

## Filling a Gap in Analytic Software Capabilities

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**Russell Baris**, [rbaris@elumindata.com](mailto:rbaris@elumindata.com), 203.610.8238

# THE NEED: PROBLEMS TO SOLVE

- **“It takes twice as much time to organize the data as I spend doing the analysis”**

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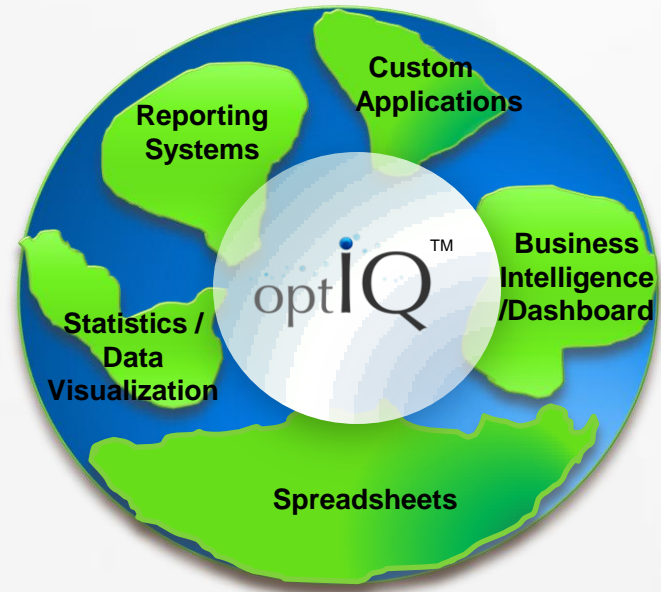
- “It takes twice as much time to organize the data as I spend doing the analysis”
- **“I need to rely on intermediaries to create the data extracts and they always seem to have at least a two week backlog”**

# THE NEED: PROBLEMS TO SOLVE

- “It takes twice as much time to organize the data as I spend doing the analysis”
- “I need to rely on intermediaries to create the data extracts and they always seem to have at least a two week backlog”
- **“Combining data from different sources is always a nightmare”**

Fill the gap between spreadsheets and advanced analytic tools with an **Analytic Intelligence Engine**

- Greater POWER to access data and accelerate analysis than a spreadsheet.
- A very SIMPLE, FLEXIBLE web-like interface.
- Capability to IMPORT data, LINK to data sources or CREATE your own data in minutes and to EXPORT results.
- Ability to easily combine MULTIPLE DATA SOURCES.
- Customizable libraries to build SHARABLE, REUSABLE assets that can make analytics more efficient and consistent.
- Secure CONTROL over who can see and share your data.



## CORE INFERENTIAL ALGORITHMS

- Interpret Requests
- Leverage Metadata
- Integrate Data Sources
- Automate Data Retrieval & Organization

### ← Smart Web Services:

- Unique & Proprietary
- 6 Patents Pending

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**Flexible Tools to Access or  
Create Data →**

## Data Links & Import Tools



External  
Databases

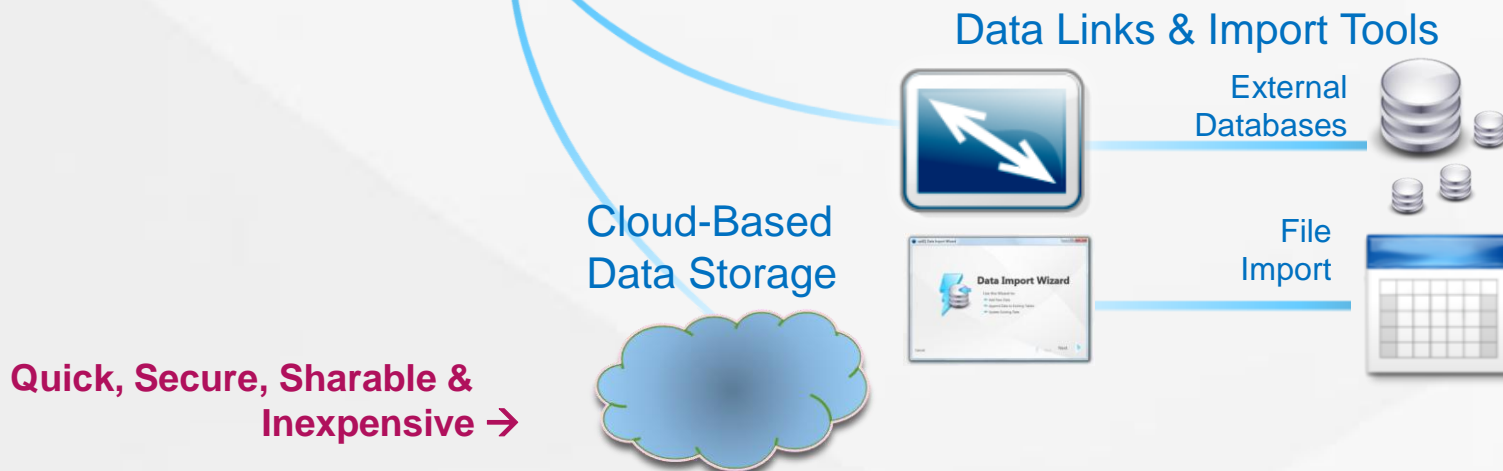


File  
Import



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# OUR APPROACH: UNDERLYING IP

**CORE INFERENTIAL ALGORITHMS**

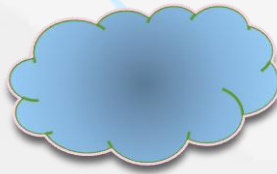
- Interpret Requests
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**Accelerate Analysis & Simplify Collaboration →**

Customizable Dictionaries



Cloud-Based Data Storage



Data Links & Import Tools



External Databases



File Import



# OUR APPROACH: UNDERLYING IP

## CORE INFERENCE ALGORITHMS

- Interpret Requests
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Simple, Intuitive Interface

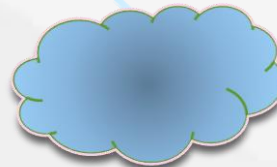


← Quick to Learn & Use

Customizable  
Dictionaries



Cloud-Based  
Data Storage



Data Links & Import Tools



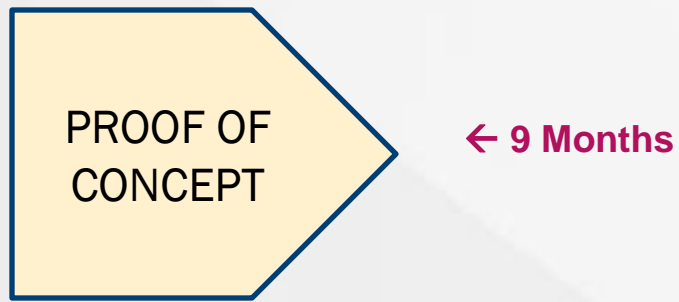
External  
Databases



File  
Import



## Inventing, Validating & Refining



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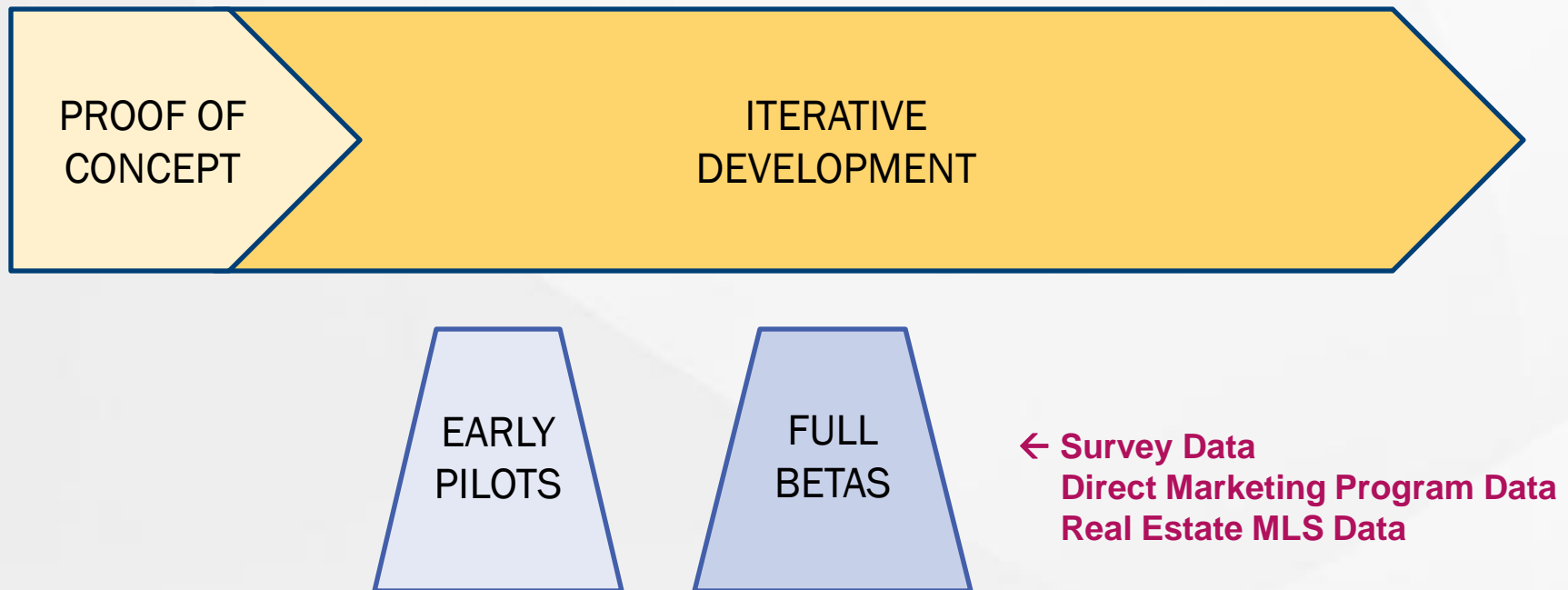


↑ Agile Development (Scrum Method)

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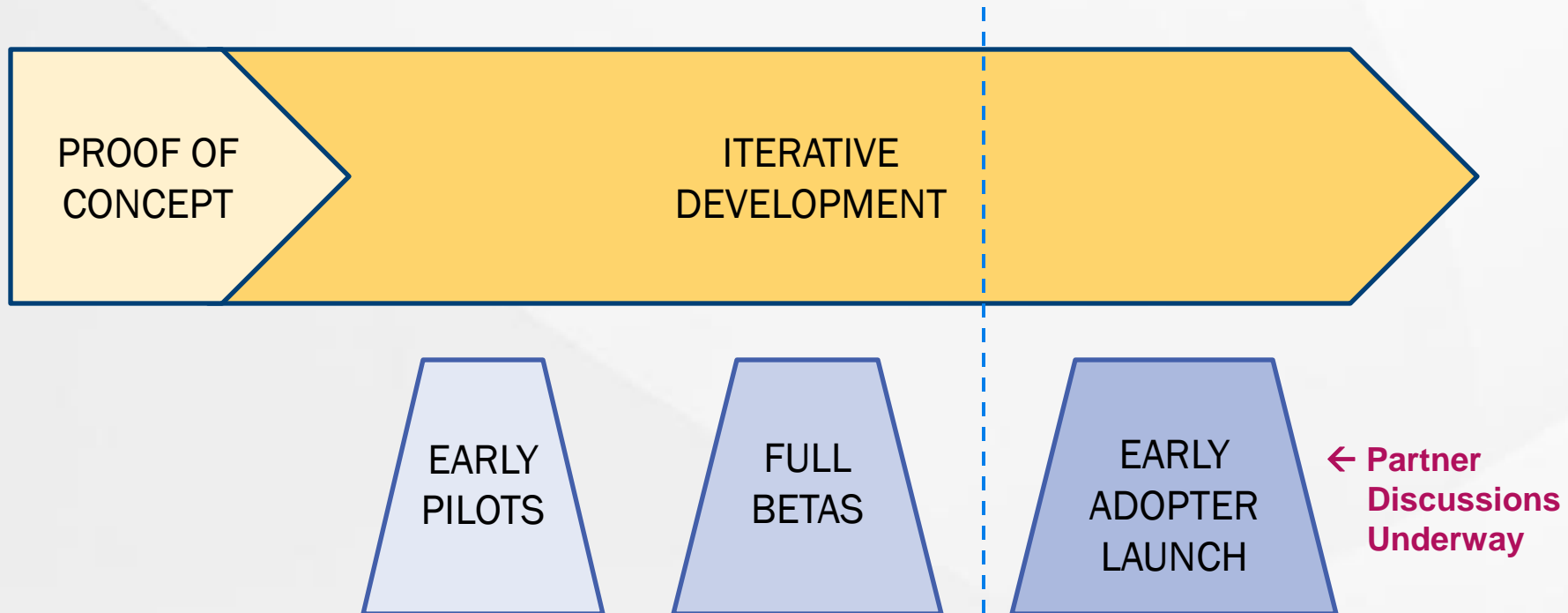


## Inventing, Validating & Refining



# OUR APPROACH: GETTING TO MARKET

## Inventing, Validating & Refining



## **Primary Sales Model is Likely to Be Via Vertically-Focused Partners**

- **Data Vendors**
- **Marketing Services Firms**
- **Consultants**



optiQ<sup>TM</sup>