

Vertigon Consulting

Cloud Business Intelligence
-A Feature Prospectus



Product Capability

→ **“You can’t manage what you can’t measure”**

- Peter Drucker

→ Increase revenue by identifying opportunities

- ◆ Track Sales, Costs; and Units by Product, Product Line, Salesperson, Territory, Geography, Day, Week, Month, Year, any or all combinations – all customized for your business
- ◆ Spot trends clearly and obviously

→ Decrease costs by targeting resources and boosting efficiencies

- ◆ Generate and email results and alerts reporting automatically by department or salesperson or any other criteria. Create alerts. Empower your staff
- ◆ Generate forecasts by any combination of inputs for any time period

Understand your business Better with Vertigon’s Cloud BI

Benefits

Business Trends

- Better Understanding of Business Trajectory

Reporting/Analytics

- Better Decision-Making

Streamlining

- Better Targeting of Resources

Increasing ROI

- Bigger Profits based on Better Information

Vertigon Cloud BI Advantages

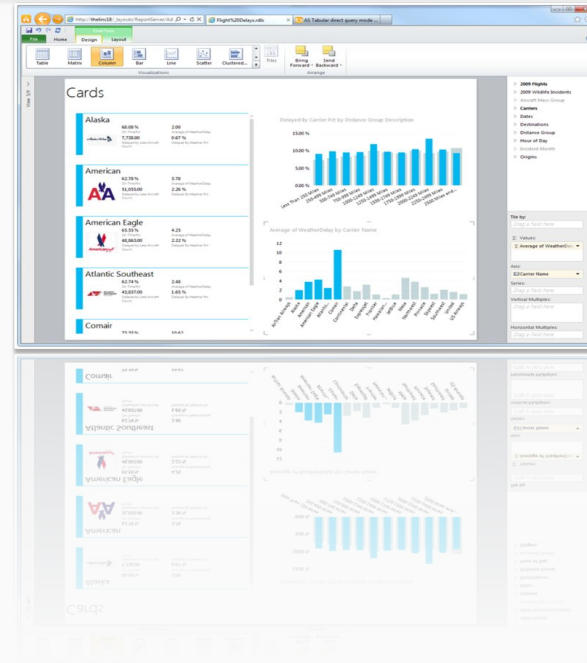
- Dashboards
- Enterprise Reporting
- Spreadsheet Analysis
- Data Mining
- Content Management

Vertigon Cloud BI Components

- Dashboards
- Enterprise Reporting
- Spreadsheet Analysis
- Data Mining
- Content Management

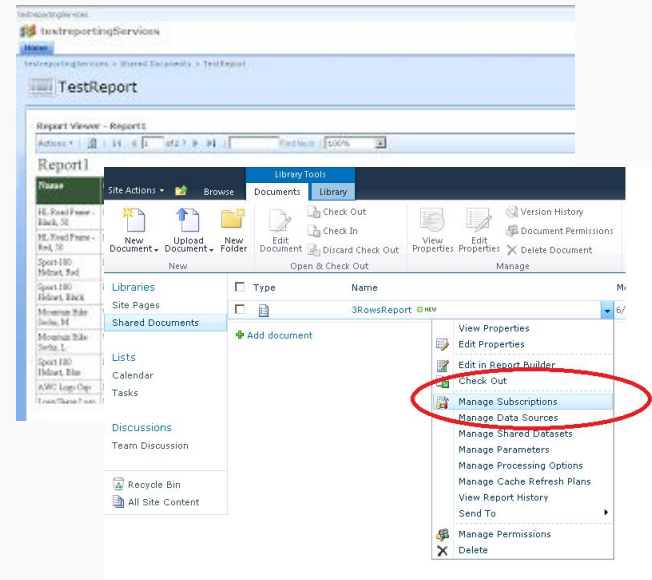
Highly Visual Interactive Dashboard

- Microsoft SharePoint
- Microsoft PowerPoint



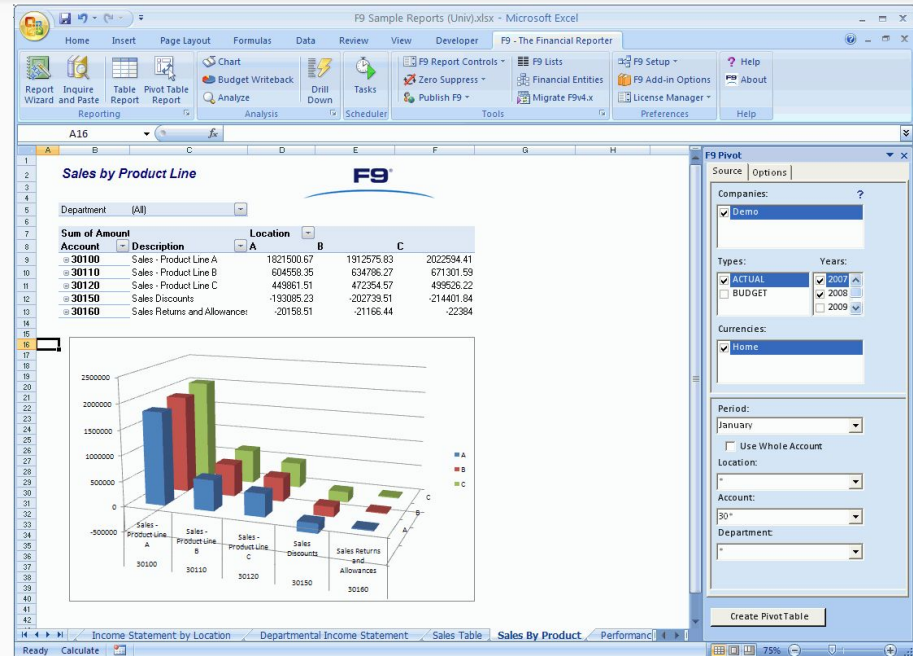
Reporting

- Data Alerts
- Subscriptions
- Historical Snapshots
- Automated processing and distribution



Spreadsheet

- In the Cloud
- On the desk
- Drill down
- Report integration



Data Quality

- Data Cleansing
- Matching
- Reference Data Services
- Profiling
- Monitoring

Data before DQS data cleansing process:

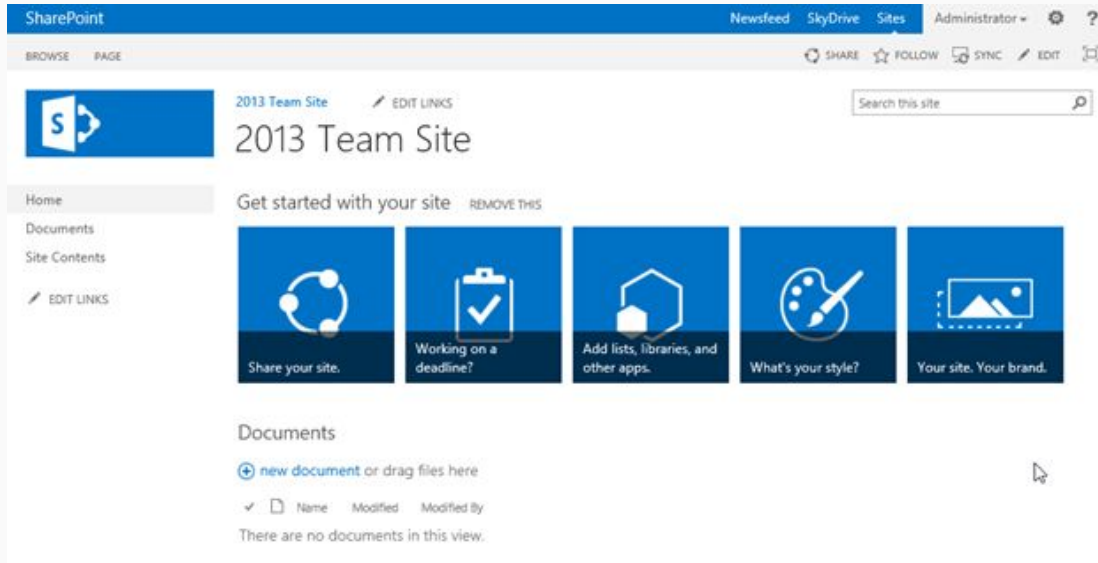
Name	Gender	Street	House Number	Zip code	City	State	Date of Birth
John Doe	Male	60th street	45		New York	New York	08/12/64
Jane Doe	Male	Jonathan In	36	10023	Poughkeepsy	NY	21-dec-1954

Data after DQS data cleansing process:

Name	Gender	Street	House Number	Zip code	City	State	Date of Birth
John Doe	Male	E 60th St	45W	10022	New York	NY	08/12/64
Jane Doe	Female	Jonathan Lane	36	10023	Poughkeepsie	NY	12/21/54

● Completeness ● Accuracy ● Conformity ● Consistency

Your Private Secure Portal



Custom and secure

User level authentication and granular security levels

Content Management

Document Management

Cloud Computing

- What is the cloud? The cloud is collective computing infrastructure of vendors, such as Microsoft, Google, Oracle, IBM, and Amazon, who offer computing power that is metered like your water or electricity.
- Why is it a good thing? It enables value-added vendors to offer services normally requiring a very large investment to “rent” rather than own computing power – as much as is needed when it is needed. Since the computing power can be rented it will bring more players to the field, increasing the value and lowering the cost.



We cant afford something like this! That's true if you did it yourself.

- No computer systems to purchase or software licensing cost: Average expenditure \$50,000 - \$100,000.
- No associated support costs: Requiring 1-2 FTEs.
- Embedded Business Intelligence Expertise. BI solutions are complex to develop, particularly if downstream data mining is required. A typical development project can easily cost several hundred thousand dollars.

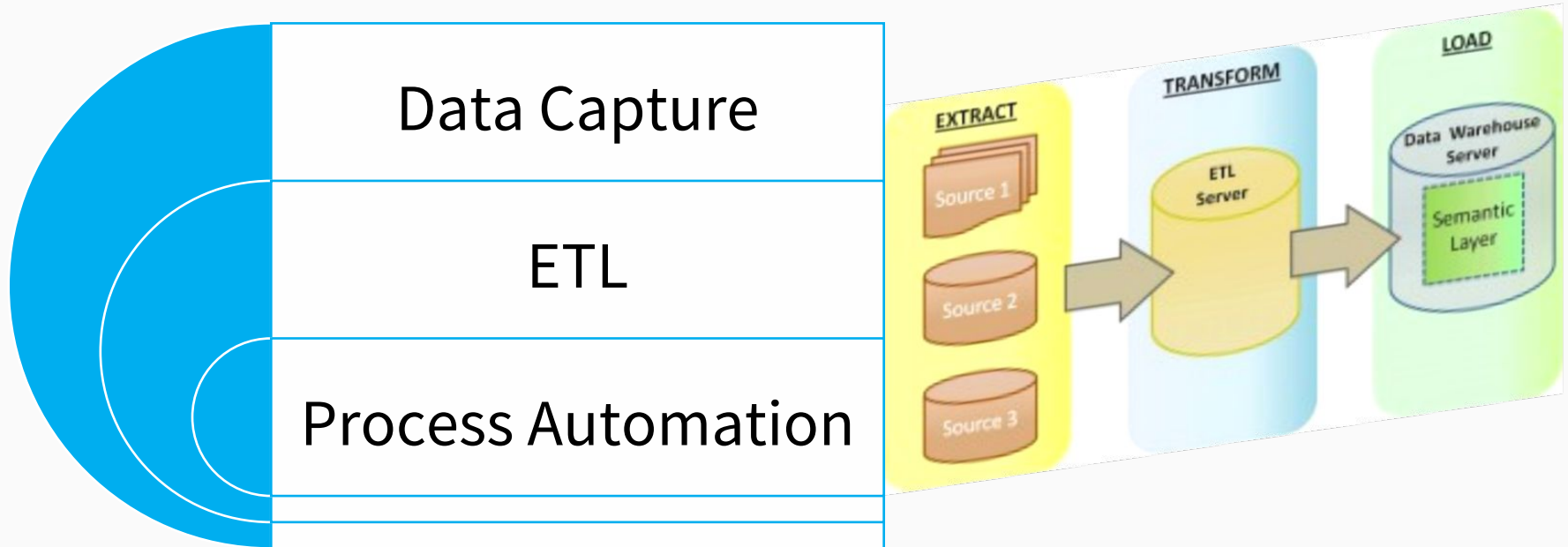
How is Data Safeguarded?

- Microsoft Azure locks down ALL Ports by Default
- 24 Hour Monitored Physical Security
 - Datacenters are physically constructed, managed and monitored to shelter data and services from unauthorized access as well as environmental threats
- Monitoring and logging.
- Security is monitored with the aid of centralized monitoring, correlation, and analysis systems that manage the large amount of information generated by devices within the environment and providing timely alerts. In addition, multiple levels of monitoring, logging, and reporting are available to provide visibility to customers.
- All access to site and documents protected with user-level security

How do I Connect?

- VPN Gateway
- Cloud Storage Tools (Cloudberry Labs)
- Direct Database Connection
- Data Storage Sites (Box, OneDrive, Google Drive, Drop Box)
- Direct Connect through HTTP (via REST / JSON)
- FTP/SFTP

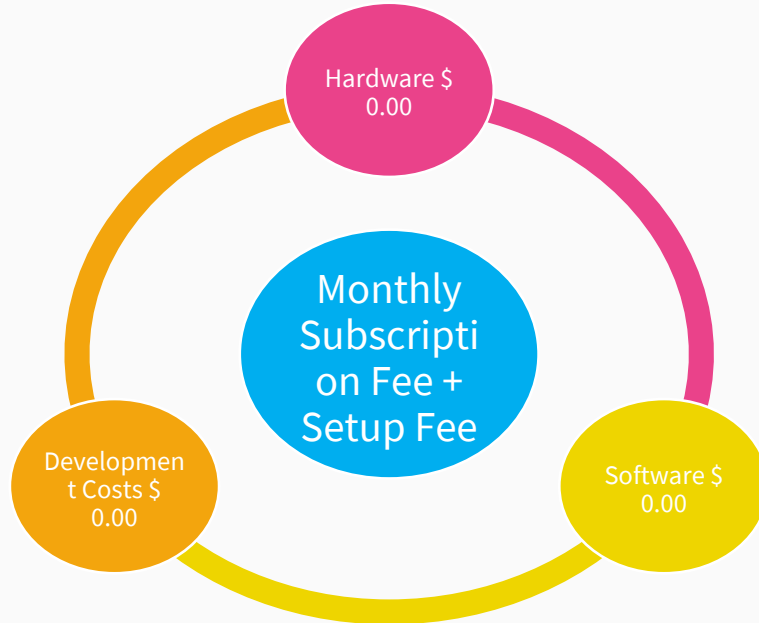
How do I Connect?



Performance & Service

- Infrastructure can be provisioned incrementally if the database size needs to be scaled higher, or if the server needs more horsepower
- Microsoft guarantees external connectivity of at least 99.95% of the time. External connectivity is from the cloud to your premises
- For Virtual Network (within the Cloud), Microsoft guarantees a 99.99% Virtual Network Gateway availability

Costs



For More Information Contact:

Phani Gupta

VP

(609) 945-1181

phani@vertigonconsulting.com

www.vertigonconsulting.com

