


# Unlock the Power of AI by Upgrading to WebFOCUS 9.3


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# ibi™ WebFOCUS® Integrated Data Science

## AI at your fingertips for better, faster, and more accessible business intelligence

### Why use AI in WebFOCUS?

Experience the advantages of integrating data science into your business intelligence workflows:

- **Reduced Manual Work:** Automate repetitive data analysis tasks, freeing up time for higher-level analysis and decision-making.
- **Improved Accuracy and Efficiency:** Build more accurate predictive models and gain faster insights from your data.
- **Ease of use & Faster insights:** NLQ allows users to ask questions in natural language, making it easier to get answers to their questions without the need to manually create complex queries.
- **Self-Service Analytics:** Using our NLQ features, users do not need to have technical expertise or knowledge of SQL to use the tool, which can reduce the learning curve and increase user adoption.
- **Enhanced Decision-Making:** Make better, data-driven decisions based on predictive intelligence.
- **Increased Accessibility:** Empower a wider range of users to leverage the power of data science.
- **Predictive analytics:** By leveraging machine learning algorithms, users can create predictive models that anticipate future trends and outcomes.

### Getting more from WebFOCUS with AI

ibi™ WebFOCUS® provides a series of innovative integrated data science and machine learning functions designed to make your work as a WebFOCUS user more efficient and effective. From our native NLQ generative language features to our advanced machine learning models—WebFOCUS' AI features are built to take your work in the platform to the next level and allow users across your organization to gain critical data insights. Leveraging your existing data in WebFOCUS, use our suite of AI features to take your analysis to the next level.

#### Machine Learning Functions

Machine Learning Functions, one of the integrated data science features in ibi™ WebFOCUS® allow users to train and deploy predictive models on large and complex datasets already in your WebFOCUS instance. These features include a range of machine learning algorithms and tools that can be used to explore and analyze data, as well as to create predictive models designed to empower technical and non-technical WebFOCUS users to glean powerful insight and predictive intelligence from their data.

#### Ask a question, get an answer.

Natural Language Query (NLQ) in WebFOCUS empowers users to interact with data and generate insights using natural language. This intuitive approach offers an alternative to complex queries or coding expertise, making critical information accessible to users of all skill levels. With NLQ, users can explore data, uncover hidden patterns, and gain insights through simple, conversational interactions.

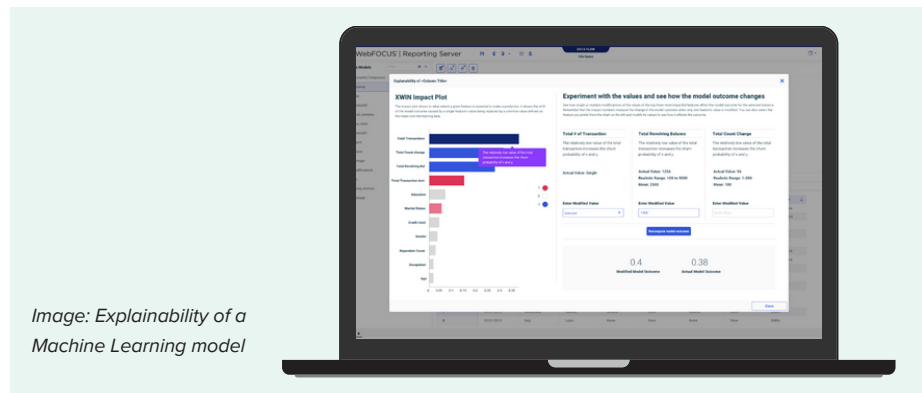


Image: Explainability of a Machine Learning model

## Key AI Features in WebFOCUS

WebFOCUS provides a comprehensive suite of features to support the entire data science lifecycle:

- **Wide Range of Machine Learning**

**Algorithms:** Access a library of machine learning algorithms, including classification, time series, regression, and clustering to address diverse analytical needs.

- **Model Explainability:** Understand the factors driving model predictions with explainability features, increasing transparency and trust in your results.

- **New Generative AI:** Experience the power of the new engine powering our Natural Language Query (NLQ).

- **Exploration and Discovery:** NLQ can facilitate exploratory data analysis and enable users to ask questions and glean insights from data that they may not have known to ask before.

- **Instant Insights:** Uncover hidden patterns and relationships in your data with AI-powered automated insights.

- **Intuitive Visual Interface:** Easily explore and analyze data, build and train models, and visualize results with a user-friendly, drag-and-drop interface. No coding expertise required.

## What's new for AI in WebFOCUS 9.3.3?

### Now Available for Windows OS

Users can now deploy WebFOCUS DSML on their Windows OS without having a separate Linux environment.

### Plus, get access to a fully upgraded NLQ engine.

Experience unparalleled accuracy and ask an even wider range of questions with the upgraded NLQ engine in WebFOCUS 9.3.3! Upgrade your instance today and unlock the power of the latest Language Model.

- **Enhanced Accuracy:** Benefit from heightened accuracy and get more relevant data from the generated SQL queries—reducing the need for manual corrections.
- **Improved Grouping and Conditioning:** Better query generation with fewer errors and improved data analysis results through the enhanced handling of group and conditional clauses in the NLQ pipeline.
- **Generate Visualizations:** Ask a question through NLQ, and get a generated data visualization based on the results.
- **Expanded Category and Keyword Handling:** Get more reliable results and have reduced inaccuracies in the generated SQL queries.

## Key Use Cases

### Your organization can use AI in WebFOCUS to solve a variety of business challenges.

The AI features in WebFOCUS have the potential to revolutionize various aspects of business operations. By using the integrated AI capabilities in the WebFOCUS platform, organizations can leverage advanced analytics and machine learning algorithms to address a wide array of business challenges, ultimately driving innovation, efficiency, and data-driven decision-making.

- **Segmentation Analysis:** Segment customers or other entities based on patterns in the data, enabling targeted marketing and personalized experiences.
- **Recommendation Systems:** Build recommendation engines that suggest relevant products or content to individual users.
- **Predictive Maintenance:** Anticipate equipment failures and optimize maintenance schedules, minimizing downtime and costs.
- **Fraud Detection:** Identify potentially fraudulent transactions and patterns, protecting your business from financial losses.
- **Risk Assessment:** Assess and mitigate risks across various business areas, such as credit risk, operational risk, and market risk.

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**Start using AI in WebFOCUS, today**

ibi WebFOCUS Integrated Data Science puts the power of AI and machine learning into the hands of business users, enabling them to unlock deeper insights, make better decisions, and drive business success.

**Where is AI in WebFOCUS going in the future?**

Expect to see expanded predictive analytics features working together with our NLQ engine as your AI assistant in WebFOCUS.

**Faster insights and better analytics.**

By streamlining the data science process and integrating it seamlessly with the WebFOCUS platform, organizations can accelerate their analytics journey and achieve a true competitive advantage.



*Image: A look at the future of AI in WebFOCUS*



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