Mobile analytics for the executive on the go
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Executive Summary
ACTIONABLE INSIGHT ON THE GO

With the increasing importance of analytics and digital transformation initiatives across the enterprise, executives more than ever require access to actionable intelligence with:

- Relevant, real-time data that provides contextual analysis
- The ability to select from a centrally managed library of corporate KPIs
- Always on, always secure, easy-to-consume mobile device access

act·in | genie
an enterprise grade iOS / Android APP for senior level executives:

- Easy-to-use, mobile, APP to navigate KPIs with a contextual drill path
- Rapid addition and management of KPIs with act·in | flexiDM data model
- Connected to the enterprise - either on premise or in the cloud
- Extends and leverages existing IT infrastructure
- Secure, dependable and compatible with mobile device
Overview
**Act.in Genie**  
**Mobile Analytics for the executive on the go**

**Capabilities:**

- Unlimited KPI Library with custom folders
- KPIs with multi-select filters, drill-down
- Smart, guided navigation to business challenges
- Drill across to related KPIs
- KPI independent, flexible data model (act-in | flexiDM)
- Database driven customization
- Fully customizable APP skin, splash screen and logo
Act.in Genie consists of 4 main screens that drive the behavior of the application:

- **Home Screen** where KPIs are displayed by folders.
- **KPI Screen with Filter Bar** and contextual drill down.
- **KPI Selection Screen** where KPIs can be added to a folder.
- **Context dependent KPI Screen** with additional drill down options.
Home Screen - KPI Selection

- KPI Value
- Trend vs. Period
- Actual vs. Target

4.96 M
↑ 13%
Home Screen - KPI Selection

Access to menu

Favorite KPIs
Swipe to view more
Click for KPI detail

KPIs for Category 1
Swipe to view more
Click for KPI detail

KPIs for Category 2
Swipe to view more
Click for KPI detail
KPI Screen

- KPI Name
- Share KPI
- KPI Value: Previous Year / Actual / Target
- Drill Down
- KPI Chart
- Drill Across KPIs
- Return to Home Screen
- Filter Bar
- Navigation Filters

OVERVIEW
KPI Screen - Targets

**Target for KPIs:**

- Display target data in combination with KPI
- On click provide target details
- All targets are database driven
KPI Screen - Drill Across

Drill across to gain insights

- Drill across to KPIs that share the same dimension and filter
- Automatic, database driven
KPI Screen - Take Action

Share KPI to take action

• Send KPI status via email and standard messaging apps to ensure action

Share KPI in email / WhatsApp / Message
3

Specifications
INTEGRATION WITH DATA SOURCES

- KPIs can be integrated from any data source:
  - Enterprise application – SAP, Oracle, NetSuite, ...
  - Business Intelligence applications
  - Web Services from databases, BW, ...
  - Flat files

- A variety of integration methods are available
- KPI targets can be provided for any KPI
- New KPIs are made available automatically without changes to act-in | genie
CUSTOMIZATION FOR YOUR ORGANIZATION

act-in | genie offers customization options for your organization:

Look & Feel:
- APP Logo & Name
- Splash Screen
- Home screen background colours
- KPI background colours

Users & Security:
- KPI access
- Data access
SUMMARY OF SPECIFICATIONS

USER INTERFACE

*Mobile: portrait / landscape layout

Home Screen
- Flexible KPI selection on home screen
- Security driven corporate KPI library
- Single hierarchy, adaptable folder structure
- KPI search capability

KPI Screens
- Data driven, contextual drill down
- Unlimited filters
- KPI Targets
- Share KPIs to take action

USER INTERFACE

Technology
- *Apple iOS

KPI Data Sources
- Files: XLS, CSV
- Databases: Any
- Web Services

act-in | flexiDM – Data Model
- Management of unlimited KPIs
- KPI and dimension based parametrization
- Offline mode

Security
- KPI and data access via Users & Groups
- Device management with MDM solutions
4

Pricing
# AFFORDABLE SUBSCRIPTION MODEL

## Licensing

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th>Premium</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Legal Entities</strong></td>
<td>One legal entity</td>
<td>One legal entity</td>
<td>Multiple legal entity</td>
</tr>
<tr>
<td><strong>Users</strong></td>
<td>Up to 10 users</td>
<td>Up to 50 users</td>
<td>100+ users</td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
<td>Up to 10</td>
<td>Up to 15</td>
<td>Up to 25</td>
</tr>
<tr>
<td><strong>KPIs (Actual/Budget)</strong></td>
<td>Up to 20 KPIs</td>
<td>Up to 50 KPIs</td>
<td>Up to 50 KPIs</td>
</tr>
<tr>
<td><strong>Folders</strong></td>
<td>Up to 20</td>
<td>Up to 10</td>
<td>10+ folders</td>
</tr>
<tr>
<td><strong>Number of records</strong></td>
<td>Up to 50.000</td>
<td>Up to 300.000</td>
<td>Up to 10 million</td>
</tr>
<tr>
<td><strong>Data Access levels</strong></td>
<td>Standard</td>
<td>By department</td>
<td>By department</td>
</tr>
<tr>
<td><strong>Homescreen</strong></td>
<td>Year - Quarter - Month</td>
<td>Year - Quarter - Month - Week - Day</td>
<td>Year - Quarter - Month - Week - Day</td>
</tr>
<tr>
<td><strong>Time Dimension</strong></td>
<td>Up to 3 data sources</td>
<td>Up to 5 data sources</td>
<td>Up to 20 data sources</td>
</tr>
<tr>
<td><strong>Data Sources</strong></td>
<td>CSV, Odata/JSON</td>
<td>CSV, Odata/JSON, Webservice/XML</td>
<td>CSV, Odata/JSON, Webservice/XML, Custom</td>
</tr>
<tr>
<td><strong>Data Formats</strong></td>
<td>Daily data refresh</td>
<td>Hourly data refresh</td>
<td>Near Real-Time data refresh</td>
</tr>
<tr>
<td><strong>Data Refresh</strong></td>
<td>-</td>
<td>-</td>
<td>Clariba Lab</td>
</tr>
<tr>
<td><strong>Machine Learning</strong></td>
<td>-</td>
<td>-</td>
<td>iOS / Android</td>
</tr>
<tr>
<td><strong>Operating System</strong></td>
<td>iOS / Android</td>
<td>iOS / Android</td>
<td>iOS / Android</td>
</tr>
<tr>
<td><strong>Access Security</strong></td>
<td>Biometric - as supported by device</td>
<td>Biometric - as supported by device</td>
<td>Biometric - as supported by device</td>
</tr>
<tr>
<td><strong>Single Sign On</strong></td>
<td>Static user / password</td>
<td>Single Sign-On</td>
<td>Single Sign-On</td>
</tr>
<tr>
<td><strong>Notifications</strong></td>
<td>Application level only</td>
<td>KPI driven notifications</td>
<td>Rule based notifications</td>
</tr>
<tr>
<td><strong>Upgrade &amp; Maintenance</strong></td>
<td>Bug Fixing, OS Compatatability Upgrades</td>
<td>Bug Fixing, OS Compatatability Upgrades</td>
<td>On demand</td>
</tr>
<tr>
<td><strong>Support</strong></td>
<td>eMail Support (business hours)</td>
<td>eMail Support, WebConference business hours</td>
<td>Custom Support</td>
</tr>
</tbody>
</table>

## Pricing

<table>
<thead>
<tr>
<th></th>
<th>Professional</th>
<th>Premium</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>List Price - Monthly Fee</strong></td>
<td>$1,500</td>
<td>$2,500</td>
<td>Contact Clariba for Details</td>
</tr>
<tr>
<td><strong>1 year contract</strong></td>
<td>$7,500</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td><strong>Application Setup &amp; Customization (One Time)</strong></td>
<td></td>
<td></td>
<td>Contact Clariba for Details</td>
</tr>
</tbody>
</table>

* KPIs are defined as an individual metric with up to 5 dimensions (except time dimensions) and 2 dimensions with a maximum of 3 drill down levels / ** Budget KPIs require an Actual KPI
## AFFORDABLE SUBSCRIPTION MODEL

<table>
<thead>
<tr>
<th>act-in genie APP – OPTIONAL COMPONENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional pack of 5 users</td>
<td>+ $100 / month</td>
</tr>
<tr>
<td>Additional pack of 50 KPIs*</td>
<td>+ $1,000 / month</td>
</tr>
<tr>
<td>Custom development</td>
<td>TBD with customer</td>
</tr>
</tbody>
</table>

* Does not include the development and automation of KPIs; billed separately in time & materials according to effort
Thank you

Contact us now at
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clariba.com