



# **Modemetric:** Product Brief

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## Summary

*Founded in 2007, Modemetric delivers a full-stack enterprise BI product with strong financial reporting capabilities that supports all modes of BI and all types of users in a single integrated environment that accelerates deployment and user adoption.*

*Modemetric's flagship product, Lantern, is positioned to capitalize on the need to balance self-service analytics with centralized governance and oversight. The product's strong administrative and security capabilities coupled with an intuitive user interface and multiple modes of BI means that Lantern can be used to meet the information needs of a majority of business users without creating data silos and renegade reporting environments.*

*Modemetric shipped Lantern in 2015 and has released three versions since then. With the bulk of its 150 employees based in Pakistan, the company opened its U.S. headquarters in San Francisco in 2015 to bring the technology to the U.S. market.*

*Lantern's enterprise reporting platform supports pixel perfect and financial reporting, dashboarding, OLAP, alerts, and, most recently, predictive analytics. With its patented Dynamic Metadata architecture that automatically handles changes, Lantern is a good choice to replace traditional BI tools, such as those from SAP, IBM, and Oracle.*

*Lantern excels with financial reporting and analysis thanks to its dynamic metadata, flexible data architecture, ease of use, and code mapping technology that makes it easy to create custom groups and dimensions. The product provides flexible enterprise pricing, with a choice between perpetual and subscription pricing, and four options for user and platform fees.*

## About Eckerson Group

Eckerson Group is a research and consulting firm that helps organizations turn data into insight and action. Our consultants and researchers each have more than 20 years of experience in the field and are uniquely qualified to help business and technical leaders use data and technology to drive better insights and actions.

## Strategy

**Company.** Nine years ago, Modemetric began developing Lantern as an enterprise BI tool, which it finally launched in 2015. The company is now ramping up sales and marketing in both Pakistan and the United States.

**Product.** Modemetric's comprehensive BI platform supports any mode of BI and any type of business user. To do that, the company has recently added support for predictive and exploratory analytics and plans to implement a fully multi-tenant cloud offering in the near future.

Company Profile	
Company	Modemetric
Founded	2007
Headquarters	San Francisco, CA
Revenues	N/A
Ownership	Private
CEO	Ahmad Raza
Employees	150
Customers	N/A
Web site	<a href="http://www.Modemetric.com">www.Modemetric.com</a>

## Customer Perspective

Modemetric customers that we interviewed had positive experiences with Lantern. One cited its breadth of functionality, quick deployment, and ease of use as key benefits, saying the tool "enabled us to carry out planning and data analysis we could not do earlier." The customer also extolled several product features, including its custom calendar, parameter sharing, regional groupings through code mapping, and geographic maps"

Another customer claimed Lantern reduced the time required to acquire data and generate reports from months to weeks or days, saving time and money. The customer said Lantern makes it easy to create and consume reports, while its code mapping feature enables the company to reuse reports across departments, reducing the number of reports and expanding Lantern's footprint quickly throughout an enterprise.

## Customer Quotes

*"Lantern has added real value to our company by enabling us to view our data in ways that were inconceivable with our existing architecture ...The speed with which the Modemetric team deployed insightful new reports and dashboards on our sales data has convinced us to weave our entire BI road map around the Lantern Platform" - Zanish Gul, ACA, GM Operational Finance, Qarshi Industries (Pvt.) Limited*

## Key Differentiators

**1. Dynamic Metadata.** Lantern handles source system changes dynamically without coding or human intervention, speeding deployments and change management tasks. Dynamic metadata also automatically updates queries when underlying selections, schema, databases, or report layouts change.

**2. Full-Featured BI Reporting and Analysis.** Lantern supports the full range of BI capabilities, from pixel-perfect reporting and OLAP grids to drill-down dashboards, mapping, alerts, and predictive analytics.

**3. Direct Connect Query Architecture.** Lantern allows users to query sources directly to get the freshest data. To speed performance, Lantern creates and queries data indexes, except for OLAP processing where it caches data.

**4. Built-in Data Integration.** With built-in data integration, Lantern users can join single or multiple data sources (applications, databases, flat-files, etc.) and specify data validation rules. This enables business developers to create complex, consolidated views of data across multiple data repositories.

**5. Dynamic Date Periods.** With Lantern, users can define dynamic date and time intervals without coding and display data by custom intervals in side-by-side comparisons. For example, they can define a date range of “previous three months” and any report that uses that range will dynamically generate data based on the prior three months of data. Users can compare that data with data from other custom date ranges in a single display to analyze performance.

**6. Financial Reporting.** Lantern offers strong support for financial reporting and supports major financial standards, such as US GAAP and International Financial Reporting Standards. It generates financial statements with drill down to details, and automates the process of extracting financial highlights from financial reports.

## Product Profile

Product name	Lantern
Year shipped	2015
Current version	4.0
Platforms	Desktop, Web, Mobile, Virtual Machine and Cloud (soon)
Top competitors	SAP BusinessObjects, Oracle BI, Tableau
Videos	<a href="#">Click here</a>

## Key Use Case

**1. Financial Reporting.** Lantern excels at developing interactive financial reports, statements, and highlights where users can easily compare performance across business entities and custom time intervals.

**2. Incumbent BI Replacements.** Lantern is a good replacement for enterprise BI tools that are difficult to install and maintain and require heavy IT support to produce and change reports.

**3. Rapidly Changing Requirements.** Lantern shines in volatile reporting environments where users have rapidly changing requirements. Lantern's dynamic metadata makes it easy to accommodate reporting changes or adapt existing reports to new environments.

**4. Virtual DW.** If a company hasn't consolidated its data into a data warehouse, Lantern can create a virtual data warehouse. It can retrieve and filter data from different sources, join the data together, and display the results in real time.

## Conclusion

Modemetric has spent many years designing Lantern as a modern, flexible reporting platform. It now is investing heavily in sales and marketing to bring its product to market. The product should make quick inroads with customers that need a general purpose, enterprise BI platform with strong financial reporting capabilities built into that can support multiple types of users and a multiplicity of BI use cases.

Pricing	
Strategy	Enterprise
Model	Perpetual or Subscription
	with both named user and
	platform fees (four types each)
Free trial?	Yes
Free version?	No
Published?	No
Cloud	Coming soon
Starting price	\$120,000 (all inclusive)