

Sigma: Next-Generation, Cloud BI + Data Exploration Platform

Sigma is not yet another traditional business intelligence (BI) tool. We are a complementary, highly differentiated product focused on different data goals.

Traditional BI products were not built to take advantage of the Cloud Data Warehouse (CDW). They often are on-premise, and have limitations around scale, rigid data modeling, and challenging usability that limits use to BI experts. **Traditional BI is primarily used for fixed dashboards and reports**, and for answering known questions with limited drill-down paths from dashboards.

Sigma was built from day one for the CDW with an intuitive interface, minimal/no data modeling, and a fully-managed SaaS architecture that pushes queries to the CDW to enable a spreadsheet-like experience with near-unlimited scale on live data. **Sigma is primarily used for detailed, data exploration and analysis**. All users, even if not technical, can use Sigma to quickly answer new, unanticipated questions via queries on a single record or up to hundreds of billions of records. These answers can be turned into live dashboards that can be drilled back into for more exploration.

Sigma delivers on the promise of true self-service, unlimited data exploration and analytics. Use Sigma to realize the full value of your data, CDW and employees!



**Data Exploration
To Lowest Level**



**True Self-Service
for Everyone**



**Near-Unlimited
Scale and Speed**



**Simple to Manage;
Secure**

How Sigma is Different



Purpose Built for the Cloud Data Warehouse

- ✓ Fully-managed SaaS with fast time to value
- ✓ Near-zero maintenance with no hardware, upgrades, etc.
- ✓ Direct connection to live, accurate data in the CDW with no stale data extracts that are also data security risks
- ✓ Teams easily work off the same data to improve collaboration
- ✓ Flexible/no data modeling and also JSON support

Uniquely Scalable



- ✓ Queries pushed to the CDW for execution for near-unlimited scale and speed
- ✓ Ad hoc query billions of rows with no performance penalty, and still quickly analyze a single record
- ✓ Fast queries even when joining massive data sets from many, diverse data sources
- ✓ No need to summarize, aggregate, extract, or cube data for better performance
- ✓ Embed Sigma dashboards in other apps for an unlimited number of viewers

Familiar User Interface



- ✓ Intuitive, spreadsheet-like interface can easily be used by anyone, including business users
- ✓ Interface converts user actions into optimized SQL so no technical skills or coding are required
- ✓ Easy to go from exploring row-level data level, to summaries and groups, to visualizations
- ✓ One click on a dashboard to get to underlying data for more analysis
- ✓ True self service and fast time to insight as all users have ability to explore and analyze all their data