

AI-NATIVE BUSINESS INTELLIGENCE

BigConsole

Describe the dashboard you need in plain English, read the draft it proposes, and decide whether it becomes a live, governed board.

PROMPT TO CONSOLE

GOVERNED DATA PLANE

LIVE WALL-BOARDS

DASHBOARDS AS JSON



01 The short version

BigConsole is a business intelligence platform where you describe the dashboard you want in ordinary English, review the draft it comes back with, and only then turn it into a real board.

Most reporting tools sit behind a specialist. BigConsole moves the authoring step to the person with the question: you write a paragraph describing the board you want, and the product proposes a whole dashboard back — pages, charts, filters and layout — for you to read before anything is created.



THE PROMISE

From the paragraph you can already write, to a live board your team can trust.

01 Four facts about the product

18

Widget types

Charts, KPI cards, tables, pivots, funnels, gauges, maps, heatmaps, kanban, calendars, timelines and retention grids.

1

Path to every chart

Data sink, then parser, then optional pipeline, then chart. There is no second, undocumented route.

JSON

Every board is a file

One declarative document you can diff, review, version and replay. Credentials are never written into it.

Draft

Nothing writes itself

A prompt produces a proposal. Turning it into a real console is a separate, deliberate action.

Who it is for

Founders, chief executives and chiefs of staff

Run the Monday meeting from a live console instead of five stale decks.

Operations leaders

Multi-location boards where the interesting number is always a join across systems.

Sales, marketing and people teams

Funnels, campaign return and attrition boards, authored by the person who owns the metric.

Agencies and consultancies

Build a client board once, publish it as a template, stamp out isolated copies per engagement.

Finance teams

Budget-versus-actual, cash flow and profit-and-loss views that recompute from agreed definitions.

Healthcare and clinical research operators

Patient-flow command centres and trial oversight, built on sinks where masking is mandatory.

Analytics and data engineers

Own the plane everything is built on instead of being the dashboard queue.



03 What breaks today

The analytics gap in most organisations is not a missing chart type. It is the distance between the person with the question and the tool that can answer it — and the collection of habits that distance creates.

03 Habits the gap creates

The dashboard queue

The person with the question cannot build the answer, so it becomes a ticket. By the time it clears, the decision has already been made on instinct.

Authoring starts with a paragraph in plain English, so the requester becomes the builder and the queue never forms.

Numbers that do not agree

Every team computes the same metric slightly differently, so meetings open with ten minutes of arguing about whose export is right.

A metric is defined once in a readable expression. Change the definition and every console moves together.

Boards in a closed format

You cannot diff them, review them, or explain what changed. A silent edit on a Tuesday afternoon quietly rewrites what the business believes.

Every console exports as one declarative JSON document. Review the change like code, restore it from any commit.

03 Where governance slips

Reports that are already history

Charts subscribe to their data. When a new batch lands in a sink the board moves with it, so a wall display stays current without anyone pressing refresh.

Connector engineering rebuilt per tool

BigConsole ships no source connectors. Connectivity, schedules and credentials belong to the workflow automation layer. The board never sees a source credential.

Per-seat pricing that gates trust

Plans scale capacity, not trust. Access control, workspace isolation, sharing, export and the AI surface are in every tier including the free one.

Governance bolted on afterwards

Masking rules attach to the data sink, so policy follows the data through every chart. Row-level policies filter what each viewer sees.

AI that writes straight onto your board

Generation returns a draft you can read, reword, trim, regenerate or throw away. Creating a console from that draft is a separate action.

04 What you get

CONSOLE

The dashboard itself

A multi-page board on a twelve-column drag grid, with live preview, versioned edits, clone, restore and publish.

WIDGETS

Eighteen typed visualisations

Every one with a built-in renderer, plus conditional formatting on tables and metric tiles.

FILTERS

One control, whole board

Cascading dependencies, synchronisation into the page address, and saved presets per shift or per team.

DATA SINKS

The governed landing zone

A keyed, cached dataset with its own version lock and freshness state — and where masking policy attaches.

PARSERS

Shaping you can read

Reusable JQ or JSONata expressions with a live test runner. When a feed changes shape you fix one tested expression.

PIPELINES

Joins across systems

Multi-stage chains with per-stage error handling, so one source going dark degrades a board instead of breaking it.

AI INSIGHTS

Prompt to reviewable draft

Describe the board, set its shape, read the proposal. Refine in plain English. Creating it is a separate step.

SHARING

Templates, shares and export

Share at view or edit level, publish a proven board as a template, export or import the whole definition as JSON.

LIVE AND OUTBOUND

Subscriptions and actions

Charts update as data lands. A chart action can emit an event into a webhook mapping with a delivery log and retry.

05 Put to work

The same three moves — lay the sinks, shape the numbers, describe the board — turn up in very different rooms.



CHIEF OF STAFF

Run the Monday meeting from one live cockpit

The Monday meeting stops being a reconciliation exercise and becomes a decision meeting.



FINANCE MANAGER

Month-end close without the spreadsheet marathon

Close week becomes close morning, and the artefact you present is the same one you can audit.



SALES OPERATIONS

A pipeline review that runs on one board

One board, one set of numbers, and a review that spends its time on deals rather than on whose export is right.

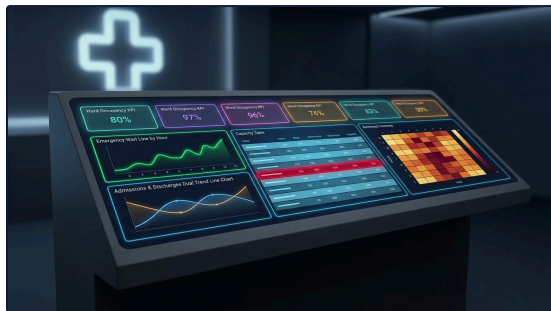
05 Put to work in operations



OPERATIONS DIRECTOR

Stockouts caught before a buyer finds them

Warehouse managers read location-scoped shares while procurement reads the supplier scorecard.



PATIENT FLOW COORDINATOR

Hospital operations without yesterday's census

Bottlenecks are managed in the moment — on a board safe enough to hang in a corridor.



CLINICAL TRIAL OPERATIONS

Six trial systems joined into one command centre

A multi-tab command centre — overview, enrolment, sites, data quality, safety, budget — replacing six exports.

06 Built AI-native

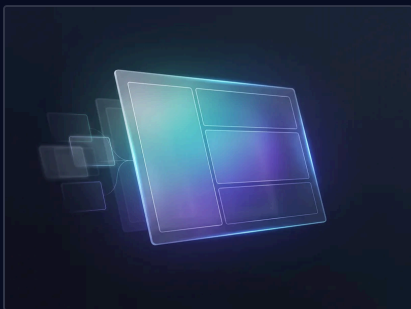
Describe the console. Read the draft. Decide if it becomes real.

Most reporting tools have bolted a chat box onto an existing canvas, where the model nudges one control at a time. Because a console is already a portable document, a model can propose the whole thing at once — pages, charts, grid positions, suggested filters — and hand it back as something you read before anything exists.

That is why drafting and creating are two separate acts. Your prompt creates a generation record. Nothing appears on your dashboards list. Only your explicit create action writes.

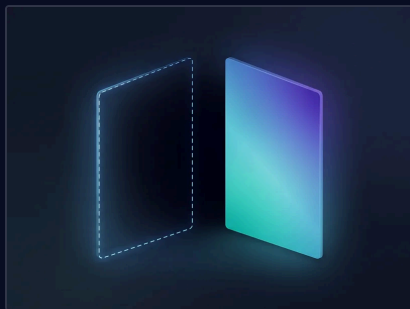


06 Four pillars



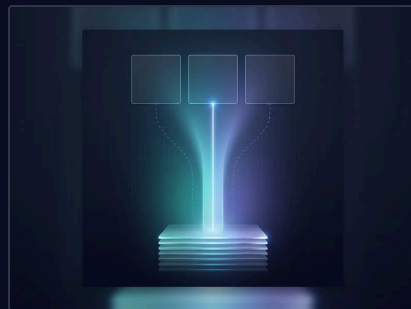
A console is a document, not a canvas

Pages, charts, filters and bindings are one portable definition. The AI writes that document, which is what makes a whole-board proposal reviewable.



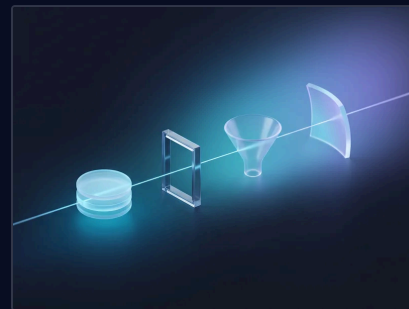
Every generation is a draft first

Preview it, reword it, drop the charts you did not ask for, then decide whether to create it. The setting that once merged the two steps is off for good.



Data takes one governed path

AI-authored content can point at your sinks and parsers but can never carry its own rows, credentials or executable code.



The assistant knows the build order

Data sink, then console, then parser, then chart. A request produces four correctly chained objects instead of an invented call and an apology.

What the AI can actually do

Prompt to a full console draft

A paragraph returns a named draft: pages, charts with grid positions, suggested filters and a confidence score.

Refine in plain English

Say what to change and the draft is revised in place rather than replaced. The two charts it got right survive the third attempt.

Watch the real thing appear

Four tabs show what actually landed: the sink's rows, the live console, the parser's output and the finished charts.

A real model, with a fallback that always answers

When no model is connected, or the call fails, a built-in generator drafts the console instead — and the draft says so.

A bad answer cannot break your board

Positions snapped inside the grid, sizes brought into range, count held to your ceiling, every type mapped to one that renders.

Usage counted against a readable allowance

Read back the plan, this month's usage, the balance and the reset instant. A new AI feature cannot quietly ship unmetered.

Preview the analysis before generating

Get back the detected intent, the metrics it found and an estimated chart count before anything is generated.

An assistant that builds all four pieces

Docked as a full-height side panel, it creates the sink, the console, the parser and the charts under your own permissions.

In progress and roadmap

Outlier detection, chart proposals in the builder, conversational editing, grounding drafts in your real data plane, model choice and a cost ledger.

06 What keeps it in bounds

Permissions are checked before the AI runs

The assistant acts as you, so it can never reach data you could not open yourself, and holds no elevated identity of its own.

A deliberately small amount of context

The screen you are on and the identifier of the item in view. No chart contents, no records, no keys.

References only, never inline data

A proposal may reference a sink, a parser and a path within its output. It cannot carry inline rows or credentials.

Declarative rendering from an allowed list

No executable code, remote script address or raw markup, so approving a proposal cannot introduce an execution path.

Every draft records what made it

Your prompt, the settings used, status, timestamps and which model produced it. Provenance survives creation.

Injection defence is an open gap, stated plainly

Prompts are not yet hardened against instructions hidden inside content the model reads. This is the top AI security item.

A generated console arrives with placeholder values. Treat it as a fast first draft of the layout, not a finished board.

The generator does not know which sinks and parsers exist in your workspace, so you point the charts at your data after creating the board. Grounding generation in your real data plane is the headline roadmap item. There is also no model choice, no bring-your-own-key, and no per-token cost accounting — what is metered today is the count of AI operations, not currency.

07 Who does what

Six roles are seeded into every workspace, shaped by what each person is trusted with rather than by seniority. The raw payload behind a chart is a different privilege from the chart itself.

Analytics platform owner

The only role that can delete a console, publish one workspace-wide, import a definition from outside, or remove an outbound mapping.

Analytics or data engineer

Creates and refreshes sinks, writes and tests shaping expressions, chains pipelines, links automation. Can repoint a binding, cannot delete a console.

Console builder

Authors boards for other people and packages a proven one as a template. Reads the sink catalogue to bind charts but cannot create or delete sinks.

Insights analyst

Authors by prompt. Deliberately excluded from sinks, pipelines and expression execution, so they work from shaped output rather than the raw payload.

Board operator

Control-room staff running a live wall-board on shift. Saves views and presets, fires a board action, retries a failed delivery, changes nothing else.

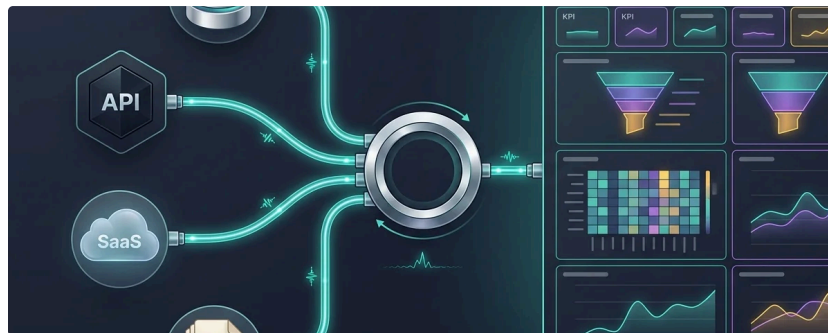
Board viewer

Opens a shared board and reads it. No authoring, no sink catalogue, no expression execution, no way to change what the board shows.

08 Under the hood

Every capability the interface offers is a documented API operation, so anything a person can click, a script can do. The interface itself is built on exactly those operations rather than on a privileged side channel.

A console owns global filters and ordered pages; a page owns a twelve-column chart grid; a chart owns its type, configuration, coordinates, binding and drill-down. Writes that matter are version-locked, so two people editing at once conflict explicitly.



THE SPLIT THAT MATTERS

BigConsole owns the last mile of data, not the connectors. Source connectivity, schedules and credentials belong to the workflow automation layer, which pushes normalised rows into sinks by key. BigConsole never stores a source credential.

08 Capability by area

Authoring

Multi-page consoles on a twelve-column drag grid with live preview, clone, restore, publish and version locking.

Filtering

Board-wide filters with cascading dependencies, synchronisation into the page address, and named presets.

Data shaping

JQ and JSONata with a dry-run test query, and pipelines where each stage declares its own error handling.

Interchange

Export and import the whole console as one document. Credentials are never serialised; sink references resolve at import time.

Visualisation

Eighteen widget types with twenty built-in renderers, plus sub-variants such as scatter, dual-axis and stacked through configuration.

Navigation

One-to-one drill-downs with a required parameter mapping, validated against cycles so the path stays a hierarchy.

Real time

Live subscriptions push sink and workflow changes to open boards, which is what makes a wall display current rather than decorative.

Outbound

Chart actions emit events into webhook mappings with a delivery log and retry; a sink can trigger an automation workflow.

08 Standards and integrations

OPEN STANDARDS IT SPEAKS

- A federated GraphQL API covering every product operation, including live subscriptions
- JQ and JSONata for shaping payloads, both with a live test runner
- JSON as the console interchange format: exportable, importable, diffable, version-controllable
- Webhooks in and out, for ingestion and chart-triggered outbound events
- OAuth 2.0 and OpenID Connect sign-on; SAML 2.0 and SCIM provisioning on Enterprise
- TLS in transit, encryption at rest, and CSV export for chart data

PLUGS INTO

- Workflow automation as the single connector investment — schedules, credentials and source logic live there
- Resource planning and general-ledger feeds for finance boards
- Customer relationship systems for pipeline, activity and quota data
- Advertising platforms and web analytics for campaign and attribution boards
- Point-of-sale, inventory, manufacturing execution and machine telemetry
- Clinical feeds, people systems, ticketing and observability rollups

08 How it deploys

Fully managed service

No infrastructure to run, no upgrades to schedule. Self-hosting is not offered, and that is a deliberate positioning choice.

Browser-first authoring

Building, refining and sharing all happen in the browser. No desktop application is required to author a board.

Native desktop application

An optional build for macOS, Linux and Windows, for teams who want the workspace as an application window.

Scripted and embedded

A command-line tool plus TypeScript and Python clients, and secure embedding of a board or a single chart.

Multi-tenant by workspace

Every console, sink, parser, pipeline and draft belongs to exactly one workspace. Isolation is a platform property.

Residency and private deployment

Enterprise commitments on the roadmap, negotiated per contract. Not available today and not claimed as shipped.

09 Security & trust

BigConsole connects to a company's most sensitive numbers, so the honest posture matters more than the marketing one. Here is what is enforced today.

Authorisation enforced at the edge

Checked before the request reaches the service, so there is no code path where a board bypasses the check.

Field masking at the storage boundary

Applied before raw rows are returned, so policy follows the data through every chart, drill-down and export.

Source credentials never enter the product

There is no store of source passwords or platform tokens to leak here, and an export carries sink references only.

Workspace isolation on every query

Workspace identity arrives from the authenticated request rather than from anything a client sends.

Masking is mandatory for regulated sinks

A sink classified as regulated cannot be created or updated with masking switched off — the request is rejected.

Sharing that is explicit and revocable

Named people or groups at view or edit level, combined with private, workspace or public visibility.

Seventeen resource types, sparse by default

A resource a role is not granted is simply absent, and the absence is the denial.

Row-level policies with real enforcement

One console can serve a regional manager and the chief executive without maintaining two boards.

Definitions are reviewable as evidence

A reviewer can read exactly which sinks, fields and views a board uses, and any change is a diff someone can approve.

09 Certification status and known gaps

BigConsole holds no security or privacy certification today, and none is claimed until the certificate is physically issued.

The published plan: a SOC 2 Type II audit period beginning October 2026 with a report targeted for April 2027; ISO 27001 targeted for mid-2027 and ISO 27701 for late 2027; GDPR readiness targeted for September 2026; and a HIPAA business-associate-ready posture targeted for March 2027. An internal review in July 2026 found no critical or high-severity issues, but a third-party penetration test has not yet been performed.

THREE GAPS WORTH KNOWING BEFORE YOU BUY

Running a shaping expression resolves the sink payload without masking or row filtering, so granting expression-execution rights is equivalent to granting an unmasked read.

Reading a chart returns the raw payload alongside the shaped one, so masking rather than role design is what contains raw exposure.

Event-log payloads are persisted unmasked at emit time — the strongest argument for enabling masking on any sink feeding an action-emitting chart.

One product, many front doors

Web application

The full product: consoles, the drag-grid builder, AI Insights, sinks, parsers, pipelines. Available.

Desktop application

Native builds for macOS, Linux and Windows. Available.

Command-line tool

Manage consoles, charts, sinks, parsers, pipelines and generation from scripts. Available.

Client libraries

A typed TypeScript client and an asynchronous Python client. Available.

Programmatic API

The federated GraphQL interface every other surface is built on. Available.

Embedded boards

A whole console or a single chart inside your own product, with branding removal on Enterprise.

Editor and browser extensions

Consoles in the editor sidebar, and structured capture from a page. Coming soon.

Mobile applications

Planned. Boards are already responsive in a phone browser.

11 Plans

Pricing is quota-based rather than feature-gated: every tier gets the whole product, and you pay for capacity. The figures below are published pre-launch targets.

STARTER

Free forever

Individuals, small teams and side projects.
No time limit and no card required.

- 3 consoles, unlimited pages and charts inside them
- 1 workspace, 3 collaborators
- 10 AI generations per month, full draft history
- Access control, workspace isolation and sharing included

PRO

\$25 per user per month

\$20 annual. Growing teams of roughly five to fifty people, self-serve.

- 50 consoles per workspace, unlimited charts
- 100 AI generations per month per workspace
- Faster refresh cadence and higher webhook allowances
- 90-day activity retention and 5 GB workspace storage

ENTERPRISE

Custom · from \$500 per month

Governance-heavy organisations and agencies. Annual contract, minimum ten users.

- Unlimited consoles, charts, sources and AI generations
- Single sign-on via SAML or OAuth, plus SCIM provisioning
- White-label branding, custom domain and embedded delivery
- Data residency and private deployment, negotiated per contract

11 How pricing behaves

Quotas, not feature gates

The AI surface, every chart type, drill-downs, templates, export, access control and the API are in every tier including the free one. What scales is capacity.

Add-ons instead of a forced upgrade

\$10 per 5 GB extra storage, \$20 per 100 extra AI generations, \$15 per 10 extra sources, and \$50 for weekend support at a four-hour target.

What only Enterprise buys

Governance rather than capability: sign-on and provisioning, unlimited audit retention, approval workflows, attribute-based access control, white-labelling, residency.

Pre-launch, and priced honestly

These are published targets rather than a live rate card. Quota numbers will be confirmed with pricing at launch.

12 Why teams choose it

The whole board is proposed, not nudged into place

A model can write the entire thing in one answer you read before it exists.

A data plane you can read

Shaping is a readable expression with a test runner, which is what makes a metric definition reviewable.

Connector engineering is delegated on purpose

One connector investment in the workflow layer, and no source credential stored here.

Drafting and creating are two separate acts

You keep the two charts it got right instead of deleting the board and trying a different sentence.

Governance ships in the free tier

Access control, isolation, scoped sharing, export and masking are included on every plan.

Roles built around the raw payload

Seeing a chart is separated from reading the rows behind it, and the withholdings are documented.

Dashboards behave like code

Diff it, restore it from any commit, replay it into another workspace, stamp variants from one reviewed template.

Live boards without a refresh button

Charts subscribe to their sinks, so an unattended wall display moves within a cycle of new data landing.

Honest status labels, product-wide

Every capability is tagged shipped, in progress or roadmap. You can buy against what exists.

12 Honest answers to hard questions

Will a generated console show my real numbers?

Not yet. The generator does not know which sinks and parsers exist in your workspace, so it produces a well-shaped board with placeholder values and you bind the charts to your real fields after creating it.

Can the AI change or delete things without asking?

Generation cannot: it makes a draft and nothing else. The assistant performs real actions when you ask it to build something, but only ones your own account is permitted to perform, checked outside the AI itself.

You have fewer chart types than the established suites.

True. Eighteen types with twenty renderers is deeper than most low-code tools and materially narrower than the mature desktop suites. If your work depends on exotic cartography or bespoke statistical marks, evaluate them.

We need to self-host.

Then this is not the right product today. BigConsole is a managed service, and self-hosting is a positioning decision rather than a missing release. Private deployment and residency are Enterprise roadmap items.

You are pre-launch. Why should we plan around you?

The authoring layer, the governed data plane, masking, row policies, export and import, live subscriptions and the generation loop are production-quality today, and what remains is a short, published list.

12 Where it sits against the alternatives

VS DESKTOP BI SUITES

They out-chart us and will for a long time. We trade chart count for time to a board: describe it, refine it, ship a live governed console in minutes.

VS CLOUD-SUITE BI

Cheaper per seat inside that ecosystem, with a more mature security model. Our case is for organisations not entirely inside one cloud.

VS SEMANTIC-LAYER PLATFORMS

Their modelling layer is best in class and ours is not. We offer a plain-English authoring path rather than a modelling project before the first chart.

VS OPEN-SOURCE SELF-HOSTED

With a hard self-hosting requirement or a zero-licence budget, they win. We compete on managed convenience and governance in the free tier.

VS SEARCH-FIRST AI ANALYTICS

Their natural-language search is ahead of ours. We compete on price transparency, a governed cached data plane, and a reviewable document.

VS LOW-CODE TOOL BUILDERS

For general internal applications they are cheaper and more flexible. We are the analytics specialist that sits alongside them.

START TODAY

Describe the board. Read the draft. Ship it.

BigConsole is pre-launch. The waitlist is how you get in first, see pricing before general availability, and tell us which roadmap items matter most.

- Join the waitlist and tell us the board you would build first
- Start with a paragraph rather than a modelling project
- Lay one keyed sink per source system, shaped by a tested expression
- Export the board you trust, commit it, roll it out as a template

WEBSITE

bigconsole.com

EARLY ACCESS

Join the waitlist

DOCUMENTATION

docs.bigconsole.com

TALK TO US

contact@bigconsole.com
