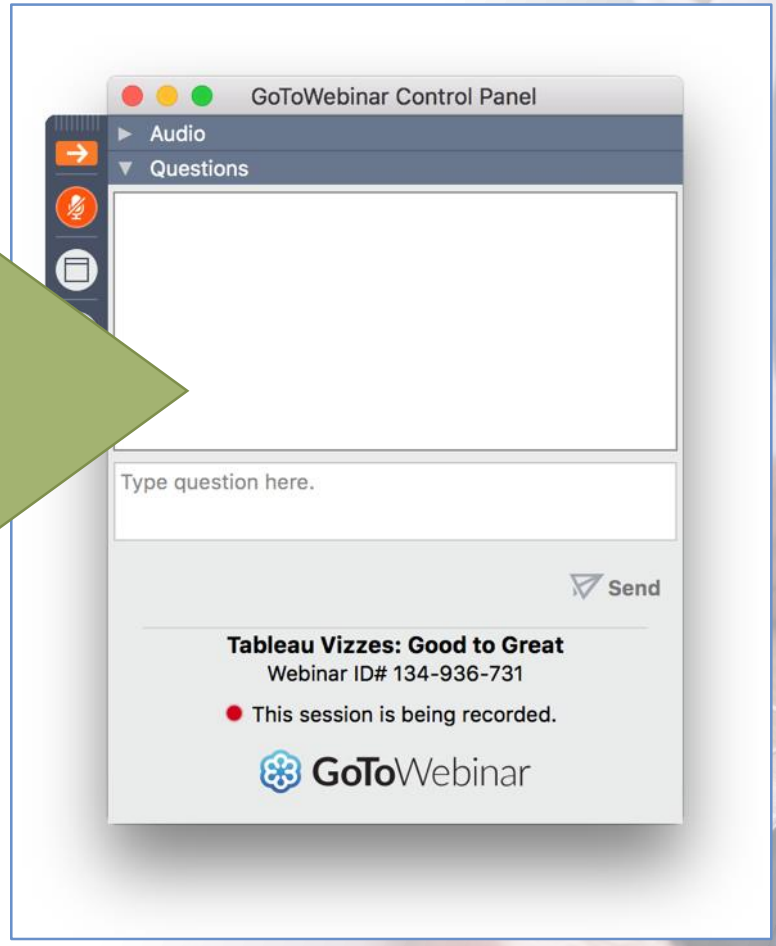
SENTURUS

KPIs from Multiple Sources, in Minutes

GoToWebinar control panel

Click arrow to restore full control panel

Submit questions in this section

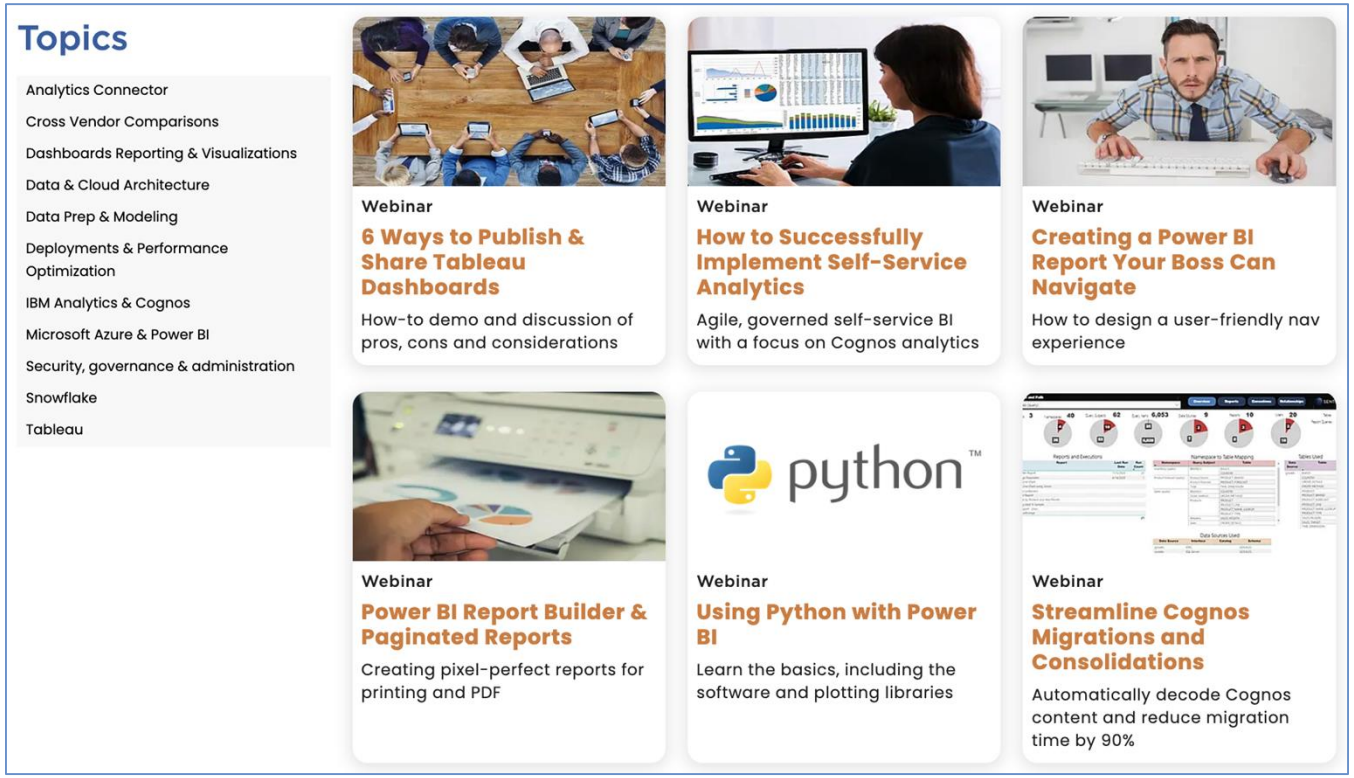


SENTURUS

To obtain this presentation

Visit the Knowledge Center on the Senturus website to download this presentation and explore other assets:

senturus.com/resources



Agenda

Introductions

Challenges to accessing timely insights

Incorta's unified platform

Demo

Senturus overview and additional resources

Q&A

Introductions

Michael Weinhauer

Senior Sales Engineer
Incorta

Steve Reed Pittman

Director
Enterprise Architecture and Engineering
Senturus, Inc.

SENTURUS

Poll #1

What are your core systems of record (ERP/CRM)?

- Oracle
- NetSuite
- SAP
- Salesforce
- Other

Poll #2

What are the biggest challenges in your existing analytics environment? (Select all that apply)

- Time to insights (long ETL pipelines, backlogs)
- Difficulty responding to changes (new questions, fields)
- Inability to drill from high-level KPIs to granular details
- Lack of self-service
- Other

Real-time analytics on raw business data

Does this sound familiar?

Do you need to...

Make data-driven decisions NOW

(while they are still relevant)

Connect ALL our data for a complete view

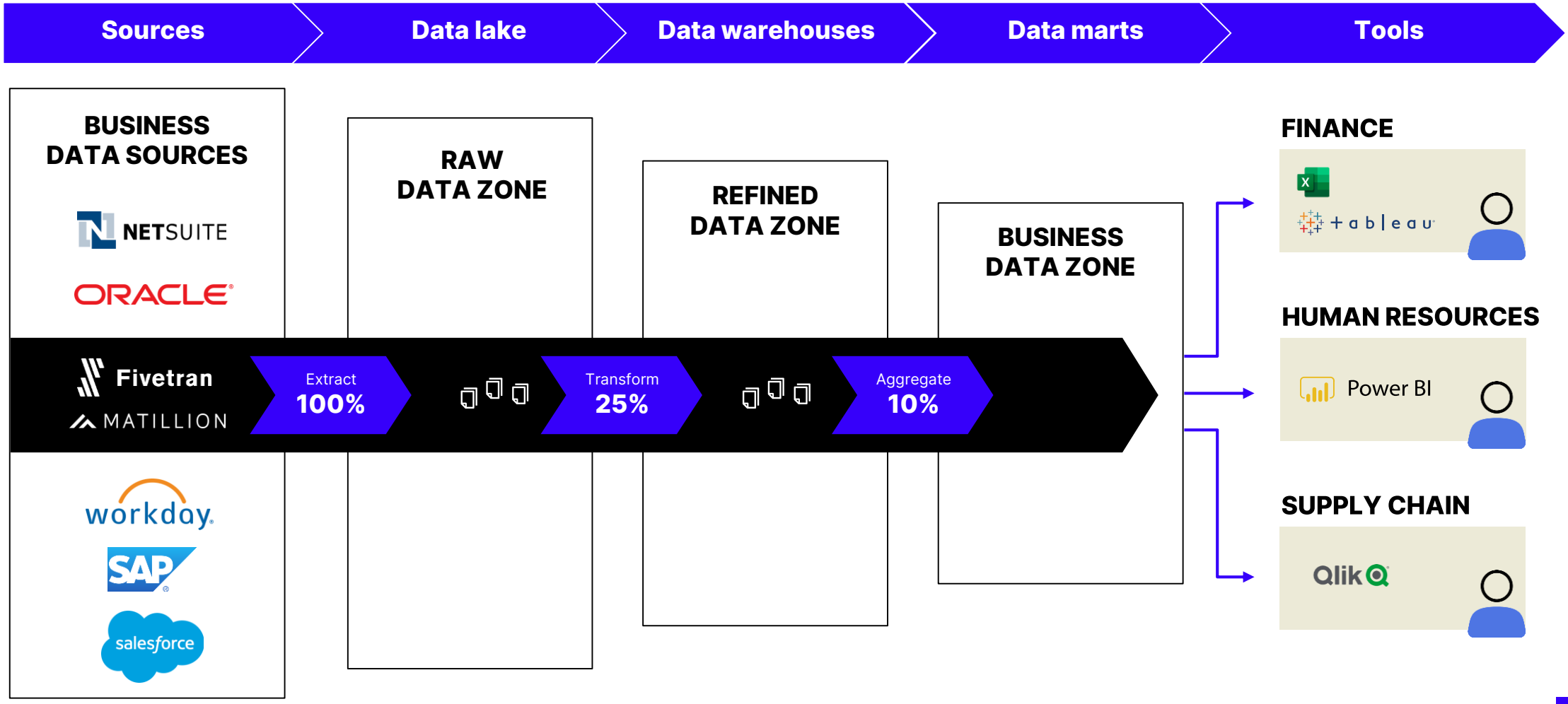
(then drill down to the details)

Reduce the burden of analytics on IT

(by empowering business users)

“Modern” data architecture

A complex and inflexible nightmare that limits insights from perishable data



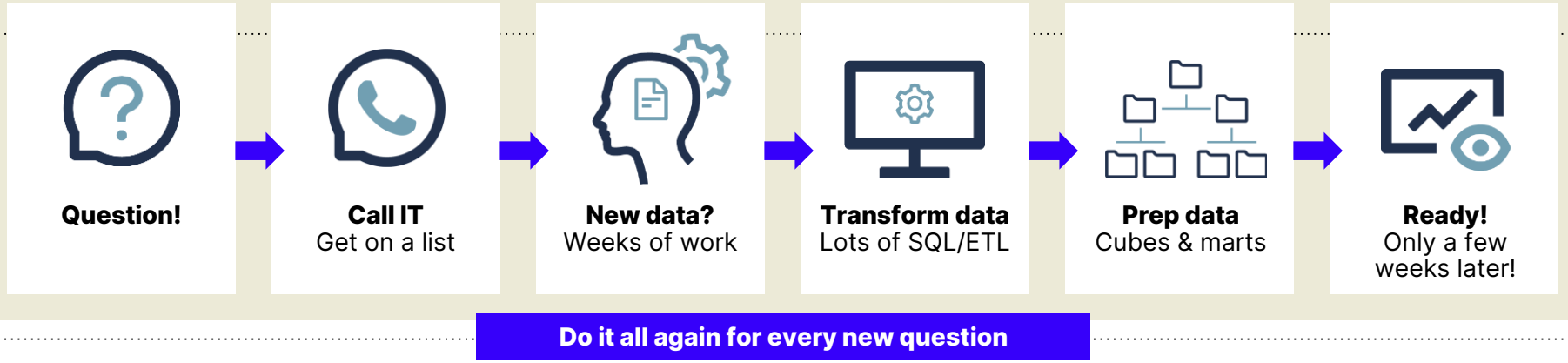
Incorta's vision ⇢ transforming businesses

With a uniquely agile approach to delivering 100% of your data for analytics

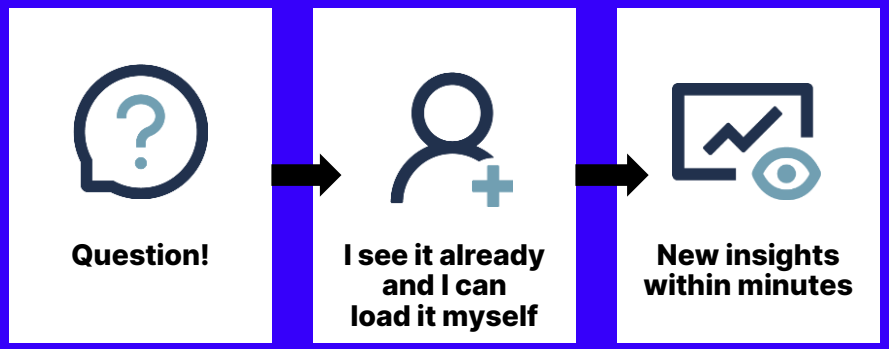
THE "MODERN" WAY
Bringing data to BI

Question! → **Call IT** Get on a list → **New data?** Weeks of work → **Transform data** Lots of SQL/ETL → **Prep data** Cubes & marts → **Ready!** Only a few weeks later!

Do it all again for every new question



THE AGILE WAY
Bringing BI to the data

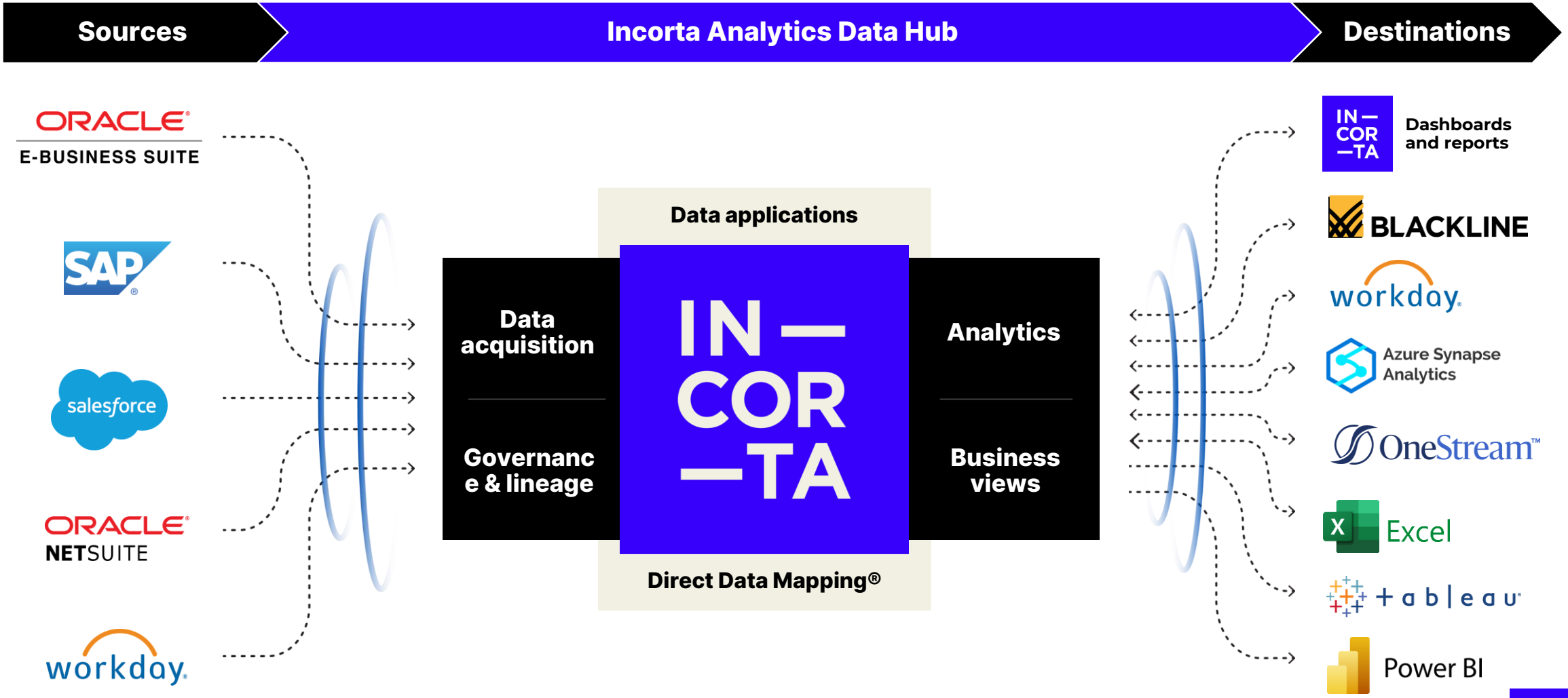


Question! → **I see it already and I can load it myself** → **New insights within minutes**

IN—
COR
—TA

Real-time operational analytics on raw data

All of your ERP & CRM data — 100s of joins — one analytics data hub



Incorta's unique approach has multiple benefits

Not achievable with traditional data pipelines

Unrivaled data access

Run analytics directly on raw business application data that's 100% identical to the source

Trusted data accuracy

Maintain control over the governance, access and lineage of data that's verifiable down to transaction-level details

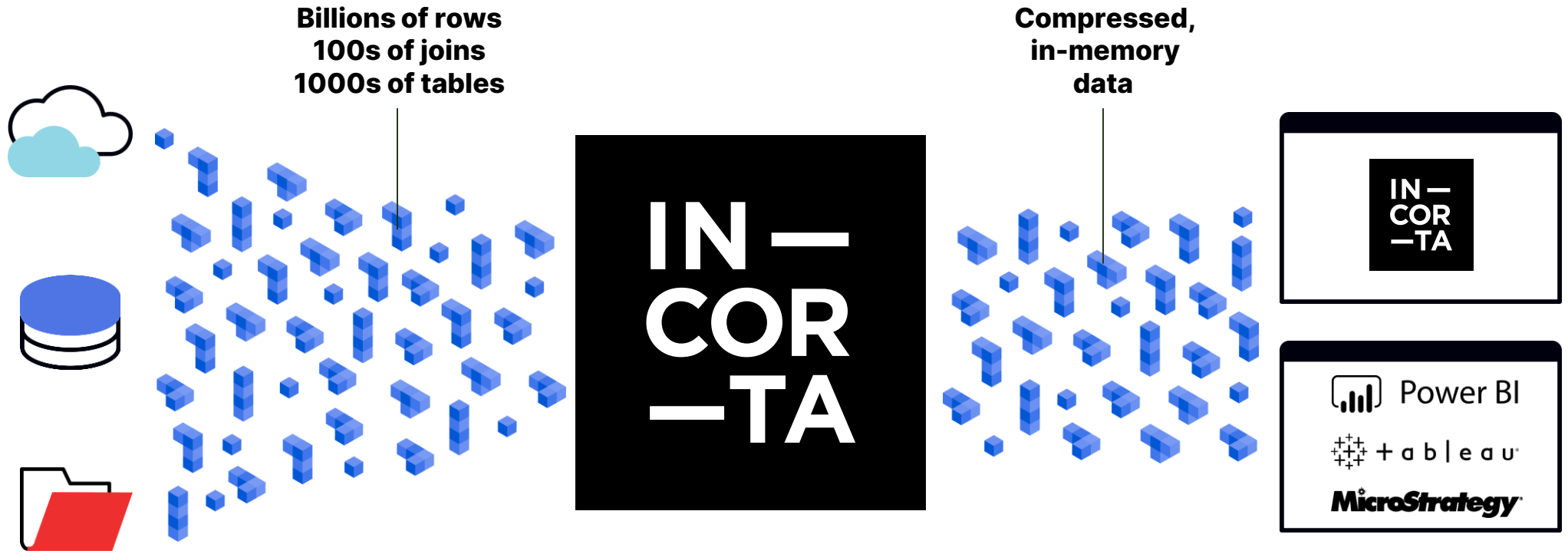
Unimaginably fast time-to-insights

Deliver the latest data in minutes, quickly join additional data sources and empower users with sub-second queries.

INCORTA

Direct data mapping – maps data direct to the source

Eliminate data pre-aggregation, modeling, and transformation

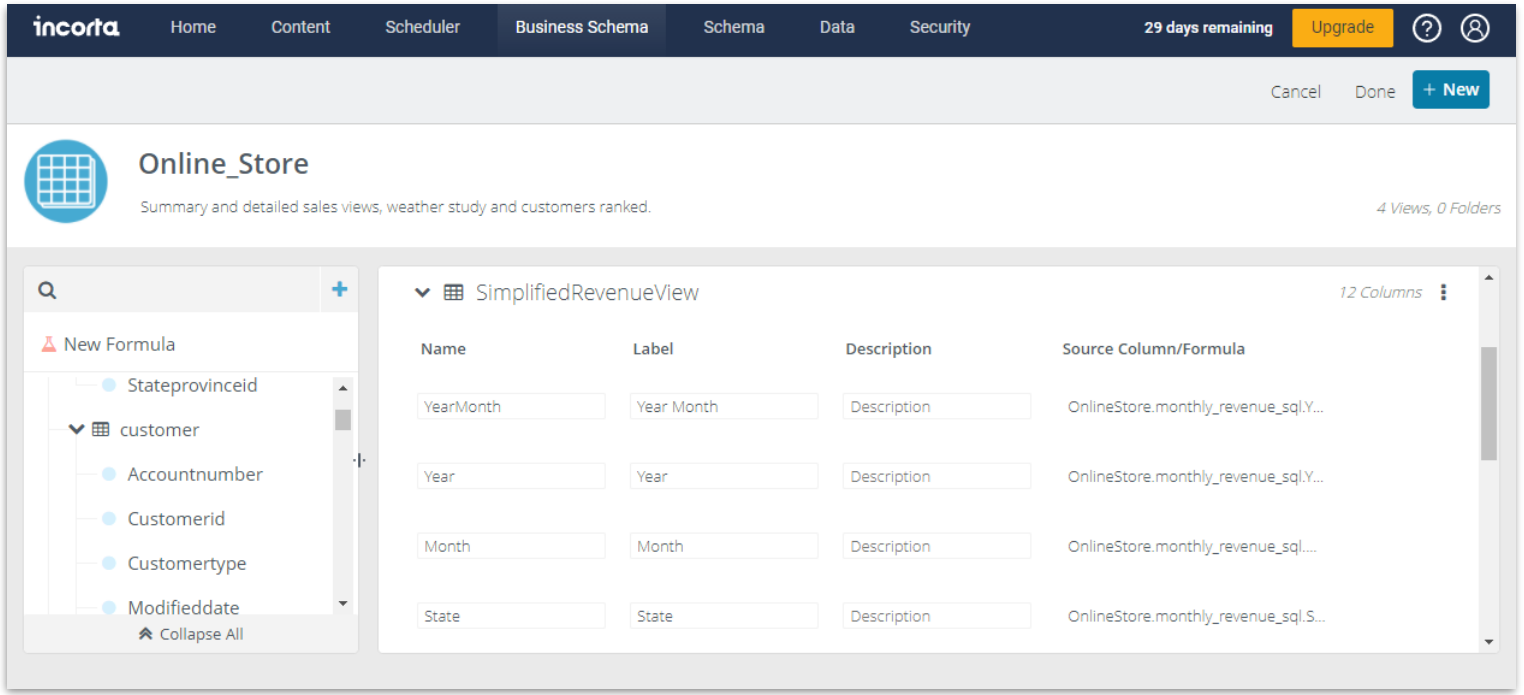


- **Parallel data loading –** Full and incremental data loading without data transformation for near real-time reporting
- **Enriched metadata map –** Every point of data is aware of how it relates to every other point of data
- **Smart query routing –** Automatically recognizes join path(s) — no need to plan the query at runtime

IN—
COR
—TA

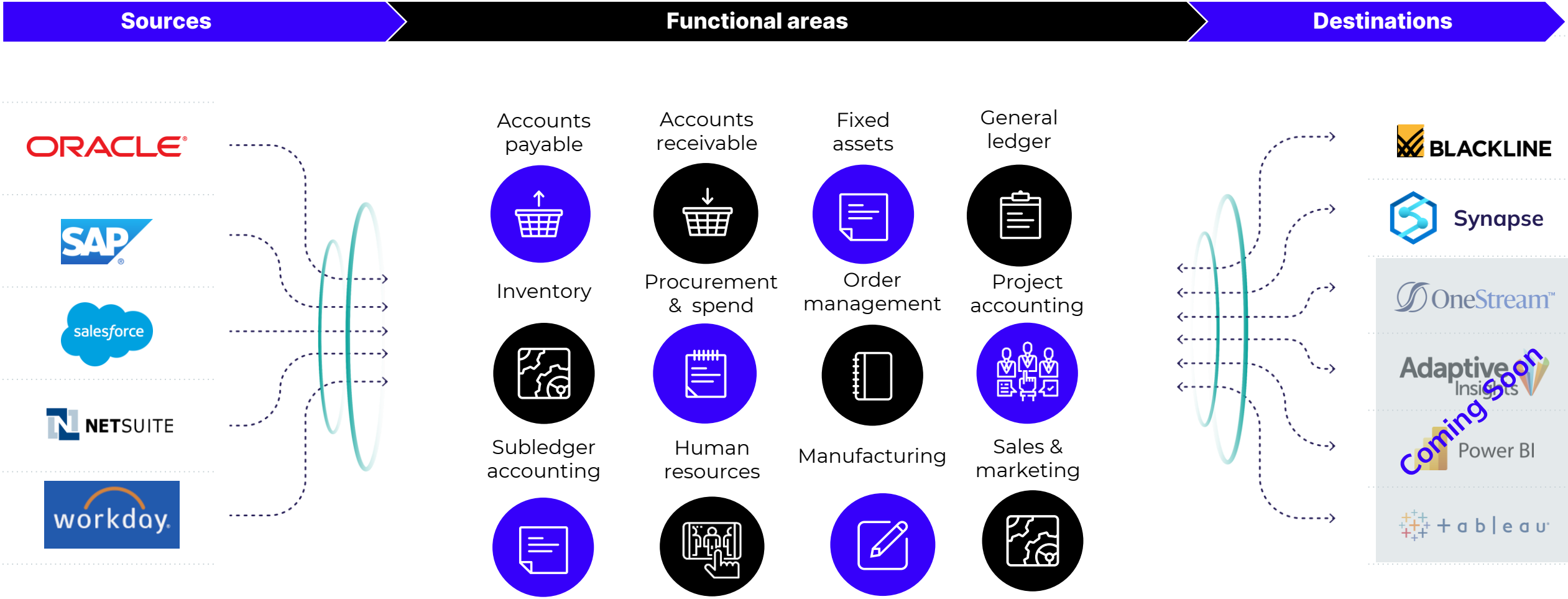
Self-service semantic layer empowers business users

- Create business-friendly views of data based on physical schemas
- Tailor for specific reporting or analysis requirements
- Avoid unnecessary data copies
- Ensure that analysts are working with the latest data
- Maintain data governance controls



Data apps provide a huge head start

Pre-built dashboard and schemas get you up and running quickly on enterprise data

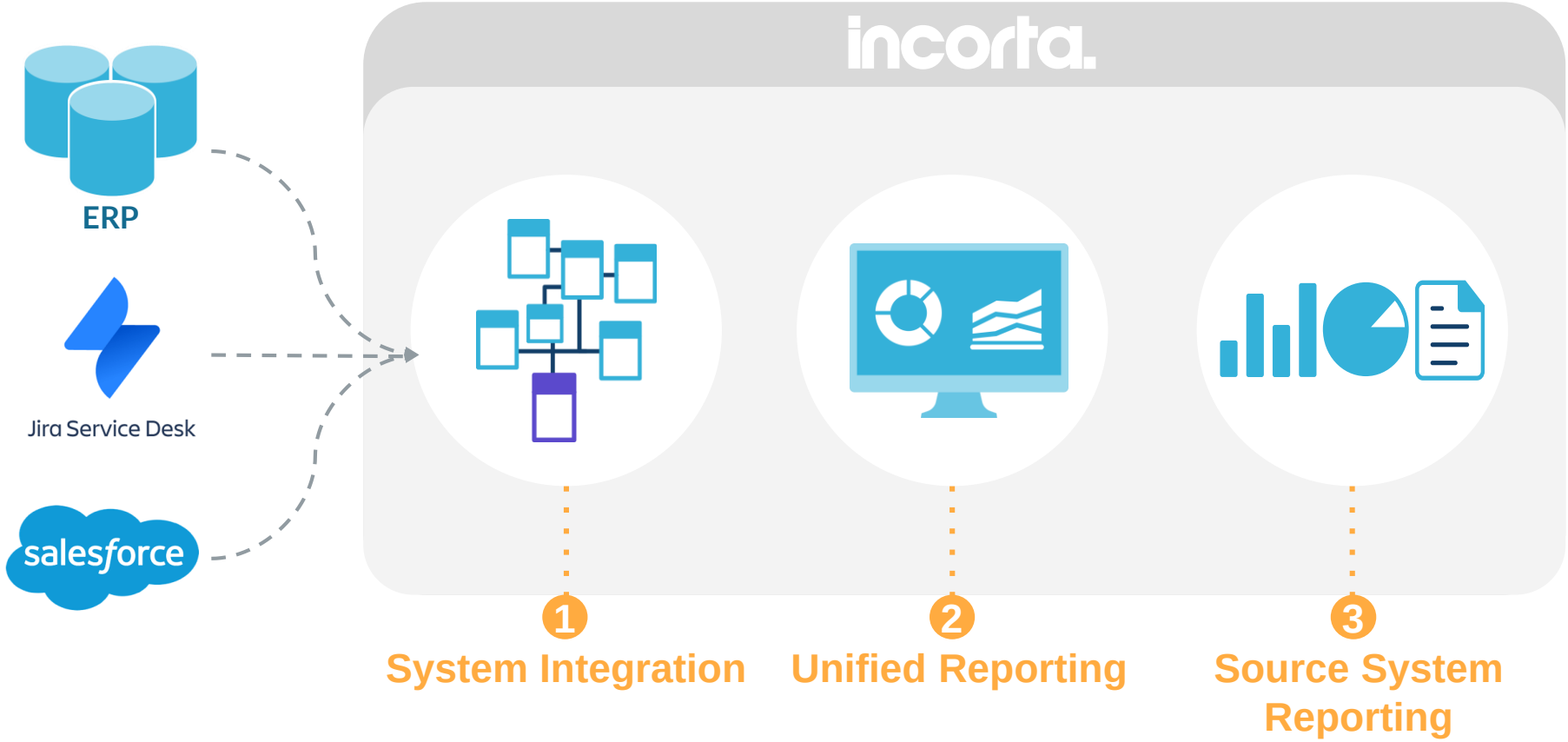


Time to prove it

The “oh yeah, it’s real” **demo**

Customer 360 Analysis

*"My team has to access **three separate systems** to understand the current state of a single customer"*
*"**It takes forever** to find all of the data I need to get a holistic view of customer retention and churn."*
*"Our data warehouse is **missing the detailed data** required to allow me to get the full picture of our customers."*



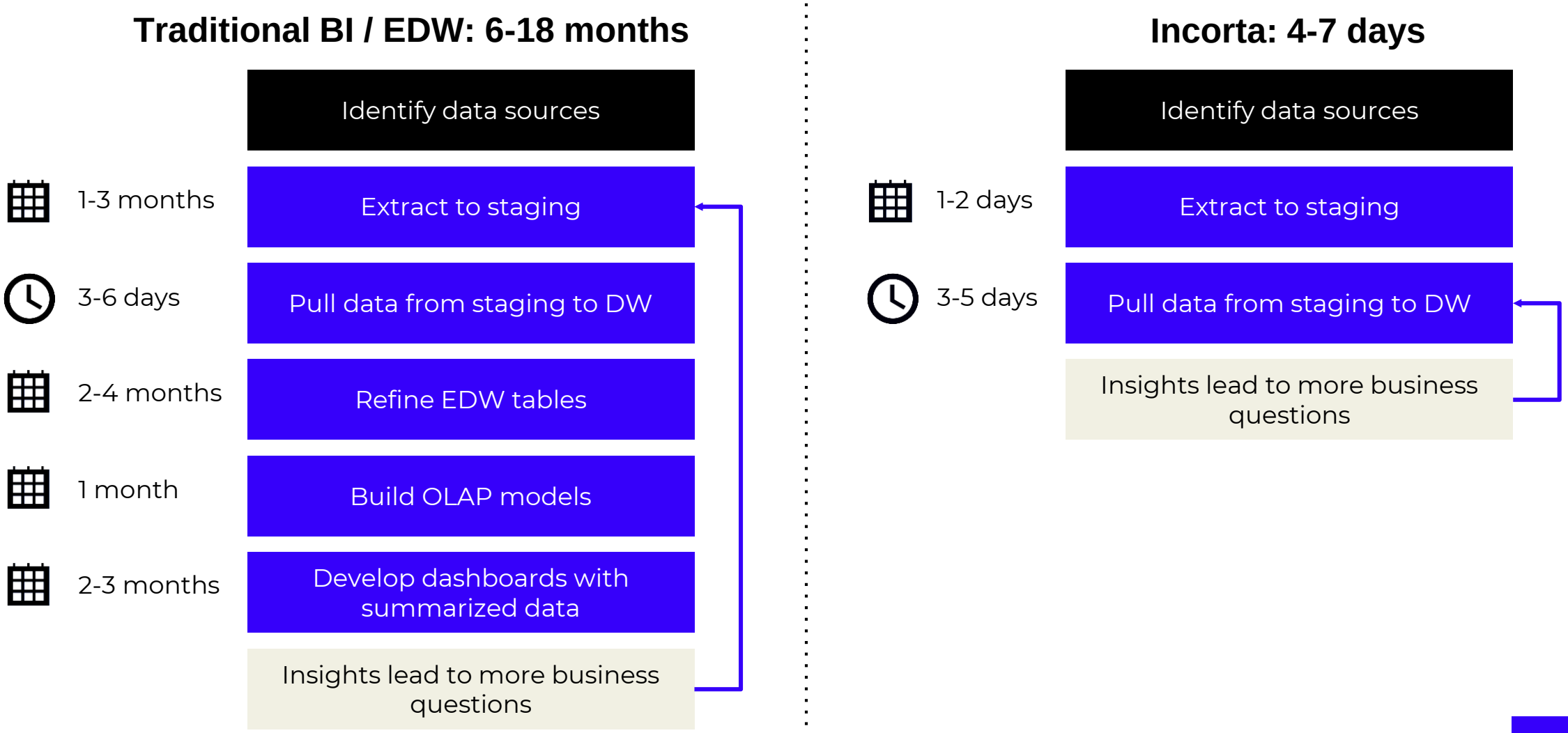
Why Incorta?

We get it, you've heard this before

Incorta is optimized for analyzing business data

Speed of tasks	INCORTA	Everyone else
Drill down	✔ **Instant** transaction-level detail	✖ **Limited to subsets.** No transaction-level detail.
Rendering reports	✔ **Sub-second** from click	✖ **Minutes** (or hours or days)
Adding new business data	✔ **Minutes** to add new sources	✖ **Weeks** to build the connections and remodel
Getting accurate results	✔ **Instant.** No reshaping means accurate results.	✖ **Who knows?** Transformed data means errors.

No ETL or modeling means faster time to insight



Enabling the “impossible”

12 months

60 days

EQUINIX

“Not possible”

44 days

SHUTTERFLY INC

3 months

30 days

BROADCOM

“Not possible”

11 days

IN—COR—TA

Additional Resources

Test drive Incorta for free:

https://cloud.incorta.com/signup?web_location=homepage

Incorta Community: https://community.incorta.com/

Learn Incorta with free courses: https://learn.incorta.com/

For more information about Incorta: www.incorta.com

How Senturus can help

Determine a phased implementation strategy

Migrate data sources

Integrate Incorta into your analytics environment

Connect Incorta to Power BI, Tableau and/or Cognos

Create dashboards and reports

Additional resources

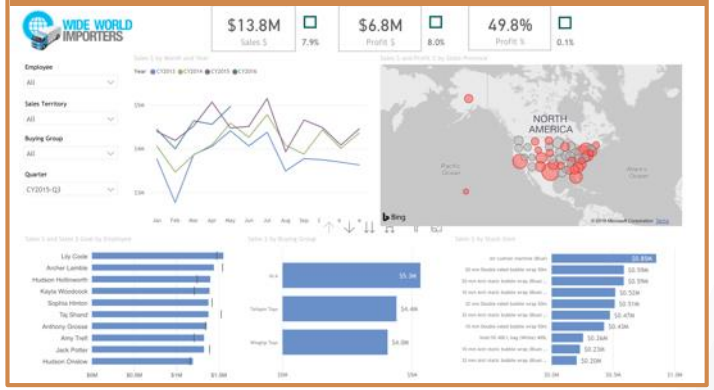
Unbiased product reviews

Technical tips

Insider viewpoints

More on this subject

Product demos



Upcoming events

SENTURUS

Upcoming events

Incorta Data App Week (virtual event)

Dec 6 – 9

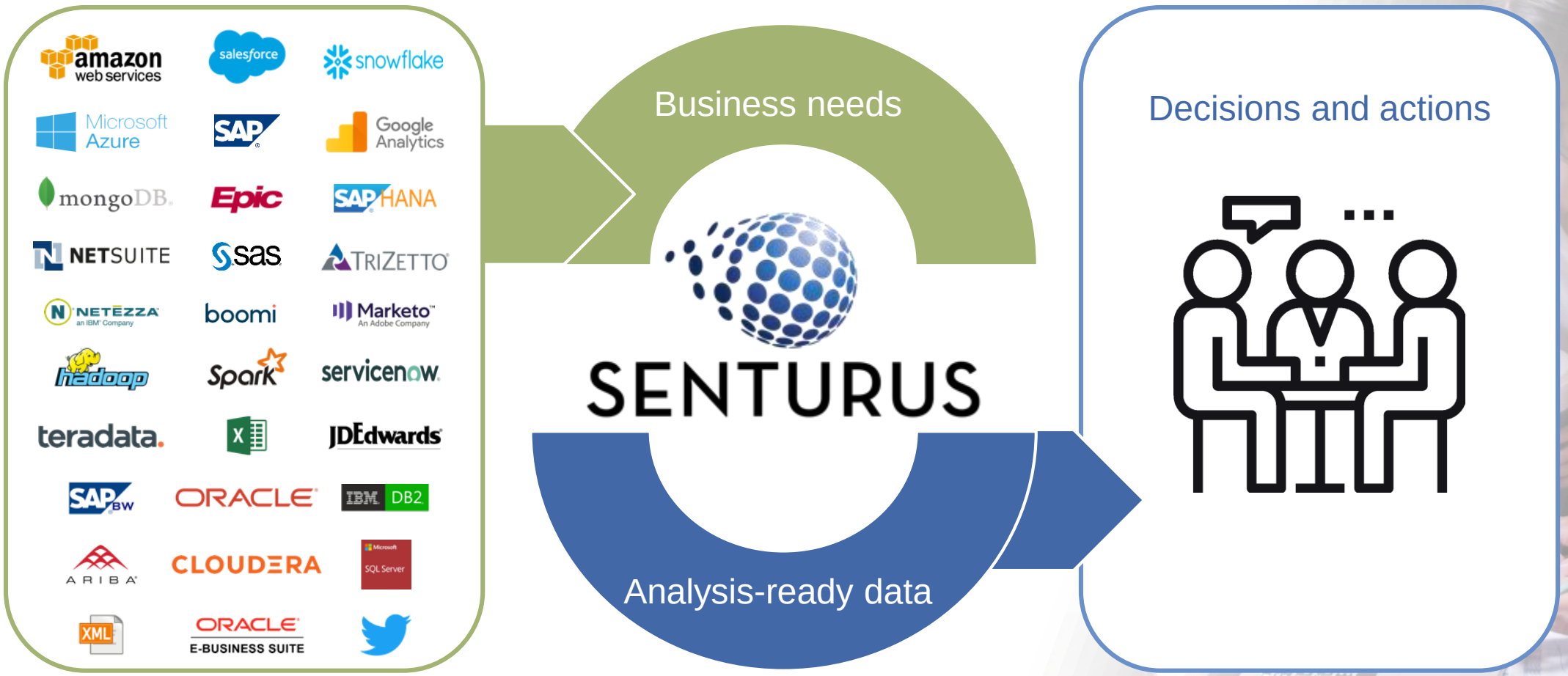
Register: https://go.incorta.com/data-app-week

Using Query Folding to Improve Power BI Performance

Thursday, Dec 15, 11am PT/2pm ET

SENTURUS

Modern BI: accelerated & accessible



A long, strong history of success

21+ years

1350+ clients

3000+ projects

Join the Senturus team

We’re hiring talented and experienced professionals

- FinOps Consultant
- Managing Consultant

See job descriptions: https://senturus.com/why-senturus/careers/
Send your resume to: jobs@senturus.com

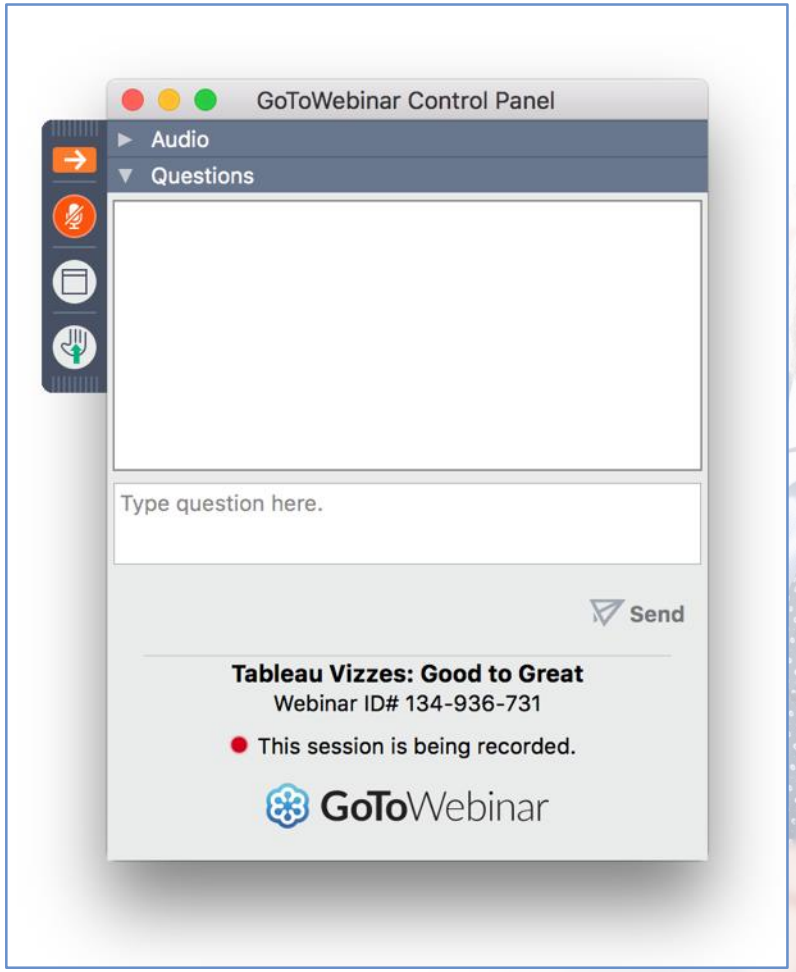
SENTURUS

Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You

www.senturus.com 888-601-6010 info@senturus.com

© 2022 by Senturus, Inc. This presentation may not be reused or distributed without the written consent of Senturus, Inc.

Incorta unified data & analytics platform

DATA ACQUISITION

Data connectors

Parallel data loader

Schema loading & inspection

Direct Data Mapping®

DATA MANAGEMENT

Spark · python · Scala · R

Notebooks

Custom logic

Materialized views

Machine learning

DATA ANALYTICS

Memory-optimized analytics engine

Data exploration & publishing

Enterprise security

Open Interfaces SQL, SDK, API, CLI

METADATA

Schema, catalog, data lineage

SHARED STORAGE

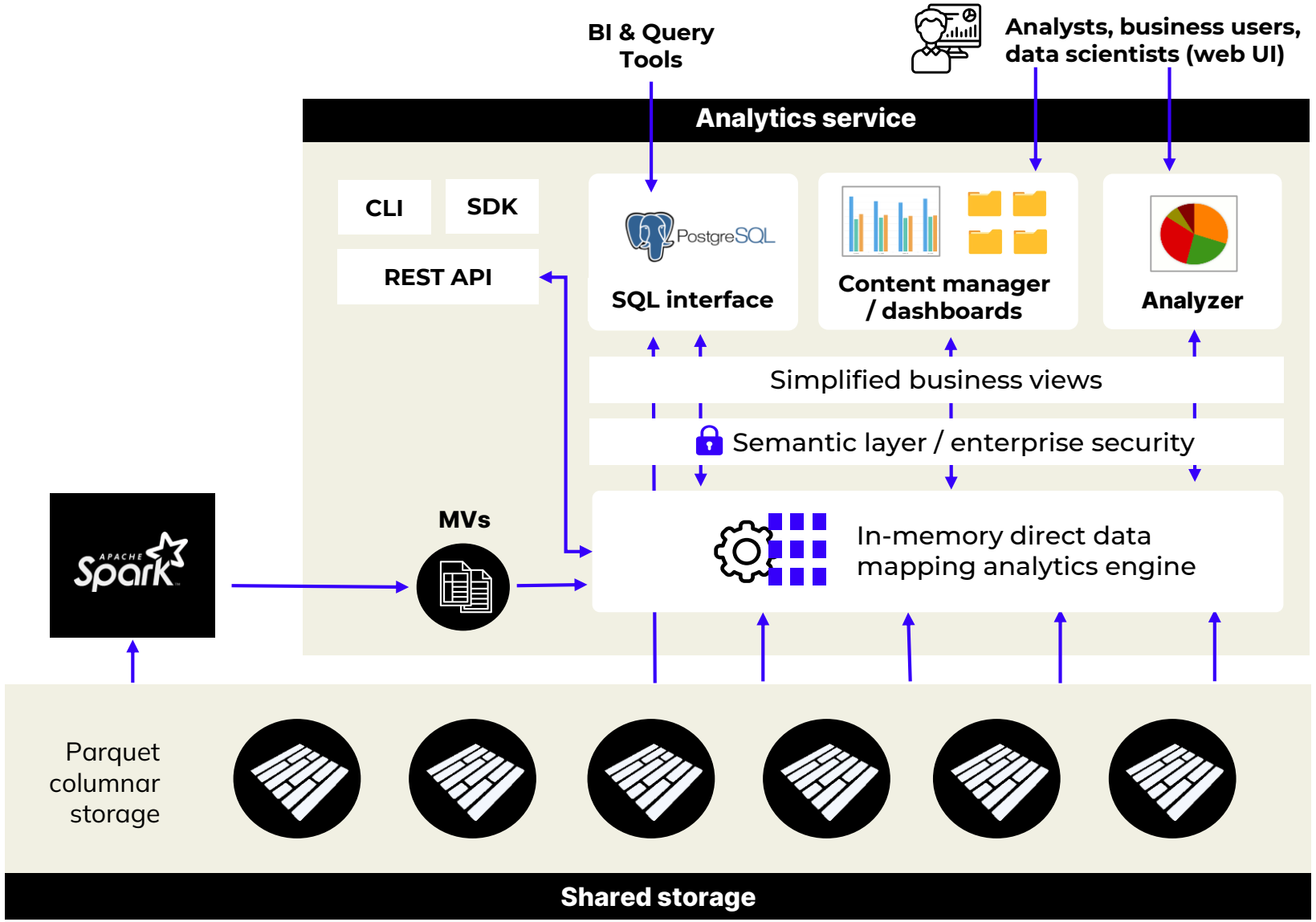
Open data lake

(Transaction-level data, columnar organization, supports upserts)

Optimized data map

DATA DESTINATIONS

BLACKLINE · workday. · Azure Synapse Analytics · OneStream™ · tableau · Power BI · Excel

IN—COR—TA

Memory-optimized analytics engine