

# SimpleStrata

How We Are **Different**



# WHY SIMPLESTRATA?

## Flexibility

Because of its high flexibility, SimpleStrata can fit to any strategy structure.

Organizations don't have to adjust their strategy structure or terminology to fit into the system.



# WHY SIMPLESTRATA?

## Bi-Lingual Support

SimpleStrata is one of the only strategy and performance management tools that had Arabic users in mind.

Arabic user experience is at the core of SimpleStrata's development. Arabic isn't just an option amongst many to choose from.



# Multiple Channels of Interaction



Instant access everywhere with mobile application



Web-based access with a friendly user interface



Voice functionality through integration with Alexa

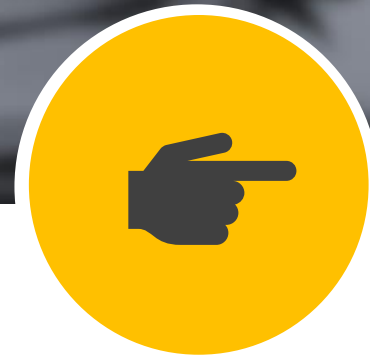
# Multiple Data Input Channels



Internal and External Data



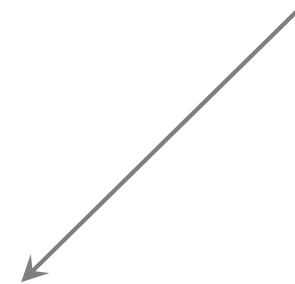
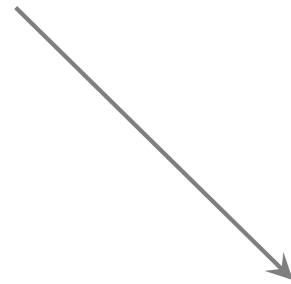
Business Applications



Manual Input



Sensors & Devices





# OUR Differentiators

## Different Personas



SimpleStrata targets all personas involved in strategy execution and performance management.

It comes with multiple features, designed and tailored specifically to fit the needs of each type of user groups.

SimpleStrata will create value for Strategy Team, Directors, Managers and Employees.

# OUR Differentiators

## Fast Deployment



When minimal customization is required, the system can be deployed and usable within 15 working days.

# OUR Differentiators

## Flexible Configuration



SimpleStrata is configurable at the board level to fit the organizations' culture and terminology.

Organizations don't have to adjust their common terms to fit into SimpleStrata, since it will adapt to each organization's culture, thereby increasing adoption rates and familiarity among users.



# OUR Differentiators

Drive Human Focus



SimpleStrata combines a set of features creates human focus and increase commitment and engagement levels.

This includes scoring, triggers and visibility.

# OUR Differentiators

## Different Connected Trees



SimpleStrata allows creating and connecting hierarchies of different types, including: Strategy, Employee Performance, Task and Activity Management

This allows tracking and controlling all elements of execution from one place.

# OUR Differentiators

## Artificial Intelligence



SimpleStrata is designed to encourage all users to log more valuable information that will be the base for SimpleStrata add-on AI module.

It will help in identifying the most effective team members and the actions leading to their high performance.