The background of the slide is a photograph of two business professionals in an office. A man with short brown hair and a beard, wearing a light blue checkered shirt and a dark blue patterned tie, stands with his arms crossed, looking off to the right. A woman with dark hair is in the foreground on the left, her face partially visible in profile as she looks in the same direction. The office environment is blurred, showing warm lighting and a wall with orange sticky notes. A network diagram with blue and yellow nodes and lines is overlaid on the image.

DataClarity Analytics & Data Science Platform

www.DataClarityCorp.com

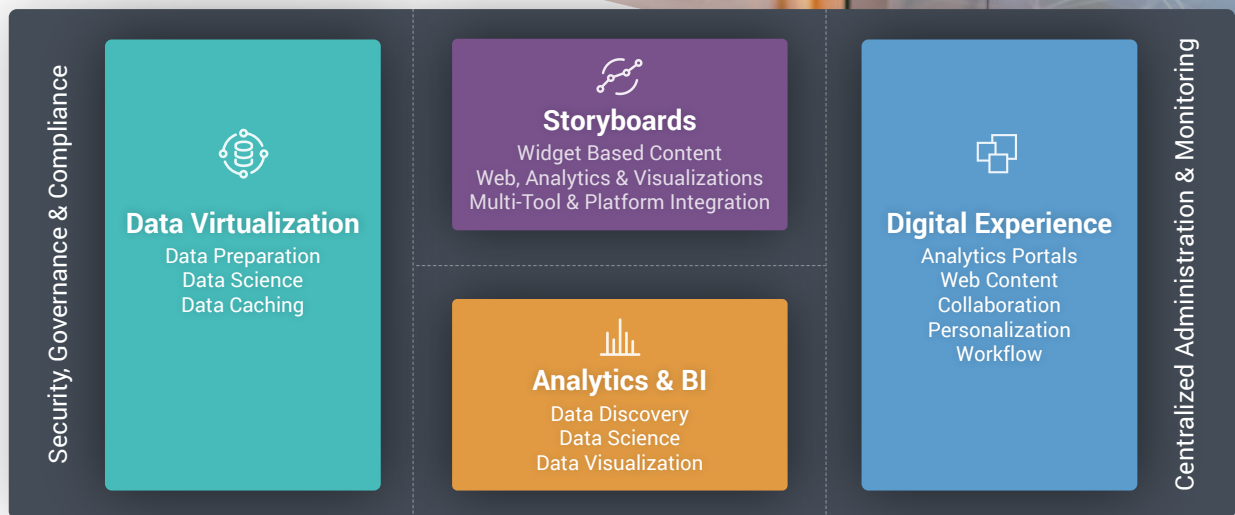


OVERVIEW

A first-of-its-kind self-service analytics and data science platform architected for enterprise scale, DataClarity uniquely integrates data virtualization, data science, and data visualization together in a modern business digital experience

Purpose-built to empower people as both an independent end-to-end business intelligence platform and powerful analytics integration hub, DataClarity seamlessly connects third-party tools, applications, and platforms, and unifies data access and consumption across the enterprise for all BI tools and apps with robust data virtualization.

Disrupting traditional BI, DataClarity offers a complete integrated platform including self-service visualization, drag-and-drop advanced analytics, built-in and extensible AI/machine learning, multi-vendor storyboarding, and a unified digital experience that makes data and analytics accessible, easy to use, and simple to integrate and embed in web portals and applications.



DataClarity allows customers to scale and future proof their analytics investment with the freedom to deploy anywhere, including on Linux or Windows, on-premises, in the public cloud, or on fully-hosted SaaS, with no limitation on servers, updates, upgrades or support – with DataClarity, there are no hidden costs, technology dependencies, or tools required to maximize value.



Empower your business users globally to achieve trusted insights with self-service access to the data they require without sacrificing performance, security, or governance

DATA VIRTUALIZATION

By integrating data preparation, data science, and data caching, users can combine any number of data sources located anywhere and share the prepared, processed, and cached datasets across the enterprise to achieve trusted business insights

- ✓ **Access Any Data Source Anywhere** Real-time access to any data source from anywhere without movement or replication including raw and modeled data from personal files, relational, analytic, NoSQL and GPU databases, multi-dimensional OLAP cubes, cloud applications, and other on-premise and cloud big data from lakes, warehouses, marts, and real-time operational data stores.
- ✓ **Self-service Data Integration** Users can discover, profile, prepare, create, and manage trusted virtual datasets using disparate data from multiple systems, locations, and technologies without the cost and overhead of physical data consolidation.
- ✓ **Consume Data Anywhere** Make your data instantly available for consumption in any application, business intelligence or analytics tool, such as Tableau, Power BI, DataClarity, and many more.
- ✓ **Built-in Data Science Acceleration** Seamlessly operationalize both built-in and pre-curated R/Python machine learning and AI models deployed on open third party platforms with real-time full-scale production business data.
- ✓ **Intelligent Customizable Query Caching** Maximize performance with smart query optimization and scalable in-memory query caching driven by machine learning and rules you easily customize to optimize performance for your data, applications, and users.



BUILT-IN & EXTENSIBLE AI/MACHINE LEARNING

To accelerate and operationalize the broadest spectrum of machine learning and AI data processing capabilities, DataClarity connects directly to core data virtualization and caching processes utilizing both built-in and external pre-curated models executing on third party data science platforms

- ✓ **Self Service Data Science** With no programming or data science experience, business users and citizen data scientists can prepare their own data and perform advanced processing and analysis with a broad array of built-in forecasting, clustering, optimization, classification, decision tree, and outlier analysis models.
- ✓ **Extensible AI Services Architecture** Data scientists can rapidly operationalize pre-curated R/Python machine learning and AI models deployed on third-party platforms including Microsoft Machine Learning, RServe, TabPy, and DataClarity Python with real-time full-scale production business data.
- ✓ **AI/ML Application Acceleration** Existing data science platforms, infrastructure, and tools integrate seamlessly with data virtualization, analytics/BI visualization, storyboards, and digital experience through the extensible AI services architecture to create a turnkey production environment for AI/ML applications.
- ✓ **Advanced calculations and statistical functions** Perform complex data manipulation and analysis using built-in functions ranging from basic data aggregation to advanced statistical calculations supporting standard deviation, linear regression, correlation, and covariance.



Business users can prepare data and perform advanced analysis using built-in models while data scientists rapidly operationalize their pre-curated models through the seamless integration of numerous open third-party platforms



DataClarity

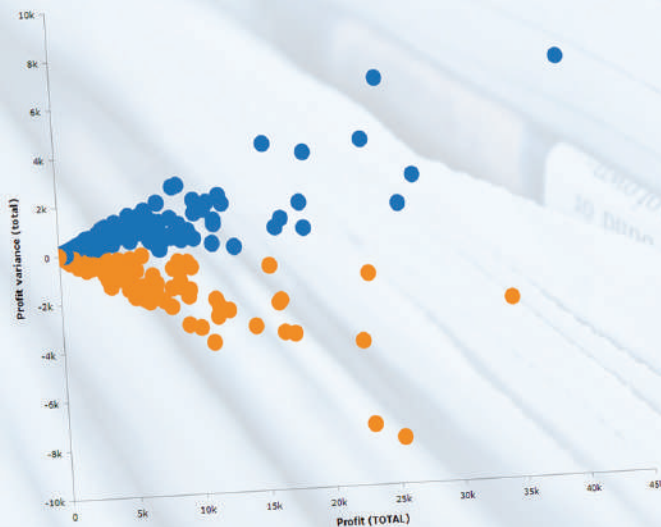
Target Profit Analysis

Below

505

Above

495



Business users can easily access and visualize managed governed data to create trusted insights that accelerate and improve decision-making

ANALYTICS & BUSINESS INTELLIGENCE

Empower everyone in your organization with easy modern web-based self-service authoring and consumption of trusted information utilizing over 80 stunning interactive graphical, tabular and geospatial visualizations that make possible improved insights, decision-making, and outcomes

- ✓ **Modern Intuitive Self Service** Easily discover, prepare, filter, explore, and mine data for instant answers to your most important questions.
- ✓ **Easily Visualize and Share Insights** Create interactive analytics from an extensive library of over 80 stunning interactive graphical, tabular, and geospatial visualizations and share insights with others with just a few clicks.
- ✓ **Advanced Analytic Insights** Get advanced insights with built-in machine learning and AI models that seamlessly integrate with supported visualizations to showcase predictions, optimizations, trends, patterns, outliers, and other data analysis.
- ✓ **Visualize Large Data** Obtain fast insights from large datasets using powerful interactive tabular visualizations that support pivoting, sorting, filtering, grouping / aggregation, pagination, exporting, spanning, pinning, conditional formatting, and many other advanced capabilities.
- ✓ **Visualize Geospatial Data** Create stunning interactive geospatial visualizations using your data and hundreds of built-in regional and country maps without dependency on expensive mapping services. Map visualizations are completely customizable based on the GeoJSON standard and offer many features including user-definable palettes, zoom controls, and legends.



STORYBOARDS

Easily create compelling data-driven pixel perfect storyboards using visualizations, graphics, analytics, and web or cloud-based content to unify the consumption experience and expand user adoption across your organization

- ✓ **Modern Unified Consumer Experience** Create interactive storyboards utilizing any combination of visualizations, graphics, analytics, and content from any web or cloud-based tool, app or platform vendor.
- ✓ **Enhanced Data Visualization Experience** Become an expert storyteller using multi-page, layout, styling, navigation, and interaction capabilities to communicate your data story in a meaningful way.
- ✓ **Simple Single User Access** Streamline user access and adoption with single ID/password and extend storytelling across multiple tools, applications, and platforms with built-in single sign-on capabilities.
- ✓ **Unrestricted Share and Embed** Easily share and embed visually rich and engaging storyboards with multiple control and display options in any internally or externally-facing portal, website, or web application.

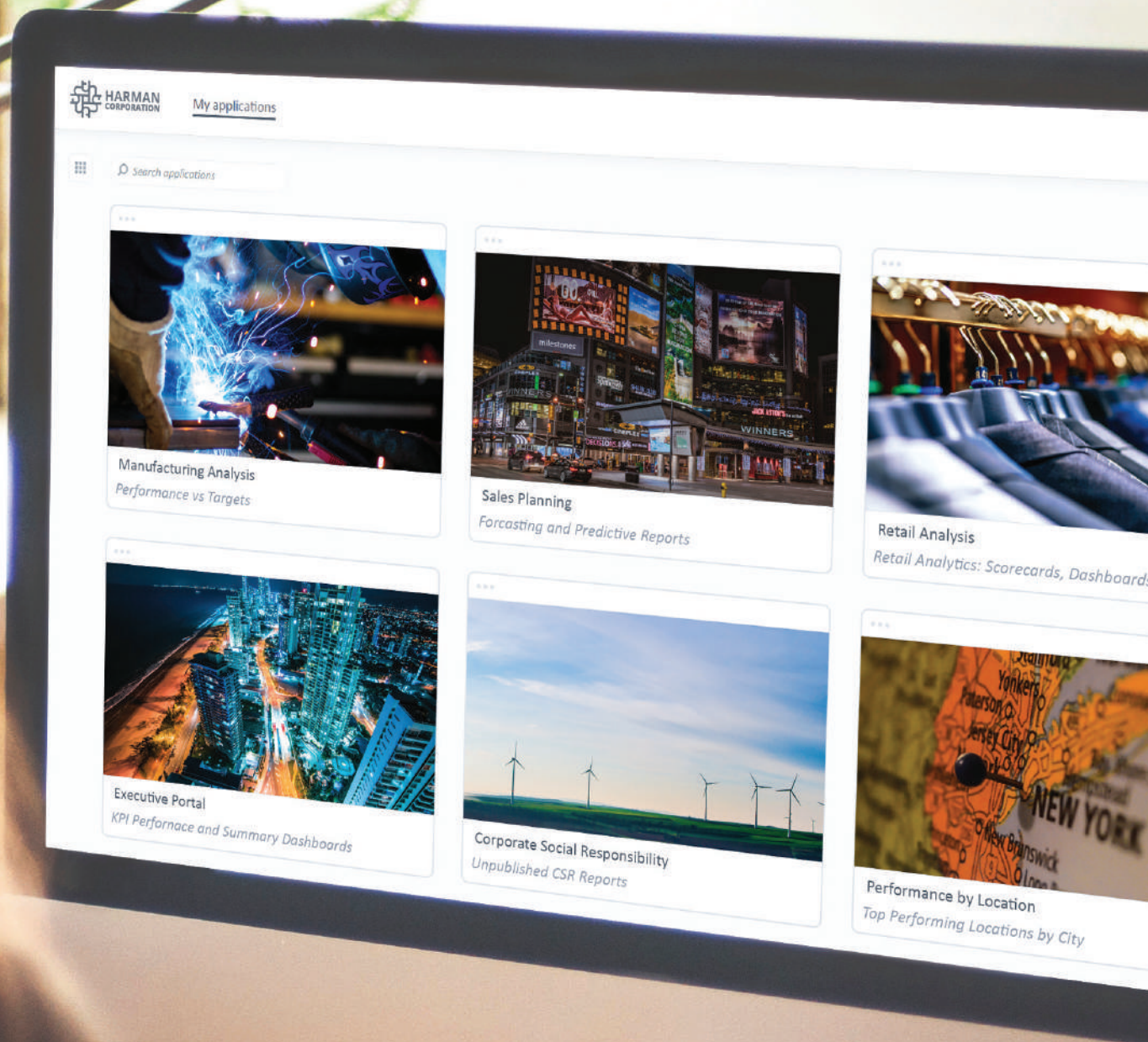
DataClarity

Conceptual





Create self-service storyboards and empower users with unified business views of your data and content from multiple applications and platforms



Create digital experiences to unify and provide consistent, secure, and personalized access to portals and apps

DIGITAL EXPERIENCE

DataClarity delivers a unique and powerful digital experience purpose-built for the creation and management of modern web portals and applications for unifying analytic and data science content across a broad spectrum of platforms, applications, tools, technologies, content, and user communities

- ✓ **Unified Digital Experience** Unify, customize, and integrate the user experience for a broad spectrum of embedded use cases supporting web and cloud portals and applications including for industry, line of business, employees, customers, partners or suppliers.
- ✓ **Advanced Portal and Application Builder** Build, deploy, and manage applications and portals, customizing the presentation layer with applications, features, branding, content, navigation, discovery, personalization, integration, and secure access by user role with no programming or coding.
- ✓ **Collaboration and Content Sharing** Share, collaborate, and track discussions, content, and views to accelerate communication and decision-making within a portal or application.
- ✓ **Workflow Management** Easily model and manage customizable workflows as a service to automate processes and tasks across portals, applications and systems.
- ✓ **Enhanced Cognos Consumer Experience** Unique features which enhance the Cognos BI and Analytics user experience include bookmarks, snapshots, global filters, discovery, and presentation creation.



USER ACCESS MANAGEMENT

DataClarity provides an integrated comprehensive, next-generation security and identity management platform designed to be an integral part of the enterprise security fabric

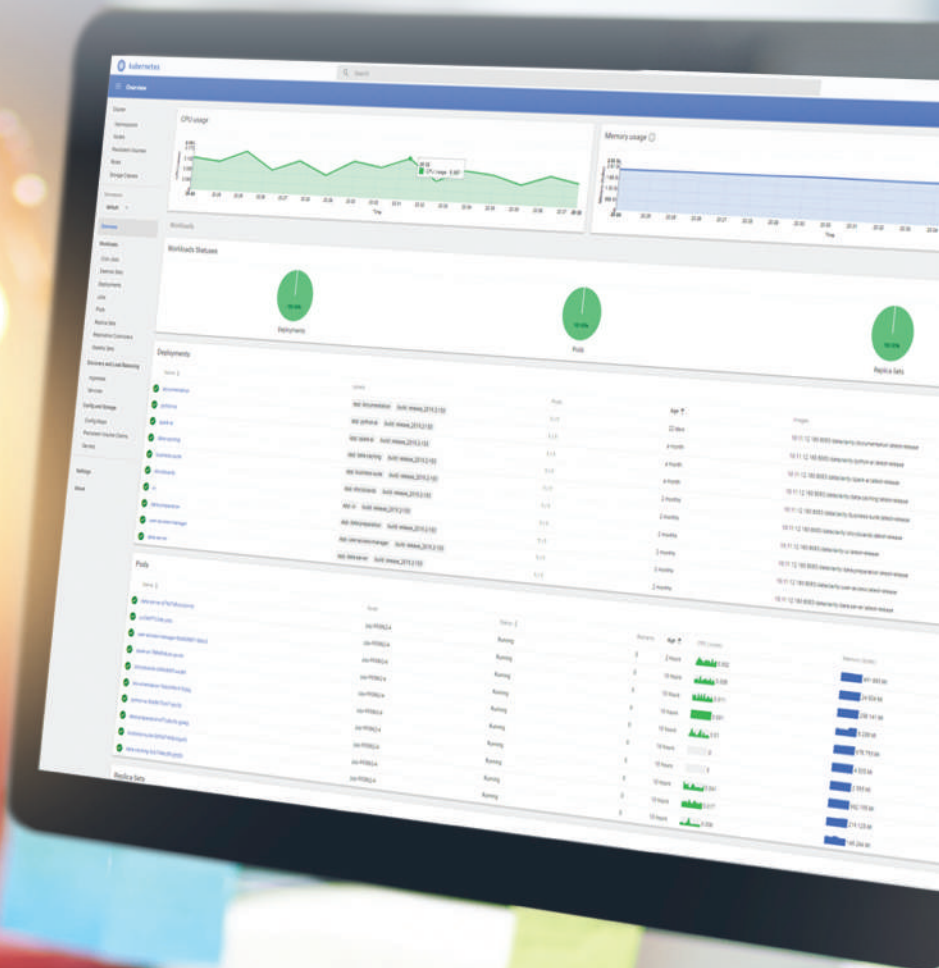
- ✓ **Built-in Local User Identity and Authentication** Administrators can leverage DataClarity's built-in local user identity and authentication capability to create and manage users, roles, groups, and permissions. Advanced settings for password policies, expiration, auto-registration, email notifications and other settings allow administrators to fully tailor the system and user experience.
- ✓ **Integration with Active Directory and LDAP** Enterprise organizations can leverage their existing Active Directory infrastructure, and provision current users and groups including assignment of permissions and roles.
- ✓ **Single Sign-on Authentication** Existing corporate network user credentials can be leveraged to automatically authenticate users into the platform when DataClarity's built-in SSO is configured for standard protocols including SAML, OAuth, or OpenID Connect.
- ✓ **Web Application Security Integration** Using built-in user provisioning and single sign-on authentication connectors, administrators can easily integrate multiple web applications and tools into portals, storyboards, and apps, and create a unified access and permission experience for all users.
- ✓ **Session Monitoring, Audit, and Reporting** Administrators can centrally monitor all user sessions, and access audit reports based on user activity to improve compliance.

USERS

| ID | Username | Email | Last Name | First Name | Actions |
|--|--------------------|---------------------------|-----------|------------|-------------------------|
| 2d472451-7d72-46e6-858- | criselda.schwantes | criselda.schwantes@com... | Schwantes | Criselda | Edit Impersonate Delete |
| 692f4663-fd6c-4d7e-8a06- | dell.peralta | dell.peralta@company.com | Peralta | Dell | Edit Impersonate Delete |
| 3e7b446-b785-4588-881- | jenette.maser | jenette.maser@company... | Maser | Jenette | Edit Impersonate Delete |
| 9165b2b5-6bb9-4e09-bc0- | lee.regis | lee.regis@company.com | Regis | Lee | Edit Impersonate Delete |
| 7a057951-3e6e-4432-9bd- | marvella.jerman | marvella.jerman@compa... | Jerman | Marvella | Edit Impersonate Delete |
| 3642da74-4832-4937-3c1- | pearly.running | pearly.running@company... | Running | Pearly | Edit Impersonate Delete |
| 50ba8353-a5da-4b20-acc- | queenie.keeley | queenie.keeley@company... | Keeley | Queenie | Edit Impersonate Delete |
| 0be5f9f6-55ba-4046-94b- | renea.hazzard | renea.hazzard@company... | Hazzard | Renea | Edit Impersonate Delete |
| 9f93f9f6-199c-44a9-b475- | shemika.wales | shemika.wales@company... | Wales | Shemika | Edit Impersonate Delete |
| af67eaf4-2c61-4d7e-bcb4- | sina.ramden | sina.ramden@company... | Ramden | Sina | Edit Impersonate Delete |
| df2e7fb9-64f8-4445-b49- | sophie.dubois | sophie.dubois@company... | Dubois | Sophie | Edit Impersonate Delete |



DataClarity's built-in single sign-on capability allows organizations to federate and store user information from all connected apps, tools, and content, and centrally monitor and manage user provisioning and access including permissions for all users, roles, and groups



DataClarity's service-oriented architecture was purpose-built to provide powerful easy-to-use capabilities while maximizing scalability and performance, enterprise governance, and deployment flexibility



AUTOMATED ENTERPRISE DEPLOYMENT, SCALING & MANAGEMENT

DataClarity is designed to be highly and predictably vertically and horizontally scalable simply by adding more memory, processors, nodes, or clusters with near-linear scale processing improvements for all operations

- ✓ **Distributed Cluster Architecture** DataClarity's distributed cluster architecture provides support for high availability, scalability, and elasticity required by the most demanding enterprise applications.
- ✓ **Containerized Deployment** DataClarity's modular architecture supports container-based deployment, scaling, and management across on-premise, public cloud, and hybrid infrastructure utilizing Docker and Kubernetes technology.
- ✓ **Seamless and Automatic Scaling** At the push of a button or via automatic scaling rules, administrators can easily scale deployments up and down with zero downtime.
- ✓ **Centralized Monitoring and Logging** Fast, dependable, high-quality support is made possible through centralized monitoring and consolidated monitoring.

NEXT-GENERATION ANALYTICS PLATFORM

DataClarity employs enterprise cloud-ready architecture designed to maximize performance, connectivity, and availability, with rapid deployment, elasticity, and auto-scaling across private, public, and hybrid infrastructures

Open, Secure, Flexible, and Hybrid Cloud Architecture DataClarity's powerful cluster computing architecture enables any combination of cloud, on-premise, and hybrid deployment models executing on Linux, Unix, and Windows, to accommodate current and future business, compliance, security and budget requirements.

In-Memory Processing & Caching DataClarity employs the most modern machine learning-powered in-memory caching technologies to accelerate and optimize query performance across the platform.

Modular Connector Architecture DataClarity employs a modular application and service provider interface architecture that leverages numerous industry-standard protocols to support modeled and unmodeled data sources, web content, authentication and provisioning protocols, and third-party platforms, apps, tools, and content.

Open Extensible AI Architecture DataClarity integrates with many other data science platforms and tools to maximize deployment flexibility around existing data, metadata, models, languages, tools, and infrastructure.

Data Consumers

Web & Analytics Content



Cloud-ready architecture designed for high availability, rapid deployment, elasticity, and auto scaling across private or public infrastructures



OUR COMPANY

DataClarity helps people prepare, visualize, analyze, and share data, and transform it into actionable information by fully-integrating data virtualization, data science, and data visualization together in a modern digital experience.

DataClarity provides self-service real-time access to any data source from anywhere without movement or replication, and stunning interactive visualizations with built-in and extensible AI that integrate with third-party platforms to provide a unified experience across the enterprise. The platform is agile, easy-to-manage, and cost-effective, and deployable in SaaS, cloud, on-premise, and hybrid models.

Founded in 1999, DataClarity has offices and customers throughout the US and Europe.

LEARN MORE

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