

# A Reseller's Guide to Selling DataSelf Analytics

## Why DataSelf for Analytics

Some analytics solutions are designed to be easy-to-use; some focus on their analytical powers; and still others promote a quick implementation. **DataSelf is the only analytics technology that delivers *all three in a single solution*.**

**Ease-of-use.** Achieved by combining the industry's top-rated BI user interface (including natural-language querying) with our proprietary ETL+ technology for data optimization.

**Power.** Fast reporting (sub 60 seconds), with slice-and-dice, drill-down, what-if analyses, and multi-source (cross-application) analytics powered by the top-rated enterprise BI platform.

**Time-to-Value.** A library of 8,000+ pre-configured reports & dashboards combined with the industry's most experienced Services staff delivers a complete implementation in under 24 hours.

Improved Predictability	<ul style="list-style-type: none"><li>• Drill-down, slice-and-dice, and "zoom areas" provide better insight</li><li>• Reports and dashboards use past performance to predict future potential – plus the ability to view "what-if?" results</li></ul>
Natural Language Querying (NLQ)	<ul style="list-style-type: none"><li>• No technical expertise required</li><li>• Plain English commands ("sales last month versus current month")</li><li>• Includes selection criteria, sort order, and field selections</li></ul>
Enhanced "Viewer Experience"	<ul style="list-style-type: none"><li>• Non-techie users can both view reports and change their contents – from changing selection criteria, sorting, and drilling-down to details</li><li>• Optional "zoom areas" let users select groups of records to drill into</li></ul>
Out-of-the-Box Reports & Dashboards	<ul style="list-style-type: none"><li>• Addresses every module in ERP</li><li>• Default reports may be copied, modified &amp; published in &lt; 5 minutes.</li><li>• # of default reports varies, based on DataSelf Analytics license type</li></ul>
Affordability	<ul style="list-style-type: none"><li>• DataSelf's "Advanced Analytics" starts at \$399/month</li><li>• Custom report creation does not require consulting services</li></ul>
Simplified Deployment via ETL+™	<ul style="list-style-type: none"><li>• Deployment, connectivity and security happen automatically.</li><li>• Time for a typical deployment is less than 60 minutes.</li></ul>
Superior Data Optimization	<ul style="list-style-type: none"><li>• DataSelf transforms expansive and cumbersome data sets to expedite the retrieval and analysis of the information inside.</li></ul>
Multi-Environment Data Security & Privacy	<ul style="list-style-type: none"><li>• Cloud-ready <a href="#">using best of breed AWS or Azure</a></li><li>• On-prem &amp; hybrid environments also supported.</li></ul>
Best-of-Breed BI Technologies	<ul style="list-style-type: none"><li>• DataSelf uses industry leaders Tableau &amp; MS Power BI – so clients don't have to learn a proprietary technology and they have the assurance that these solutions will be around for the long-term.</li><li>• Exceptional ease of use via refined UI.</li><li>• "Best of all worlds" technology venture – DataSelf for the leading ETL technology combined with Tableau, Power BI, &amp; MS SQL Server.</li></ul>
Consolidated analytics with Cross-Application Insight	<ul style="list-style-type: none"><li>• DataSelf integrates with all of a client's apps – no more "silos of data" that are outside of a client's analysis</li><li>• DataSelf can combine data from multiple (non-integrated) apps and analyze it jointly to provide even more business insight.</li></ul>