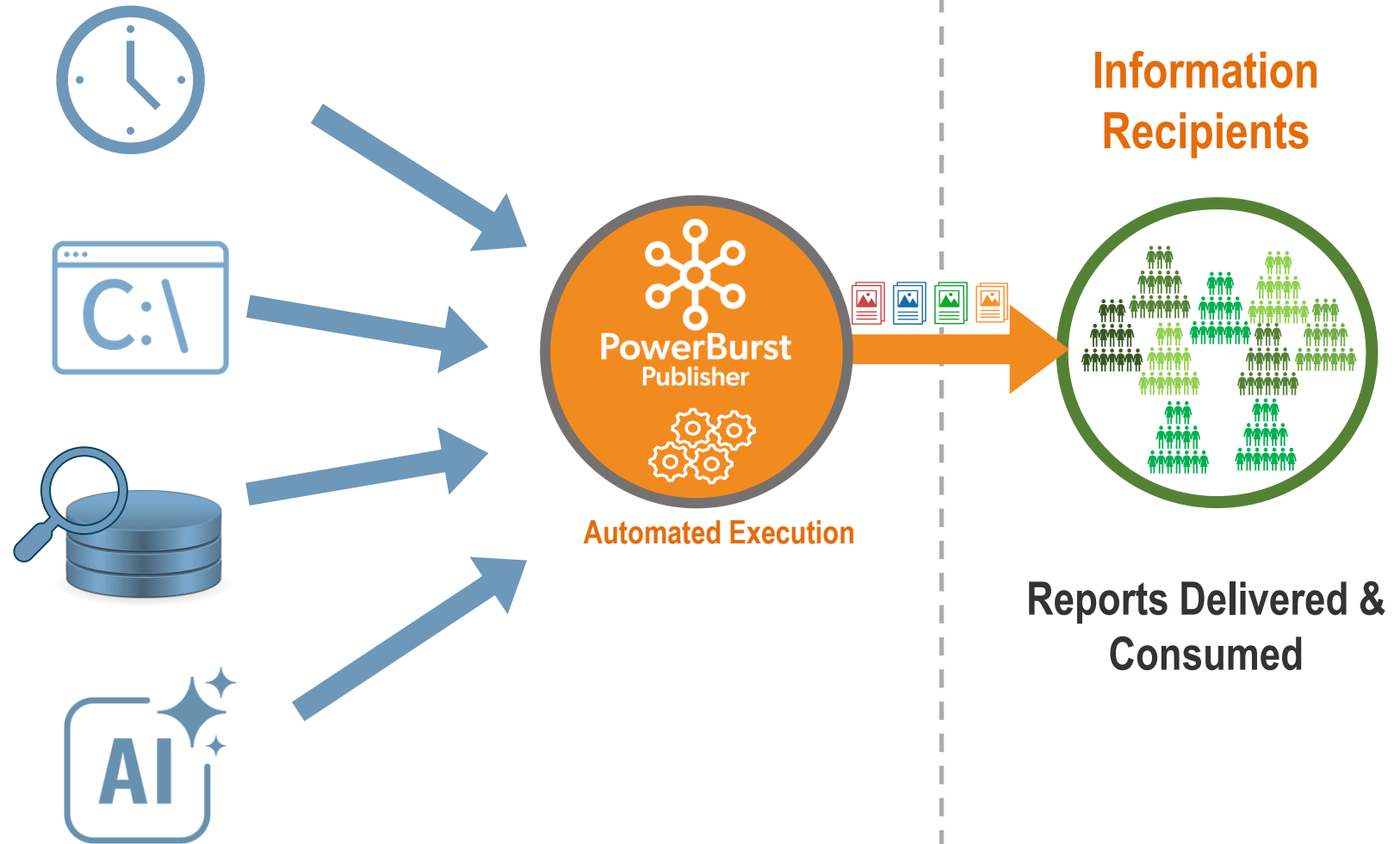
- Process chain integration
- Automation tool integration
- Bot integration

Conditional

- Business rules driven trigger
- Execution by threshold value criteria
- Data load completion triggers

Agentic AI

- Integration with Agentic AI
- AI can drive broadcast with dynamic selection of reports, recipients, filters



Report Generation

Bursting Definition

Distribution

Destination

Filters

Failure Recovery

Extended Information

Definition Settings

Name: AFO_CustomerAccountWeekly [Copy ID to Clipboard](#)

Description:

Burst Data Source

Data Source:

Type: DB
Description:
SQL: Select * FROM [Sheet1\$]

Sleep Until Field:

Process Delay: 5 seconds per record

Process Timeout: 180 seconds per record

Max. Threads: 1 ☒ Disable Batch Bursting

Source Document

Source Type:

Power BI Tenant:

Credentials:

Power BI Doc: [Browse...](#)

Power BI Doc ID:

Report Generation



Bursting Definition

Definition Settings

Name: BFAP_PBI2

Description:

Burst Data Source

Data Source: \Public Data Sources\Data Source Transfers\BlueFem

Type: DB
Description:
SQL: Select * FROM [BlueFem\$]

Sleep Until Field:

Process Delay: 5 seconds per record

Process Timeout: 180 seconds per record

Max. Threads: 1 ☐ Disable Batch Bursting

Source Document

Source Type: Power BI

Power BI Tenant: PowerBI_Production

Credentials: Use Connection Profile for Owner

Power BI Doc: Public\Reports\Esteban\Blue Fem Accounts Payable v1 [Browse...](#)

Power BI Doc ID: a6bccc7b-999f-4790-9dcf-1dbc04897406

Report Generation



Power BI Filter Management

Table Name: +

Field Name: +

Field Data Type: +

Operator: +

Value:

Filter Values: //DATAFIELD-Responsible// +

Example: [Red](#)

Syntax: Enter one single value.

Pages

☒ Select All

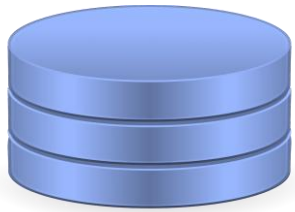
Select Page:

Selected Pages:

ID	Display Name

Page Names: +

Report Generation



Dynamic
Recipient Data

BlueFern.xlsx • Saved to this PC

Search

File Home Insert Draw Page Lay Formulas Data Review View Automate Develop Help EPM Data Mai Acrobat Analysis Analysis I SAP

B11 : X ✓ fx ken.siften@bluefern.com

	A	B	C	D	E	F
1	Trigger	Recipient	LOB	Subsidiary	Responsible	Formats
2	Y	muyiwa.andrews@bluefern.com	Alcoholic Drinks	America,Asia,Europe	Muyiwa Andrews	PDF, Excel
3	Y	fabio.abery@bluefern.com	Energy Drinks	America,Asia,Europe	Fabio Abery	PDF, PowerPoint
4	Y	chieko.semonin@bluefern.com	Soft Drinks	America,Asia,Europe	Chieko Semonin	PDF
5	Y	christopher.daniell@bluefern.com	Syrups	America,Asia,Europe	Christopher Daniell	Power Point
6	Y	chiaki.aspden@bluefern.com	Water	America,Asia,Europe	Chiaki Aspden	Excel
7	Y	chieko.hickinbotham@bluefern.co	Energy Drinks,Soft Drinks	America,Asia,Europe	Chieko Hickinbothar	PDF, Excel, PowerPoint
8	Y	ayub.lockett@bluefern.com	Syrups,Water	America,Asia,Europe	Ayub Lockett	PDF, Excel, PowerPoint
9	Y	ralph.plested@bluefern.com	Alcoholic Drinks,Soft Drinks	America,Asia,Europe	Ralph Plested	PDF, Excel, PowerPoint
10	Y	adrian.watchorn@bluefern.com	Syrups,Water	America,Asia,Europe	Adrian Watchorn	PDF
11	Y	ken.siften@bluefern.com	Alcoholic Drinks,Soft Drinks	America,Asia,Europe	Ken Siften	PDF
12						

Report Distribution



Power BI Output Options

Export Formats: PDF

Zip Documents:

Document Password:

PDF Options:

PDF format applies to pages only.

Pages

☐ Select All Pages

Select Page:

Selected Pages:

ID	Display Name	Page Or...
9551dd021d03c998d348	Overall AP Situation	4
fc0bbc45ea28ab0b556d	Accounts Payable	1
a2a256c1ac264e3e2d87	Short Term AP Analysis	3
3541e8e4bbbe2d7e8a9e	Section by Account Manager	2

Page IDs:

(PageID=9551dd021d03c998d348),(PageID=fc0bbc45ea28ab0b556d),(PageID=a2a256c1ac264e3e2d87),(PageID=3541e8e4bbbe2d7e8a9e)

Report Distribution



Destination

Destination Type: +

Send Output As: +

File Name Mask: + Add

To: +

CC: +

BCC: +

From: +

Subject: +

Message: +

Message Format: ☐ HTML

Image DPI: +

Email Headers: + Add

Example: HeaderName1=Value1;SecondHeader=%P4CUser%;

Process Timing – Date & Time Scheduling

The screenshot displays the APOS Publisher for Cloud web interface. The main dashboard shows a list of data sources with icons representing different types of data (e.g., 17, 127, 96). A modal dialog titled "Schedule Bursting Definition" is open, allowing users to configure a schedule. The dialog includes fields for selecting a processing server, setting the recurrence type (Weekly), and defining start and end dates/times. It also features a section for selecting specific days of the week to run the burst.

Publisher for Cloud **APOS**

HISTORY **FAVORITES** **PUBLIC**

FILTER BY: Name

Big Mart Gro
Category:
Owner:
Location:

Health Phar
Category:
Owner:
Location:

Excel_Expo
Category:
Owner:
Location:

Schedule Bursting Definition

Select the Processing Server to use for this schedule.

PROCESSING SERVER: <Any>

When do you want the burst to run?

RECURRENCE TYPE: Weekly

Run the burst at the start time for each day selected and repeat until the end time is reached.

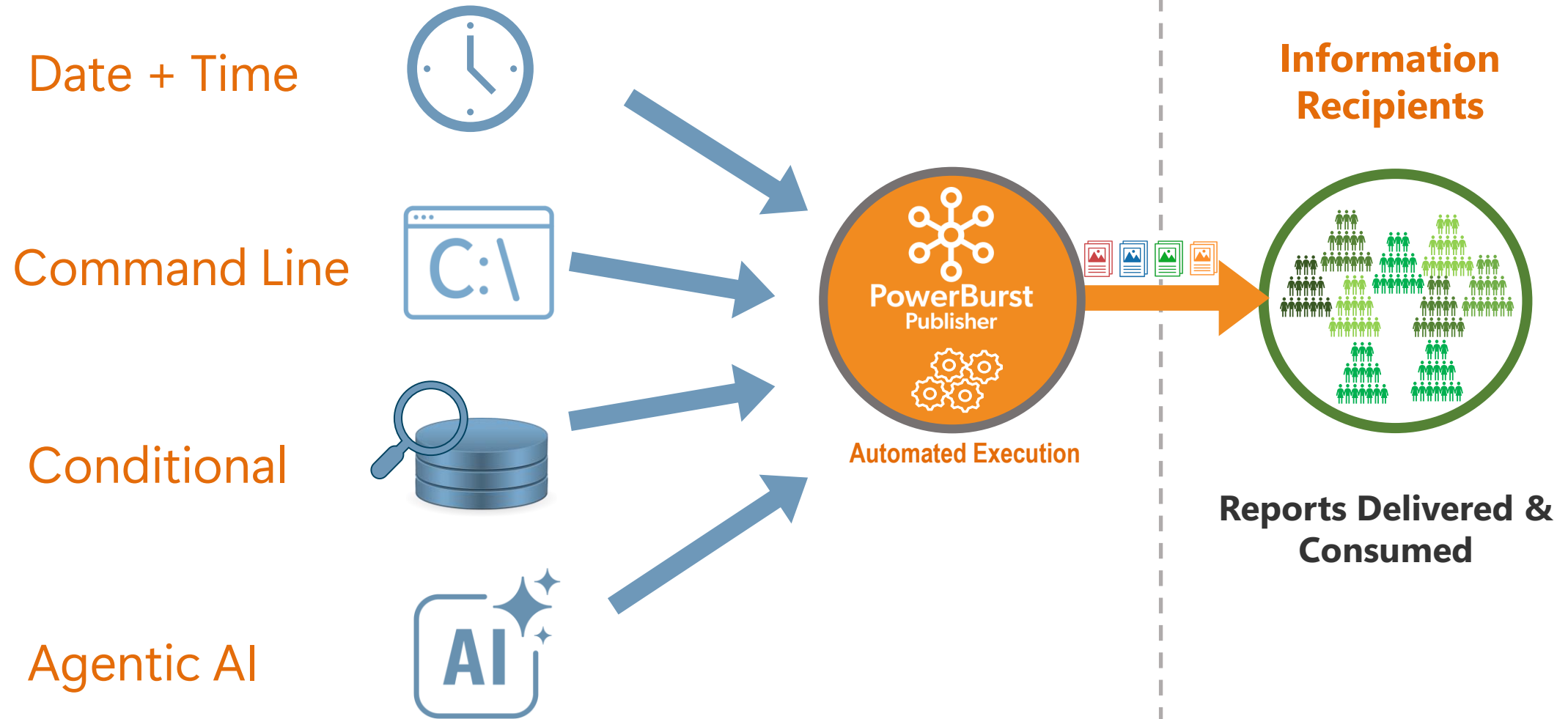
START DATE/TIME: ☒ Now ☐ Set start date and time: 2024-11-12 04:29 PM

END DATE/TIME: ☒ Never ☐ Set end date and time: 2024-11-12 04:29 PM

RUN EVERY: ☒ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday ☐ Sunday

Schedule **Cancel**

Process Timing – Execution Triggers



Process Timing – Execution Triggers

Date + Time



- Single or Recurring schedules
- Hourly, Daily, Weekly, Monthly, Quarterly

Deliver reports on a consistent and predictable schedule

Schedule Bursting Definition

Select the Processing Server to use for this schedule.

PROCESSING SERVER: <Any>

When do you want the burst to run?

RECURRENCE TYPE: Weekly

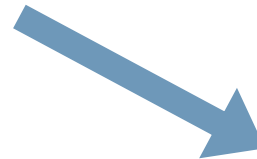
Run the burst at the start time for each day selected and repeat until the end time is reached.

START DATE/TIME: ☒ Now ☐ Set start date and time: 2024-11-12 04:29 PM

END DATE/TIME: ☒ Never ☐ Set end date and time: 2024-11-12 04:29 PM

RUN EVERY: ☒ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday ☐ Friday ☐ Saturday ☐ Sunday

Schedule **Cancel**



Automated Execution



Information Recipients



Reports Delivered & Consumed

Process Timing – Execution Triggers

Custom Calendar



Custom Calendars:

- Last day of the month
- First day of the month
- 15th of every month
- Create multiple calendars for geographic locations and public holidays
- Select your own specific days between a given date range

Business Calendar Management

Calendar Type: Custom

Calendar Name: Last day of the month

Calendar Description: Scheduled month end close on the last day of each month

Everyday ☐ Select ☒ De-select

Everyday
Workdays
Mondays
Tuesdays
Wednesdays
Thursdays
Fridays
Saturdays
Sundays
Firsts of the month
Lasts of the month
Days of the month

April, 2026

Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2	3	4
6	7	5	6	7	8	9	10	11
13	14	12	13	14	15	16	17	18
20	21	19	20	21	22	23	24	25
27	28	26	27	28	29	30		

May, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December, 2026

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Today: 2026-05-20

Update Cancel

Process Timing – Command Line Trigger



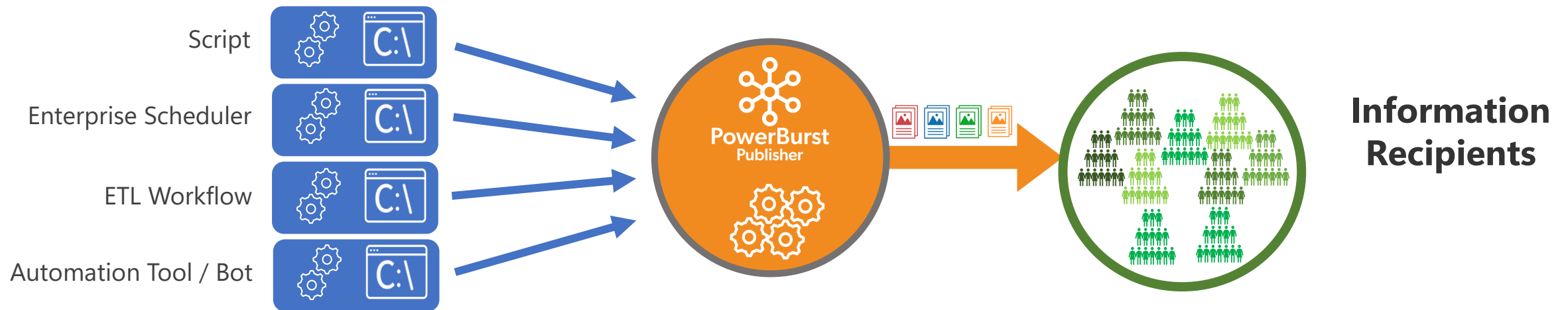
- Executes a burst via a command issued externally
- Ideal for process-driven and automation-led environments
- Enables tight integration with enterprise workflows

Command-line instructions
are embedded in any
application that can execute

Command is run as
defined within that
application

PowerBurst receives instruction
to execute burst, then triggers
specified burst immediately

Information recipients
receive personalized
version of report



Process Timing – Command Line Trigger



Example Use Cases

- **ETL-driven reporting:** Trigger report distribution at the end of an SAP BW process chain once data loads complete
- **Enterprise scheduling:** Include PowerBurst bursting as a step in an existing scheduler job
- **Automation workflows:** Use a no-code automation tool to trigger report delivery after upstream tasks finish



Process Timing – Conditional Trigger



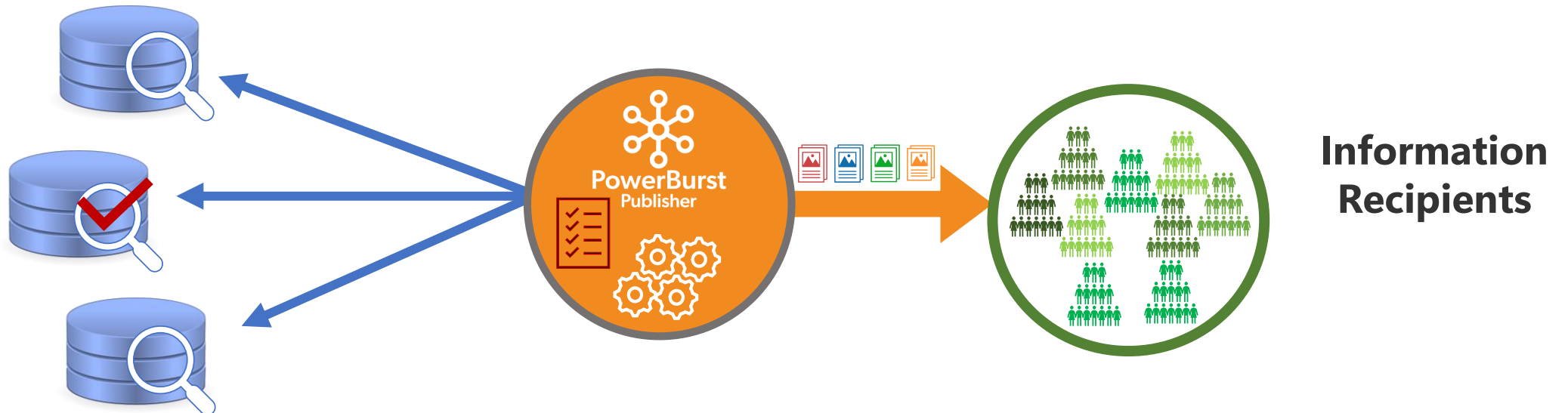
- Executes bursts only when defined data conditions are met
- Supports exception-based and proactive reporting
- Reduces unnecessary report distribution

Business rules are defined and configured in PowerBurst

PowerBurst monitors one or many databases and fields as configured

PowerBurst detects that threshold values or defined rules are met, and associated burst is executed immediately

Information recipients receive personalized version of report

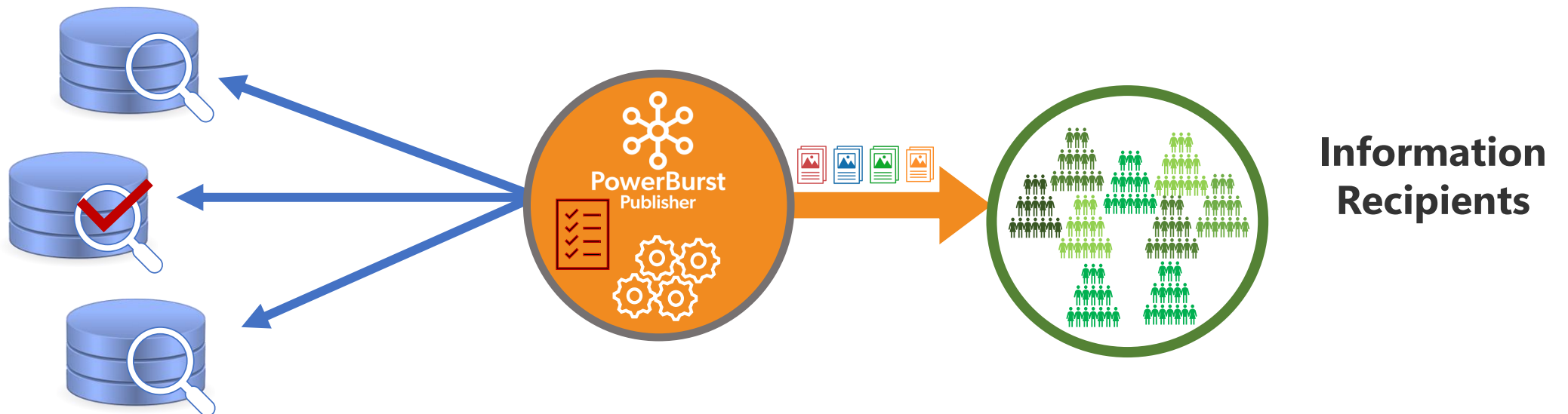


Process Timing – Conditional Trigger



Example Use Cases

- **Business thresholds:** Trigger reports when sales, margin, or KPIs exceed or fall below targets
- **Operational alerts:** Send inventory reports when stock drops below minimum levels
- **Data readiness:** Detect completion of data loads in BW, Snowflake, or SQL Server and trigger distribution



Process Timing – External Schedule Function



Conditional Trigger with External Schedule Function

- Bursts are triggered by signals from external systems
- Shifts control of execution timing outside PowerBurst
- Well suited for enterprise and cross-system processes

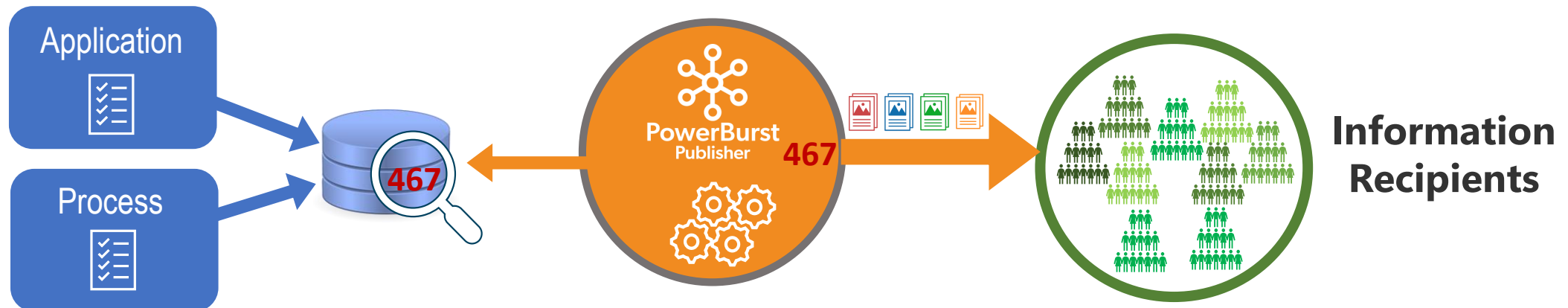
An Application or Process is configured to communicate a burst ID into the specified database

PowerBurst monitors one or many databases and fields as configured

As part of its function, Application or Process writes burst ID details into database

PowerBurst detects ID value within the monitored field and executes that burst

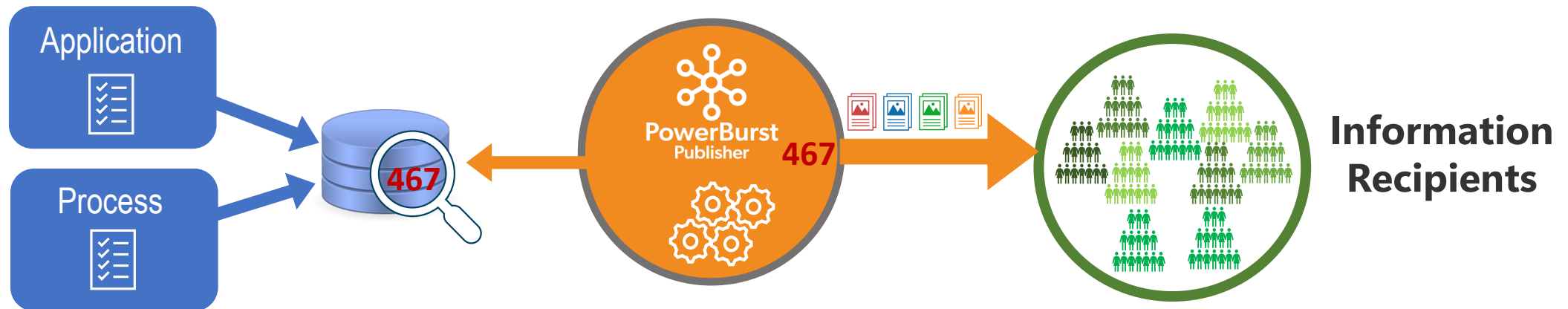
Information recipients receive personalized version of report



Process Timing – External Schedule Function

Example Use Cases

- **Process completion:** ETL or reconciliation jobs insert a record when finished, triggering report delivery
- **Business workflows:** A close, approval, or submission process triggers reports as soon as it completes
- **Centralized control:** Multiple systems use a shared trigger table to initiate standardized report bursts



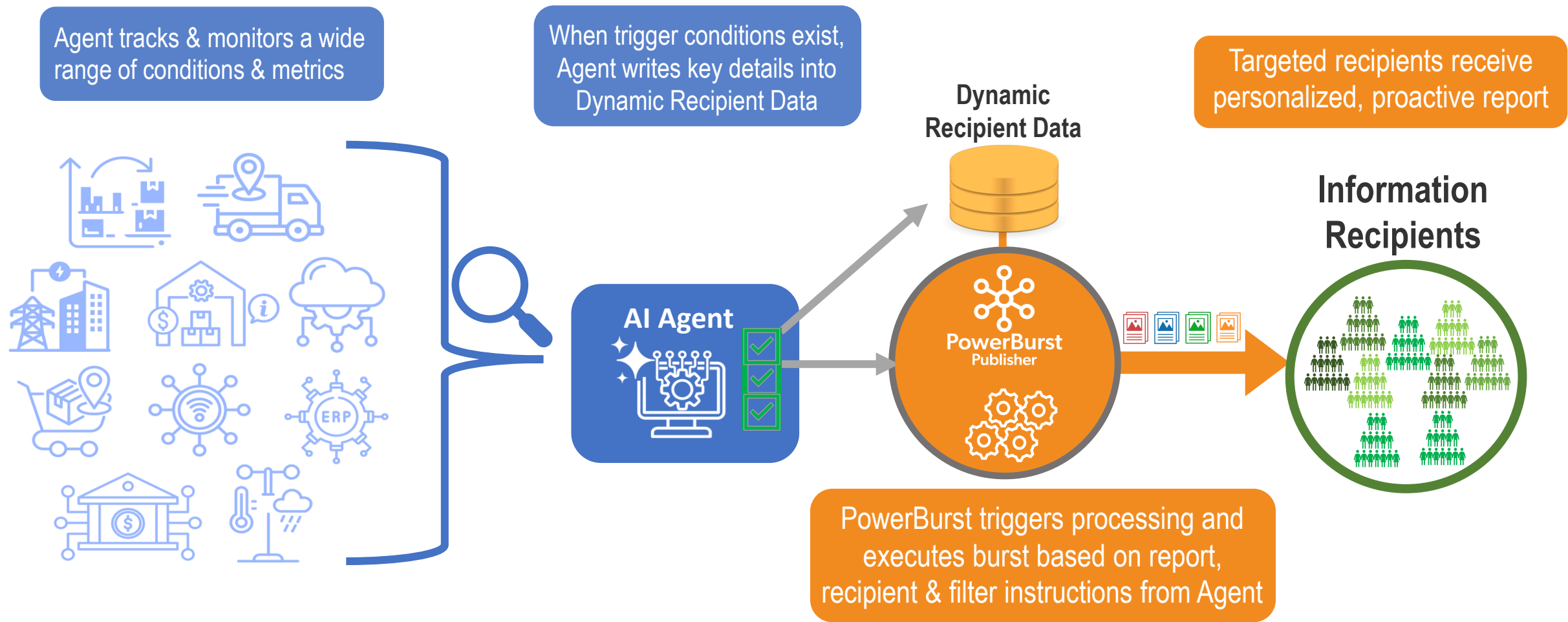
Agentic AI Integration

'Next level' automation and process orchestration

- Harness agentic AI scenario tracking & monitoring
- Conditional execution based on AI analysis logic
- AI driven broadcasts – dynamic selection of reports, recipients, filters
- Unlimited use case possibilities



Agentic AI Integration



Proactive Intelligence Scenario



Inventory Management

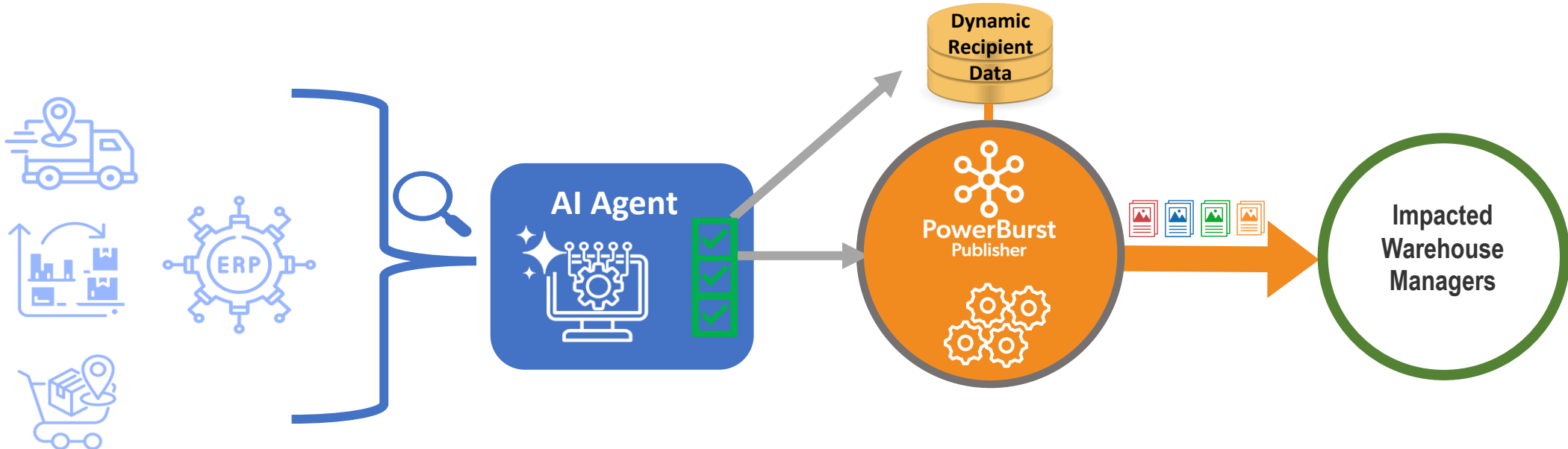
AI Agent: Agent monitors inventory levels and projected deliveries across hundreds of warehouses

Trigger:

- The Agent detects projected warehouse inventory shortages
- The Agent passes impacted warehouse data to PowerBurst

Burst Action by PowerBurst:

- PowerBurst receives critical trigger information from Agent
- Generates & sends report to impacted warehouse managers
- Includes delivery volumes, schedules and recommendations

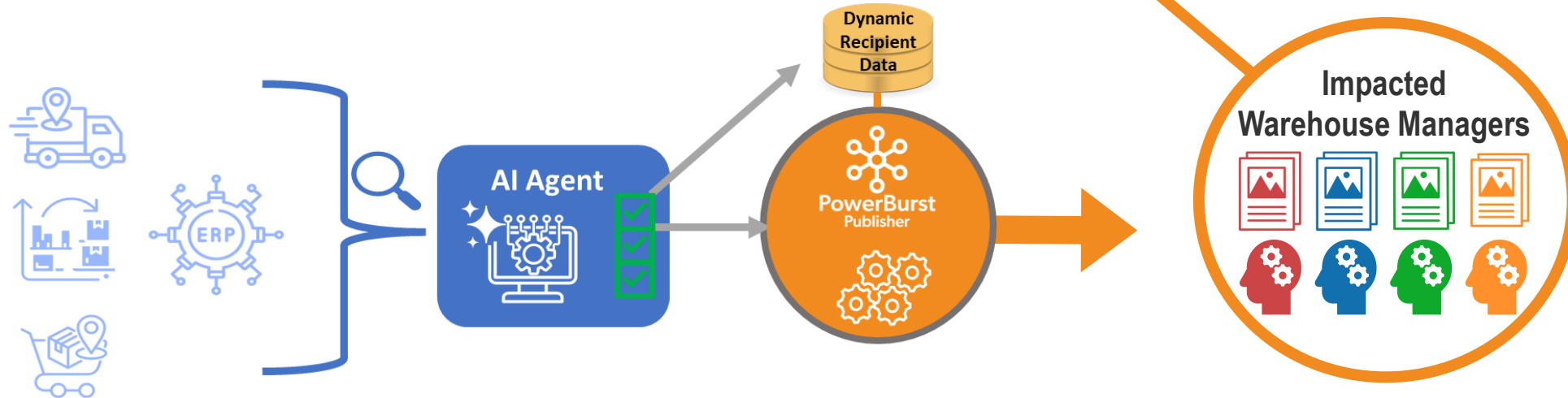


Proactive Intelligence Scenario

Inventory Management



Proactive Intelligence: Warehouse Manager of each impacted warehouse is equipped to act on replenishing needed stock in advance of inventory shortage



Proactive Intelligence Scenario

Equipment Maintenance



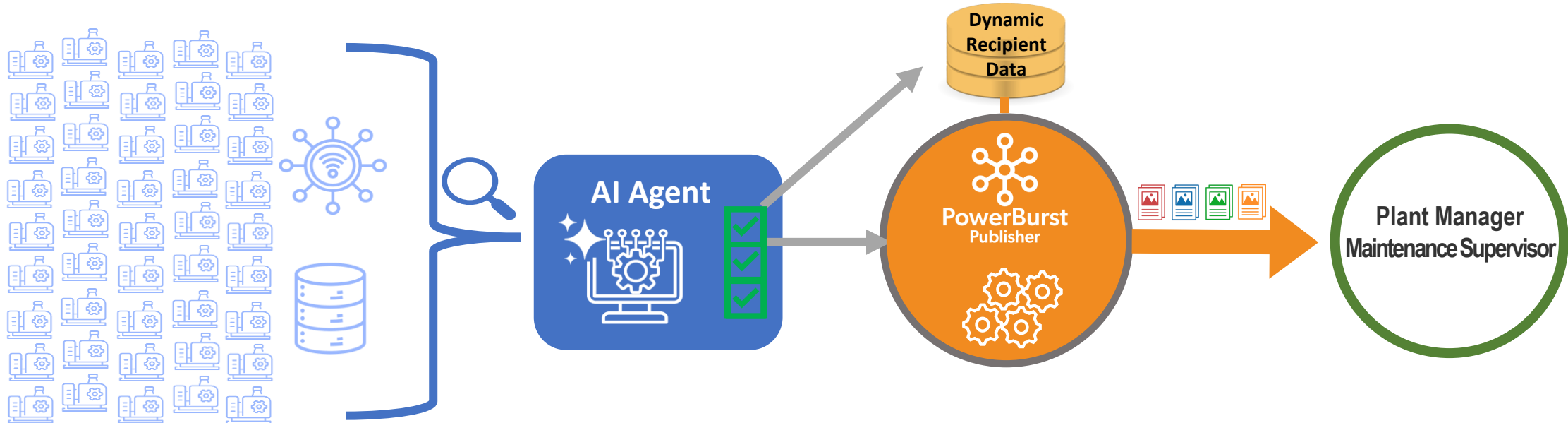
AI Agent: Agent monitors multiple variables within IoT machine data and performance metrics in real time

Trigger:

- The Agent detects indicators of a potential machine outage or equipment failure

Burst Action by PowerBurst:

- PowerBurst receives critical trigger information from Agent
- Generates & sends tailored reports to Maintenance Supervisor & Plant Manager highlighting risk and preventive action needs

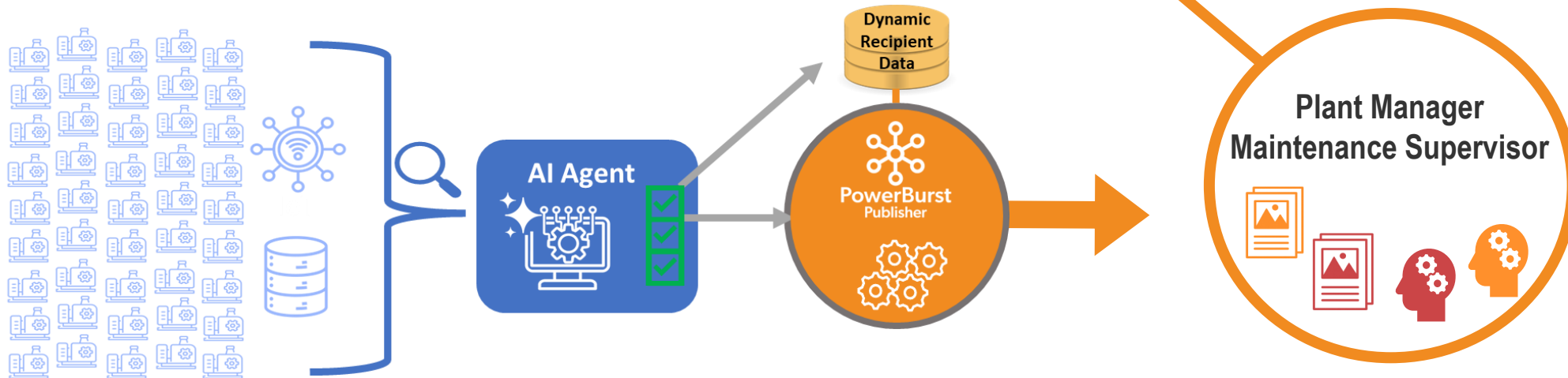


Proactive Intelligence Scenario

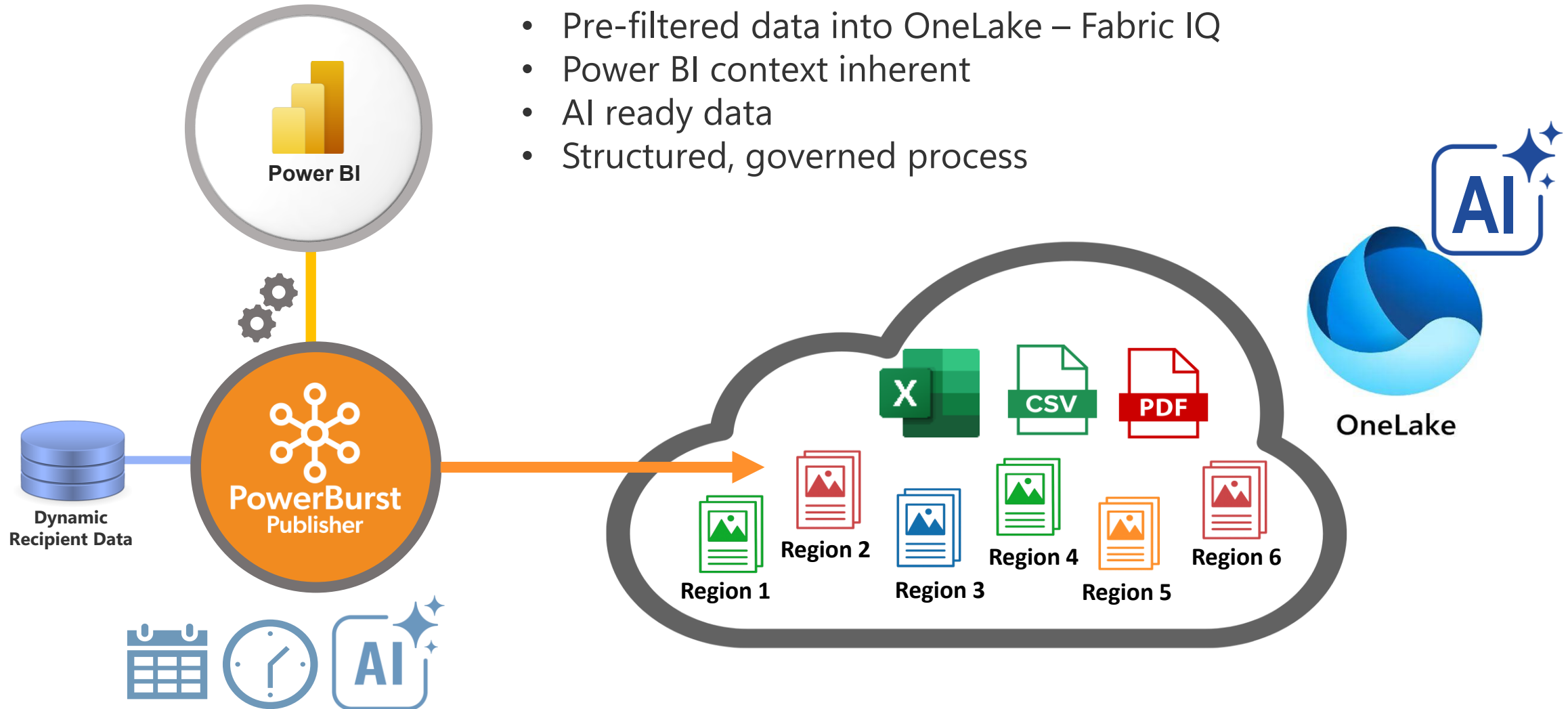
Equipment Maintenance



Proactive Intelligence: Maintenance Supervisor alerted and engaged to take preventive action & avoid production downtime. Plant Manager informed throughout



Deliver Filtered Files to OneLake



PowerBurst Capabilities - Summary

- Dynamic Rules
- Filters/Variables
- Security Integration
- Formats & Destinations
- Export Options
- Integrated Scheduling
- Conditional Broadcasting
- Agentic AI Integration
- Monitoring & Alerts



Resources

Today's Webinar Recording: Link by email tomorrow

Whitepaper: [Power BI Report Broadcasting](#)

Whitepaper: [Report Broadcasting Orchestration in Cloud-Based Analytics](#)

Whitepaper: [Analytics Report Broadcasting](#)

Blog: [Agentic AI: Developing Specific Broadcasting Use Cases with APOS PowerBurst Publisher](#)

Next Steps

- Review Solution Resources
- Webinar Recording
- Discovery Call
- Solution Use Case Assessment
- Solution Technical Review

STAY CONNECTED

LINKEDIN



APOS Systems Inc.

QUESTIONS?

Please enter your questions in the Q&A panel.

Thank you!

Get in touch

WEBSITE

www.powerburst.com

EMAIL ADDRESS

info@apos.com

PHONE NUMBER

(+1) 519 894 2767

