




# QUITERIAN

Analytics to action



*The Fastest and Advanced Analytic Platform*


## Dynamic Data Web – Modules and Components



**ETL – Fast Extraction, treatment and Loading of data.**

i-Loader is the integrated ETL to upload data from any external source (Oracle, MS-SQL, ODBC, OLEDB, Excel, Access, Flat Text, etc) at a average ratio of 10 GB /hour (generally 1 million records per second from a flat file). iLoader provides a wizard to assist the process. Four loading methods are incorporated: loading a table from scratch, refreshing an existing table, appending new records and updating only modified records. Data refresh can be scheduled and automated. DDWeb-SAP Connector for SAP users.


*Loading data at 10 GB/hour*



**Analytical DB – Large volumes at the highest performance**

Data is uploaded into QAR (Quiterian Analytical Repository), the fast analytical proprietary DB, the powerful columnar DB where data is automatically stored in an optimized way for a faster retrieval without cubes or metadata. QAR is accessible via ODBC (i.e. MS Excel). In average, QAR stores hundreds of Gb to some TB (hundreds of millions records to tens of billions records) at a performance of hundreds of thousands times faster than the popular RDBs. Data is available to be analyzed just when uploaded, nor cubes nor metadata are required.


*Large Data Volumes Thousands times faster - No cubes*



**Data Engineering – Users can enrich data on the fly**

Generating new data immediately at any time is very easy for users with no dependency on IT. New decodes or classifications, new fields using expressions (mathematics, strings, date, Boolean, "if then", etc), aggregates, quantile, numeric banded and parametric fields based on rules. New fields are ready to be analyzed and crossed with any other field. Nor cubes nor metadata are required.

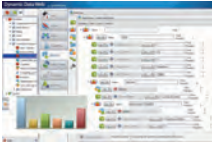
*User Autonomy No dependency on IT*



**Data Exploration – Data Audit – Physical and Logical audit**

Explore data without limits, apply filters, conditions, combine data sets, calculate statistics immediately, navigate through all data and transform a data set to another resolution table (i.e. products into customers, diseases into patients or physicians). Profiling data is easy and fast. Identify values, nulls, duplicates, missing values or table links, consistency of relational data model, transform data, clean data on the fly at a high speed.

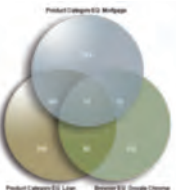
*Fast Exploration without limits - Data Cleansing*



**Fast Selection and Segmentation – Rapid Complex identification**

Years of experience analyzing data and learning how users search data are the foundation for "Selections" DDWeb functionality. Graphically identify and extract individual records and groups, apply complex conditions, combine data in not directly linked tables, use "%", "\*", "like", "include", "if", "and", "or", parenthesis, etc to obtain values or records. Select random, 1 of n, sort, get discrete values. Generate groups, drag and drop, invert, exclude, combine segments, filters, domains. Save, save as, Export selections.


*Efficiency. Graphic data selection. No queries required*



**Fast Analytics – Easy to use Powerful Analytical techniques**

Analyzing data is much more than just exploring and drilling down or reporting. To get more value from your data, DDWeb helps users to identify hidden relationships, coincidences, differences between groups, profiles (who are my best customers, what makes the best ones different from the rest, what differentiates patients with the same diagnostics and treatment but different results), calculating anything on the fly, combining any data with any other not directly linked data (i.e. customers age that at least twice a week pay by credit card at night in ranges of 45 minutes and born in cities where unemployment is higher than average). Work with relative date to analyze, for instance, customers that bought product A and product B with a difference of X days in between, whatever is the date for A or B. identify fraud using Benford law. Interactive mapping also helps users to generate knowledge.


*Analytical Techniques. Getting more value from the data*



**Predictive Analysis – Advanced analytics to anticipate**

Data mining for business users is possible. You don't need to be an expert or mathematician to make and understand predictive analysis. Analyzing your own data with DDWeb you can immediately answer key questions like which customers are going leave our company? Which product is the best to recommend to each customer? How to best classify my customers for better commercial policies? DDWeb uses Decision trees, K-means clustering or neural networks, among other easy to use algorithms and techniques. Competing today needs anticipating risks and opportunities. DDWeb makes Decision making faster, easier and more secure.

*Improving business using own data*



**Dynamic Reporting & Dashboards – Build and share analytics in seconds**

Communicating results after an analysis process or some research, distributing and sharing predefined analysis and indicators is easy and fast. Drag the elements and drop them into the dashboard, apply filters, decide the right chart, save and share with other users or groups restricting access or not (none, read, write). Get your results in minutes or even seconds. Use Venn diagrams, Funnels, any chart (Adobe Flash), grids, maps (SVG, free maps available), speedometer, led lights, equalizer, etc. If you receive a predefined analysis, just double click on it, open it and interact without limits. Extract a segment of it, explore it, use it as a filter, transform it into another analysis etc. From scratch no need of cubes, templates, metadata or any preparation. On the fly, 100% user autonomy.

*Fast, interactive, graphic, secure, easy to use dashboards*



## Mobility – Viewer\* – Monitoring and generating alerts based on BRE

The DDWeb Viewer allows non interactive users to see frozen pictures of any analysis or dashboards that have been automated with DDWeb business rules engine. Monitoring and generating alerts is an easy process. Smartphone and PDA are supported in a secured environment. New versions of predefined analytics are managed by users.

(\* To be delivered by Q4 2010

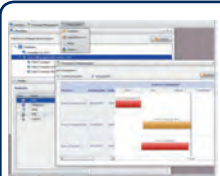
*Distribute frozen pictures in a secure way*



## i-Workflow – Automate and optimize best practices based on BRE

Automating processes saves money and improves management quality. DDWeb BRE allows authorized users to define a workflow with actions, processes and roles for users. Actions: uploading data, exporting data, calculating, replacing values, log into an external DB to check a value, send an e-mail or sms, etc.

*Learn and automate. Efficiency & Optimization*



## Campaign Workflow – Integrate, manage, control and analyze Campaigns

DDWeb helps to design, plan and execute Marketing campaigns and communication campaigns following a workflow where users follow step by step the defined roles. Multiwave campaigns, multi cell. Forget management of duplicates, Robinson (excluded persons) lists, inclusions, seed, control group (random, n of m, predefined, etc), repeating, household level, valid email, etc. Campaign workflow is focused on efficiency and control of campaign activities in a complete and integrated way, from data loading and behavior analysis to segmentation, planning and campaign execution (e-mail, sms, data export), gathering results (explicit, implicit) and final analysis. Integrated. Controlled.

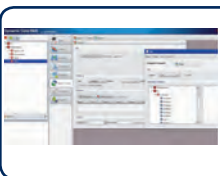
*Managing, controlling and analyzing in an integrated way*



## e-Mailing, SMS – Sending emails and sms from DDWeb

DDWeb generates outputs to e-mailing and SMS providers. There are some interfaces already developed with some leader vendors (Experian Cheetamail® among them). Other interfaces have to be developed by user or any Certified DDWeb consultant. Cost of the service and new interfaces are not included in DDWeb price.

*Automating alerts and messages*



## Data Input & Data Output – New data can be load or export on the fly

Subject to permission, defined in the administration process, users can upload and download data on the fly. Uploaded data is integrated into the data model and available to be analyzed and combined with existing data. No need for cubes or metadata. Import and export processes are assisted to help users and facilitate managing files, fields, formats, separators, first row header, etc.

*Load new data on the fly*



## Web Behavior Recorder – Integrate web activity into analytics

WBR is the piece of software that allows any website to record all activity into a MySQL DB. Then, an automated script uploads all data into the analytical model.

*Integrate web activity into the analytical model*



## Web Analytics – 360° customer view. Advanced analytics with no limits

With DDWeb Web Analytics you have the traditional predefined reports with no limits of combination or volume plus the power of integrating web activity with transactional data plus the power of the advanced analytics. A predefined data model is incorporated into DDWeb as well as dozens of predefined reports to analyze visits, countries, server name, days, hours, keywords, etc. if you generate e-mail campaigns, now you will also have not only the click through but the complete navigation of your customers or prospects. Don't have to rely on other statistic results; you will have your own source of information..

*Integrated customer behavior analysis*



## Administration – Setting up

Management of users and groups, languages (English, Spanish, French, German, Portuguese, Brazilian Portuguese, Catalan, Turkish, Polish), skins, styles, fonts, logos, margins, etc, monitoring user's activity. Settings for high scalability: hosts, servers load balancing, processes distribution.

*Customized. Quick start*



## Security – Ready for high security environments (police, health, banking, etc)

Personal data protection is critical when analyzing data. Also corporate security must be controlled. DDWeb Security Manager generates security matrix for users, objects and functionalities in a "minimum permission by default" where administrator grants permissions to users, objects and functionalities (otherwise users cannot access to objects or functions). All fields and users can be traced. Logs are recorded. Sensitive contents (i.e. "AIDS", Region A, Product B, children, etc) could be limited to a group of users. LDAP (active directory) integration. Complete and strict Password policies. User info and activity is encrypted.

*Personal data protection, corporate security*