



REPORT BROADCASTING ORCHESTRATION IN CLOUD-BASED ANALYTICS: POWERBURST PUBLISHER

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INTRODUCTION

Cloud-based analytics platforms differ significantly from on-premise BI and analytics platforms. Cloud-based analytics solutions are transformative in many ways, and you do not necessarily want to replicate all of your on-premise workflows in the Cloud. But there are some analytics workflows that may be critical to your communications strategy and need to be available for your cloud-based analytics. **Report broadcasting** is commonly one of those workflows.

SCHEDULING IS NOT BROADCASTING

Most cloud-based platforms will let you schedule reports for delivery, but with significant limitations compared to legacy, on-premise BI platforms, especially restrictions on volume and timing. But **scheduling is not broadcasting**, because it does not give you detailed control over the content generation and delivery process. It does not let you monitor and audit that process.

A report can be scheduled, and that schedule prompts the execution of that report with a single query that addresses the information needs of a single person, or a single group that shares a single perspective. However, the central requirement driving the need for **enterprise broadcasting** is the need to **deliver recipient-specific information** to a similar but diverse network of information consumers. An organization may have numerous scenarios in which a single report provides information needed by multiple stakeholders, but each stakeholder should receive only the information that is relevant to them, and for which they have data permissions.

BROADCASTING MUST BE DATA DRIVEN

This report personalization can only be achieved by filtering the data, whether by cost center, account team, business unit, production facility, store location, or by employee ID. It is essential that this filtering be achieved in an accurate and secure manner. Effective broadcasting leverages a dynamic data source which contains values that will control and drive the broadcasting process, resulting in the many permutations of a single report to be generated and distributed to the range of stakeholders involved – a personalized report version sent to each member of the similar but diverse network of information consumers. Standard approaches to scheduling are not data



driven in this way, meaning that they cannot make use of user-specific data and the related data filtering steps to achieve their scheduling objectives.

Complexity, volume, diversity, and constant system and recipient changes make this too great a task for a standard scheduling approach, and drive the necessity of a data-driven report broadcasting solution.

BROADCASTING ORCHESTRATION: POWERBURST PUBLISHER

PowerBurst Publisher's **broadcasting automation** capabilities allow you to implement a dynamic "Push" communications strategy. Such a strategy lets you communicate your analytics insights to a broad range of internal and external stakeholders with recipient specific information, and timely and secure delivery to multiple locations in multiple formats – the right information, to the right people, to the right location, in the right format, and at the right time.

But PowerBurst is not simply a broadcasting automation solution: it is an **orchestration** solution. It gives you the dynamic, data-driven flexibility to connect report generation, scheduling, broadcasting and monitoring in a single centralized workflow.

Orchestration significantly simplifies broadcasting workflows across various analytics platforms in numerous use cases, including:

- **Financial reporting**
- **Managerial reporting**
- **Operational reporting**





BROADCASTING ORCHESTRATION USE CASES

Here are some real-life scenarios in which PowerBurst overcomes the broadcasting limitations imposed by cloud-based analytics platforms.

HIGH-VOLUME, TIMELY, PERSONALIZED SCHEDULING & BROADCASTING

A **large European retail chain with 40,000 employees** across more than 1,000 outlets adopted cloud-based analytics. Upper management instructed the analytics team to devise a means of broadcasting approximately 1,000 daily, personalized reports within a short, early morning scheduling window. The cloud-based analytics platform permitted broadcasting in batches of only 25, and these batches had a low priority among system processes, guaranteeing that the workflow would not achieve its early morning delivery objective.

This company deployed PowerBurst with multiple processing servers to achieve:

- **Daily distribution of over 1,000 personalized reports to store managers**
- **Delivery within tight time constraints**
- **Process-driven prioritization**
- **Operational accountability**

TIMELY, ACCURATE & SECURE DISTRIBUTION OF FINANCIAL REPORTS

A **global insurance company** adopted a cloud-based analytics platform as part of their digital transformation. They quickly discovered that the platform's native scheduling was not adequate for their financial reporting requirements.

Financial reporting – forecasting and budgeting reports, financial statements, consolidation and group reports, and cost and profitability analysis – contains sensitive information and is critical to time-sensitive Finance workflows. These reports need to be delivered securely and on time to secure locations and in formats that promote stakeholder engagement and accountability.

As the lawyers say, time herein is of the essence.



This company deployed PowerBurst to achieve:

- **Timely broadcasting to hundreds of corporate entities**
- **Delivery to portals, servers and email addresses with encryption**
- **Delivery in multiple formats, including Excel, Text, CSV and PDF**
- **Event-based conditional broadcasting and process integration**

SECURE BROADCASTING OF GROUP FINANCIAL REPORTS

A **multinational technology company** based in Germany combining information technology services, hardware, software, and the operation and maintenance of IT infrastructure for industrial and public sector customers deployed a cloud-based analytics platform as part of its digital transformation, but found their report distribution volume and frequency needs could not be met by the analytics platform.

As an IT company, they placed a high value on analytics and secure, timely communication of detailed analytical data to appropriate stakeholders. Among other analytic activities, they used the cloud-based analytics platform for financial reporting to the Executive Board and Supervisory Board from the Controllers in its many business groups.

This company deployed PowerBurst to achieve:

- **Critical financial reporting use cases**
- **Critical security requirements**
- **Rapid deployment of a reliable, scalable enterprise broadcasting solution and strategy**
- **Expanded ROI for both the analytics platform and PowerBurst**

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THE CLOUD-BASED REPORTING CONUNDRUM

Why has broadcasting orchestration become so important in this age of cloud-based analytics?

Cloud-based SaaS analytics platforms bring tremendous advantages, such as advanced visualization and dashboarding capabilities and the use of artificial intelligence to automate data processing, identify complex patterns and trends, find deeper insights, and generate predictive models.

But there are some areas where cloud-based platforms cannot deliver what legacy on-premise solutions could, and report broadcasting is a great example of that. New users of cloud-based analytics platforms are frequently surprised to find that the new, advanced platform does not have report distribution capabilities comparable to their old, on-premise BI system.

Why is it that cloud-based platforms do not deliver the report distribution capabilities that on-premise BI has provided since the dawn of business intelligence?

The reason for this gap is that most cloud-based platforms rely on the end user's browser to render reports. In this way, these platforms leverage valuable computing power and memory from the client devices. Bursting those reports requires substantial computing power and memory usage on the cloud-based platform, which leads cloud providers to limit the quantity and volume of reports that can be delivered.

In some platforms, the reliance on in-browser rendering adds an additional complication. The browser may connect directly to the target data source, circumventing the Cloud BI platform altogether, rendering the ability of the platform to generate those reports either very limited or, in some cases, impossible, as there is no connection from the cloud platform to the database, only from the client's browser to the data source.



SCHEDULING & BROADCASTING LIMITATIONS IN CLOUD-BASED ANALYTICS

There are potential limitations of cloud-based analytics broadcasting in these categories:

- ✖ Licensing and Access Control
- ✖ Scheduling and Automation
- ✖ Interactivity
- ✖ Data Refresh and Latency
- ✖ External Sharing
- ✖ Performance and Scalability
- ✖ Customization in Broadcast Channels
- ✖ Mobile Experience and Offline Access
- ✖ Governance and Auditing

PowerBurst overcomes these limitations using horizontally and vertically scalable external processing and bursting engines to provide the extra computing power and memory needed for timely, high-volume and orchestrated broadcasting.

CORE REPORT BROADCASTING FUNCTIONALITY

PowerBurst creates a broadcasting orchestration environment through:

Dynamic Rules – drive bursting definitions dynamically from a data source

Filters and Variables – create multiple versions of a report with ease, sending different data sets to different recipients

Destinations – select from a variety of destinations to meet recipient needs (e.g.: email, network file share, secure FTP)



Formats – generate and send in PDF, PowerPoint, Excel, Word, CSV, RTF or image formats; use Excel and PowerPoint templates for professional look and feel¹

Multiple Export Options – multiple formats created from a single bursting definition; high-volume; support for large data set export to Excel or CSV; support for all popular image formats

Conditional Broadcasting – integrate the bursting engine into your processes; monitor a database for values that indicate that action needs to be taken; execute the action using a bursting definition, a script, or SQL statement

Multiple Broadcast Execution Trigger Options – broadcasts can be triggered by:

- **Date + Time** – single or recurring; hourly, daily, weekly, monthly
- **Command Line** – process chain integration; automation tool integration; bot integration
- **Conditional** – business rules driven; execution by threshold value criteria; data load completion
- **Agentic AI** – integration with Agentic AI; drive broadcasts with dynamic selection of reports, recipients, filters

Web Scheduling User Interface – for users scheduling broadcasts, administrator-level technical expertise is not required; the Web Scheduling UI simplifies their tasks greatly

Enterprise Scalability – distributed and targeted processing for high availability, high performance, and failover capabilities

Enterprise Security and Administration – secure team collaboration and enhanced administrative capabilities

Centralized Analytics Broadcasting – consolidate your scheduling and broadcasting across multiple analytics platforms

¹ Note that available formats depend on the analytics platform.



MULTI-PLATFORM REPORT BROADCASTING ORCHESTRATION SUPPORT

[PowerBurst](#) supports:

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

It is rare that an organization will use just one business intelligence or analytics platform. Support for multiple platforms allows orchestration of information distribution to expand across business use cases and embrace the stakeholders who rely on those individual platforms, resulting in more comprehensive decision-making capabilities and improved system efficiencies.

THE CASE FOR ORCHESTRATION

Every software solution is an automation solution. Not every software solution is an orchestration solution. You automate a task, but you orchestrate a process or workflow. Orchestration links automated tasks to achieve timely and accurate execution of a process.

Imagine your house is on fire. You call the fire department. They dispatch a team of firefighters equipped to combat the fire. Their equipment includes a pump truck. The pump truck connects to a hydrant and increases and regulates the pressure of the water it supplies to fire hoses.

When the firefighters arrive, you are attempting, and failing, to control the fire with your garden hose. The firefighters use the pressurized fire hoses to suppress the fire and save your house.

In this analogy:

- Your garden hose is the scheduling capability of a cloud-based analytics platform.
- The firehoses are the broadcasting capabilities of external processing and bursting engines.
- The combination of hydrant, pump truck, fire hoses and firefighters is orchestration.



IMPLEMENTING A “PUSH” ORCHESTRATION STRATEGY

In the firefighting scenario described above, PowerBurst is the dispatcher assessing the situation and orchestrating the response. To assess your situation and ask whether report broadcasting orchestration is right for you, you need to ask yourself:

- ✓ **Does it increase productivity?**
It reduces the human error inherent in repetitive tasks. It liberates resources for thoughtful, creative, and decision-making activities.
- ✓ **Does it increase efficiency?**
It standardizes workflows for consistency and reliability, allowing for the timely completion of critical enterprise tasks such as financial reporting.
- ✓ **Does it improve user experience?**
Users spend less time on repetitive tasks, and more on challenging tasks, increasing organizational efficiency and user job satisfaction.
- ✓ **Does it create value?**
Orchestrating critical business workflows increases the pace of business, allowing your talent to create value by focusing on the next thing.
- ✓ **Does it save you money?**
It saves you time, especially the time of your IT resources and business talent, who are liberated to pursue innovation elsewhere. It provides timely execution of your various critical broadcasting workflows, contributing directly to your bottom-line results.



CONCLUSION

- Report scheduling is not broadcasting.
- Report broadcasting is not orchestration.
- Report broadcasting orchestration provides the dynamic, data-driven flexibility to connect report generation, scheduling, broadcasting and monitoring in a single centralized workflow.
- Modern, cloud-based analytics platforms have significant scheduling and broadcasting limitations when compared with legacy BI reporting platforms.
- [PowerBurst](#) is a report broadcasting orchestration solution for cloud-based analytics platforms such as:
 - SAP Analytics Cloud
 - SAP Analysis for Office
 - Google Looker
 - Power BI
 - Tableau
- Report broadcasting orchestration is vital for critical reporting workflows such as:
 - Financial reporting
 - Managerial reporting
 - Operational reporting
- PowerBurst's report broadcasting orchestration capabilities allow you to implement a dynamic "Push" communications strategy to reach a broad range of internal and external stakeholders with timely and secure delivery to multiple locations in multiple formats – the right information, to the right people, to the right location, in the right format, and at the right time.



ABOUT APOS SYSTEMS

Since its beginning in 1992, APOS Systems has evolved from a custom business application development shop to a global provider of solutions promoting well managed business intelligence and analytics.

APOS provides software products which deliver enhanced capabilities and strong agility in the management and administration of on-premise and cloud-based analytics platforms. APOS well managed BI and well managed analytics products improve return on investment and time to value for our global base of customers. APOS solutions simplify, automate, complement, enhance and extend BI practices, and focus BI and analytics processes for greater agility in your organization's decision-making capabilities.

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