



BigConsole

BigConsole lets a business team describe the dashboard it needs in plain English and have a live, governed console the same day.

PARTNER
CHEAT SHEET
WWW.BIGCONSOLE.COM

AI authoring

Dashboards as JSON

Governed data plane

Live wall-boards

Free tier

WHAT IT IS

An AI-first business intelligence platform: describe the dashboard you need in plain English, get a live, governed console.

30-SECOND PITCH

Teams wait weeks for dashboards they could describe in three sentences. BigConsole turns the description into a reviewable console specification, then a live board. Every console exports as portable JSON. Free to start, \$25 a seat.

PROBLEM WE SOLVE

- Dashboard requests queued behind one person
- Month-end close rebuilt in spreadsheets monthly
- Dashboards trapped in a proprietary tool
- Seat prices exclude the operational team

VALUE PROPOSITION

- Plain English in, editable console out
- Dashboards as diffable JSON artefacts
- Governed data plane you can inspect
- Masking and access control every plan

IDEAL CUSTOMER

Teams of 15–500 with scattered data and no dedicated BI analyst

Not a fit: Needs certifications issued or self-hosting today

WHO YOU ARE TALKING TO

Founder — Board pack from live data

Finance lead — Close in a morning, auditable

Ops director — One console, forty locations

Analytics engineer — Dashboards that diff in Git

TOP USE CASES

- Executive cockpit from one prompt
- Budget-versus-actual on one console
- Live hospital bed board
- Forty locations, one console definition
- Cross-source KPI pipeline for engineers

CAPABILITIES

- Prompt-to-console
- Console Definition JSON
- 18 widget types
- Global filters
- Drilldowns
- Data sinks
- JQ/JSONata parsers
- Multi-stage pipelines
- Field masking
- Live subscriptions

PRICING

Starter	Free
Pro	\$25 / user / month
Enterprise	list-price floor from ~\$500 / month

Free Starter; Pro \$25 a seat; Enterprise from \$500

COMPETITIVE LANDSCAPE

Tableau — A third of the seat price

Power BI — No Microsoft stack or capacity tax

Looker — No LookML build, free to start

Metabase — Managed, with governance in free tier

WHY US

- Prompt produces a spec you review first
- Whole console serialises to portable JSON
- Inspectable sinks, parsers and pipelines
- Governance included on every plan

PROOF & CREDIBILITY

- Access control checked on every operation
- Masking enforced at the data boundary
- Published capability status, gaps named

DEMO

Free self-serve signup at app.bigconsole.com, or book a guided walkthrough

TALKING POINTS

- Minutes to a first draft console
- Dashboards reviewed in pull requests
- Connectors delegated, credentials never stored
- Live boards update without a refresh

OBJECTION HANDLING

"Why not Tableau or Power BI"

Cheaper per seat, prompt authoring, dashboards you can version

"Is the AI actually real"

Real provider generation with failover; deterministic builder as fallback

"You are a small company"

Free tier, portable JSON export, nothing held hostage

DISCOVERY QUESTIONS

- Who builds your dashboards today
- How long from request to board
- How many systems feed one report
- What breaks at month-end close
- Which rows must stay hidden

SPOT A GOOD OPPORTUNITY

- No dedicated BI analyst
- Weekly spreadsheet reporting ritual
- Renewal quote from an incumbent
- Wall-board or command-centre ambition
- Needs certifications issued today
- Requires self-hosting or on-premises

HOW TO INTRODUCE US

"You should talk to BigConsole. Describe the dashboard you need and it builds a reviewable draft."

LEAD HANDOFF

Send the company, contact, the reporting problem, and the systems involved

PARTNER COMMERCIALS

10–15% of first-year subscription, by partner tier

USEFUL LINKS

BigConsole website www.bigconsole.com

Sign up and use the product app.bigconsole.com

Documentation docs.bigconsole.com

Pricing www.bigconsole.com/pricing

Comparisons against other BI tools

www.bigconsole.com/vs/tableau

TALK TO US

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