



Increase Customer Satisfaction with Better Business Insights

Our platform seamlessly embeds in your product and provides dashboards, ad-hoc querying, pixel-perfect scheduled reports, multi-source linking and predictive analytics capabilities enabling your customers to answer their own questions and publish their insights in an instant.

The Customer Challenge

There comes a time in the evolution of a software product when customers begin to understand the value locked in the data that the system has gathered. They start to demand ever changing reporting and analysis requirements so that they can better understand their own companies and make informed decisions to drive their company forward.

Meeting Demand

The classic response by many software companies is to unwittingly divert resources away from core activities into responding to ad-hoc reporting requests. Often, customer demands are met with a growing suite of reports that lead only to more curious customers demanding further report variations. Each report needs to be specified, developed, tested, released and maintained. Suddenly, due to depleted resources, development cycles are delayed or do not achieve their stated ambitions.

The Solution

As the person responsible for delivering on your company's product roadmap you know how essential it is to ensure that your resources are fully focused on achieving the core objectives that will give your company a competitive advantage. Our Embedded Analytics & Reporting platform can help you to retain this focus by empowering your customers to manage their own reporting requirements direct from your application using intuitive dashboard, reporting and ad-hoc analysis functionality.

Benefits of Nathean Embedded Analytics...

- **Configuration rather than Coding** - our technology is already built - just embed, configure and deploy.
- **Complete Web Analytics Stack** developed using the latest in HTML5 and mobile technologies
- **Cloud, On-Premise or Hybrid** deployment options to suit your customers' requirements.
- **Flexible Pricing** including SaaS enables alignment with your customer pricing models
- **New Data Sources** are easily integrated through simple configuration for greater business insights.
- **Reduce Financial & Operating Risk** by freeing up technical resources for other value-adding tasks.
- **Increase the Lifetime-Customer-Value** by better retention and increased revenue opportunities.
- **Wider Adoption of Self-Service Analytics** keeping users inside the primary business application.
- **Influence the Roadmap** - be involved in shaping the future direction of the product.

***About Nathean.** Dublin based software company founded in 2001. Nathean has grown its customer base internationally by delivering fast, flexible, cost-effective Embeddable Analytics & Reporting solutions across multiple sectors.*

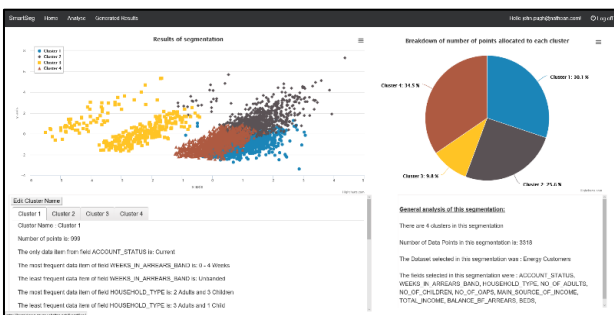


Dashboards with Drilldown

Nathean Embedded Analytics includes intuitive web and mobile visualisation tools. Our unique and innovative approach means dashboards can be created and published in an instant with drilldown capability to any linked data source. For the more technically minded, Nathean Linx™ server can be accessed via an API for embedding visualisations or for accessing through other analysis tools.

Link Multiple Data Sources

Connect to any data source you can think of and experience the benefits of more meaningful business insights through data linking and analysis. The Nathean Linx™ Server makes the most of today's powerful multi-core processors and inexpensive memory. Go direct to the source or use our unique Auto-ETL™ to enable high performance in-memory analytics and reporting.

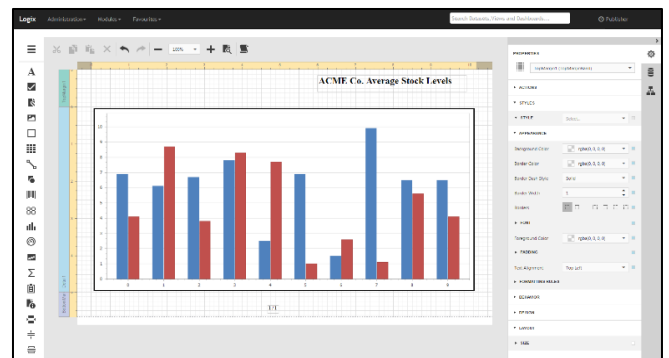


The Power of Predictive Analytics

Our mission is to deliver analytic tools which do not require access to expert users. Nathean DS™ is an automated Data Segmentation tool designed to be highly intuitive and accessible. The Machine Learning algorithms are designed to identify homogeneous groups of data with similar behaviours and characteristics. Nathean DS™ has wide applicability across multiple domains and helps people better understand and serve their customers.

Publish Your Insights

People have different needs when it comes to reporting. Nathean Report Builder is ideal when there is a need for scheduled pixel-perfect reports. The Report Builder connects directly to the Nathean Linx™ Server which means access is fully governed, managed and auditable. Reports can be widely distributed, with confidence, via email or FTP in popular formats such as PDF and Excel. We call this "The Last Mile" in analytics...understand and serve their customers.



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