



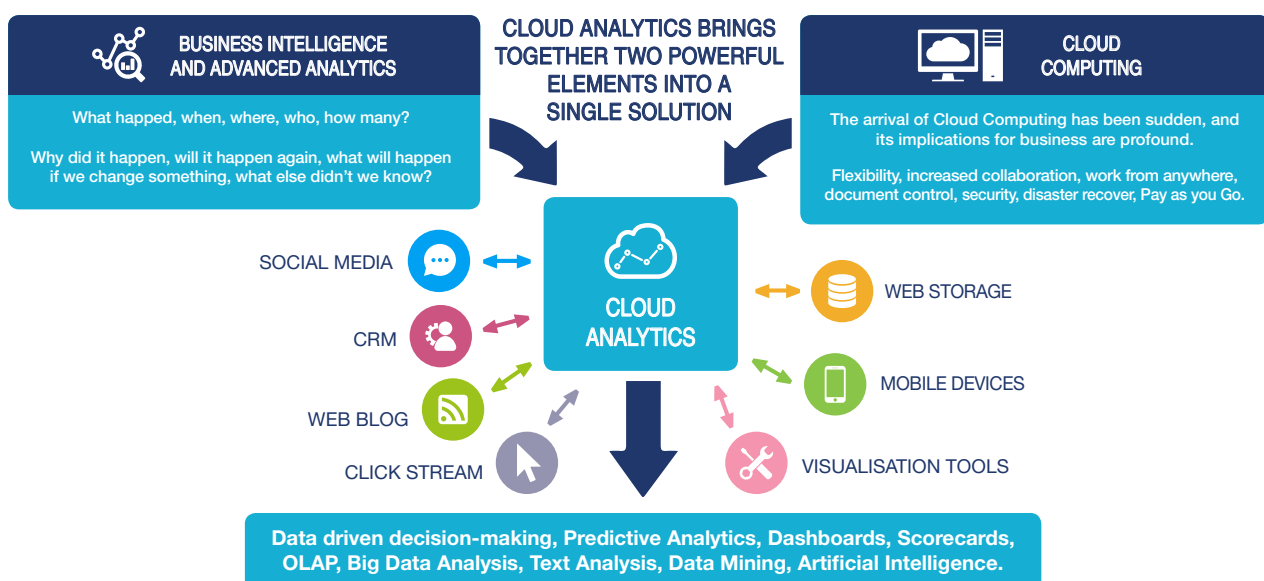
Why should I be interested in Cloud Analytics?

Businesses today are processing an enormous amount of data and intelligence. Companies in all stages of development, from start-ups to large enterprises need real-time data insight regarding sales performance, digital platforms, market competition, supply chain, and products and services, to operate and grow.

To help make sense of all this information, most companies are using Business Intelligence (BI) and Advanced Analytics systems to various degrees.

However, now that Cloud has become less expensive and more reliable, BI and Advanced Analytics have found a new home. Cloud Analytics brings together two powerful elements into a single solution.

Cloud is the most efficient environment for Business Intelligence and Advanced Analytics to operate in.





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Cloud Analytics provide for all the traditional Analytics applications your company might have required in the past, plus many new and advanced capabilities, which only realise their true potential, and value to you, when Cloud based.

Moreover, a Cloud Analytics platform is quicker to set up, doesn't require new hardware, is flexible, scalable, and accessible from anywhere.

Cloud Analytics applications can access on-premise data as well other cloud based data sources and applications.

Cloud applications are financially attractive too – the model is typically 'Pay-as-you-go' and capital expense free.

A further crucial point is that Cloud Analytics operate natively where most, if not all data resources and information traffic will migrate to in the future – the Cloud.