

## **How To Identify & Resolve Business Problems**

The answer lies within the power of visualization. The Answer is **Hiddime**., a visual narrative cloud based tool, that unleashes your problems and provides the solution needed in minutes.



By visualizing your problem with a simple graphic diagram, you quickly and easily gain a systemic understanding of your situation. It becomes much easier to see the relationships between your problems' symptoms and their root causes. Hiddime strategy helps you focus on taking the best actions: the ones that will have the greatest positive effect on your business.

### **Identifying Business Problems**

Identifying business problems is a big part of how you handle the issue of your company not making as much money as it realistically could be. Being able to quickly identify problems within your business is even more important when you're company is losing money.

In many instances, a problem with a business may not be readily apparent from the start. Hiddime can solve your issues with Enhanced Data Discovery – Connected Graph with deep drill down, enables Exploratory navigation for end business users. Includes Standard Visualizations Charts, Plots, Connected Graphs Role Based Access, Work Groups, Remote Concierge Data Analysis & Science. You and your staff can find yourselves solutions to deal with the issue and minimize the impact. You can even quickly manage the issue, your revenue and market share, your reputation with your customers and clients, by understanding the inter-dependencies of factors and their relationship.

### **It's Important to Ask Yourself Questions**

You can't come up with an answer unless you have a question first.

- Why did it happen this way?
- Was the employee in question properly trained in the return process?
- Did they carefully listen to the customer's concerns?


Hiddime uses Semantic Computing solution, allowing users to create semantically enriched data. Connect and integrates all Traditional Databases (Oracle, Sql Server, Sybase, DB2 etc.) and Non-traditional databases (LinkedIn, Facebook, Twitter etc.) into one platform. New generation SaaS based IDEA (Interactive Data Exploratory and Analytics) tool. Hiddime helps you to get answers to most questions and concerns for efficient and smooth business operations. Meeting ROI and eliminating gaps.




**New generation SaaS based IDEA (Interactive Data Exploratory and Analytics) tool**

**Uses Semantic Computing solution allowing users to create semantically enriched data**

**Works in line with BI Data Warehouses, Data Lakes and the new Smart Big Data Lakes**



*Art of Business With Science of Data*



**Built around a patent-pending - storage-tied interactive visual-grammar**

**Enhanced Data Discovery – Connected Graph enables Exploratory navigations by end business users**

**Includes Standard Visualizations Charts, Plots, Connected Graphs Role Based Access, Work Groups, Remote Concierge Data Analysis & Science**

**What hiddime Can do?**

<ul style="list-style-type: none"> <li><b>Faster, Easier Data Discovery</b></li> <li>- Work with Databases and Spreadsheets of any size.</li> </ul>	<ul style="list-style-type: none"> <li><b>Multitude ways of slicing and dicing of data</b></li> <li>- Auto indexing of Data.</li> </ul>
<ul style="list-style-type: none"> <li><b>Direct connect &amp; go</b></li> <li>- Live data connection for up-to-the-minute changes.</li> </ul>	<ul style="list-style-type: none"> <li><b>Narrative insights and research in work groups</b></li> <li>- Visual Grammar. Transcript for Collaboration.</li> </ul>
<ul style="list-style-type: none"> <li><b>Perfect data mashups</b></li> <li>- Combine multiple data sources in one view.</li> </ul>	<ul style="list-style-type: none"> <li><b>Data correlations and predictions</b></li> <li>- Semantic Graph Technologies. Connected graph.</li> </ul>
<ul style="list-style-type: none"> <li><b>Analytics on the web and everywhere</b></li> <li>- Develop in minutes, share to thousands.</li> </ul>	<ul style="list-style-type: none"> <li><b>Simple User Interface</b></li> <li>- Point and Click Interactions.</li> </ul>

Doing things BETTER

- Easy, breezy Analytics
- Simple, intuitive BI
- Point & Click
- Myriad of visualizations
- Dashboards



Do BETTER things

- I.D.E.A (Interact. Discover Explore. Analyze)
- Discover causal data correlations
- Discover data patterns
- Support analyst workgroups, instant sharing of path of exploration

## **Hiddime Solutions**

### **Business Management – Marketing and Sales**

Business management needs to focus on sales and financial control. Marketing and sales ranges from identifying target markets and customers to techniques for closing the sale. Key problems are little or no:

#### Hiddime solutions for understanding:

- Marketing or creating brand awareness
- Differentiation of marketing channels [web presence, email, brochure, radio, TV, newspaper, magazines etc.]
- Consideration of sales channels [web, telephone, in-person, retail, licensing to third-party...]
- Management measures associated with markets, target customers, contact management, sales, repeat sales
- Consideration of what demographic information should be captured to identify new customers or channels

### **Business Management – Financial Control**

To make money requires good financial management and to ensure that the business considers the financial impact of decisions. Poor financial management is:

#### Hiddime solutions for understanding:

- Little or no financial forecasting and planning
- Lack of consideration of expenses in relation to income – spending too much money
- Insufficient profit margin
- Little or no consideration of cash flow; when money actually comes in and when money actually goes out
- Growth is paid for with debt and servicing the debt becomes an excessive burden

### **Organization - Policies**

Business must comply with all applicable laws including company, health and safety, employment, taxation and have appropriate company policies. Key problems are likely to be no policies and/or contracts for:

#### Hiddime solutions for understanding:

- Customers
- Suppliers
- Staff, contractors, or temporary staff

### **Finance and accounting**

The solution for finance and accounting is to apply holistic thinking to the finance application. This has been termed throughput accounting. Throughput accounting suggests that one examine the impact of investments and operational changes in terms of the impact on the throughput of the business. It is an alternative to cost accounting.

The primary measures for a TOC view of finance and accounting are: throughput, operating expense and investment. Throughput is calculated from sales minus totally variable cost. Totally variable cost is usually calculated as the cost of raw materials that go into creating the item sold.

### **Campaign / Project management**

<ul style="list-style-type: none"><li>•<b>Profitable Segmentation:</b> –Classify customers into homogenous groups based on their history and demographics to increase revenue opportunities.</li><li>•<b>Market Basket Analysis:</b> –Identify product affinities with and across segments easily</li><li>•<b>Churn Prediction:</b> –Identify customers with probability to churn and target them with relevant offers to improve retention.</li><li>•<b>Campaign propensity:</b> –Make your campaigns more efficient – both in terms of budget and effectiveness.</li><li>•<b>RFM Analysis:</b> –Score customers, regularly, on recency, frequency and monetary value. Rank customers based customer's shopping activity</li></ul>	<ul style="list-style-type: none"><li>•<b>Recommendation Engine:</b> –Identify the best offers to send to a customer using collaborative filtering.</li><li>•<b>Target List Management:</b> –Enable pre-configured and ad-hoc list generation to deliver personalized promotions through multiple channels</li><li>•<b>Geo-location Based Offers:</b> –Trigger promotions based on customers' proximity to store.</li><li>•<b>Multi-channel marketing execution:</b> –Send offers and communication to customers across multiple channels (e.g.: email, SMS, social)</li></ul>
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### **The Theory of Constraints (TOC) – Hiddime thinking processes**

The thinking processes are a set of tools to help managers walk through the steps of initiating and implementing a project. When used in a logical flow, the Thinking Processes help walk through a buy-in process:

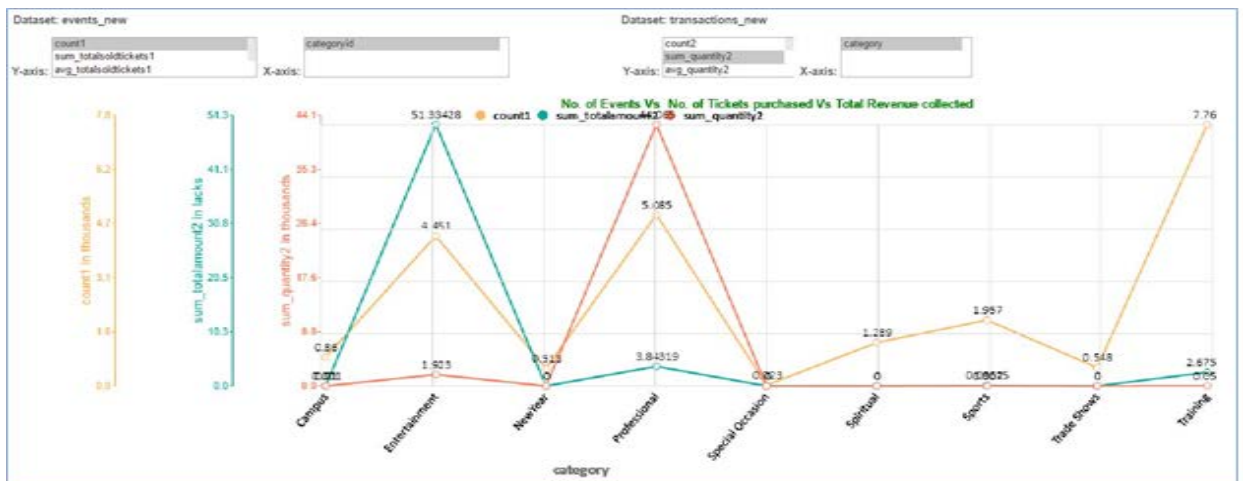
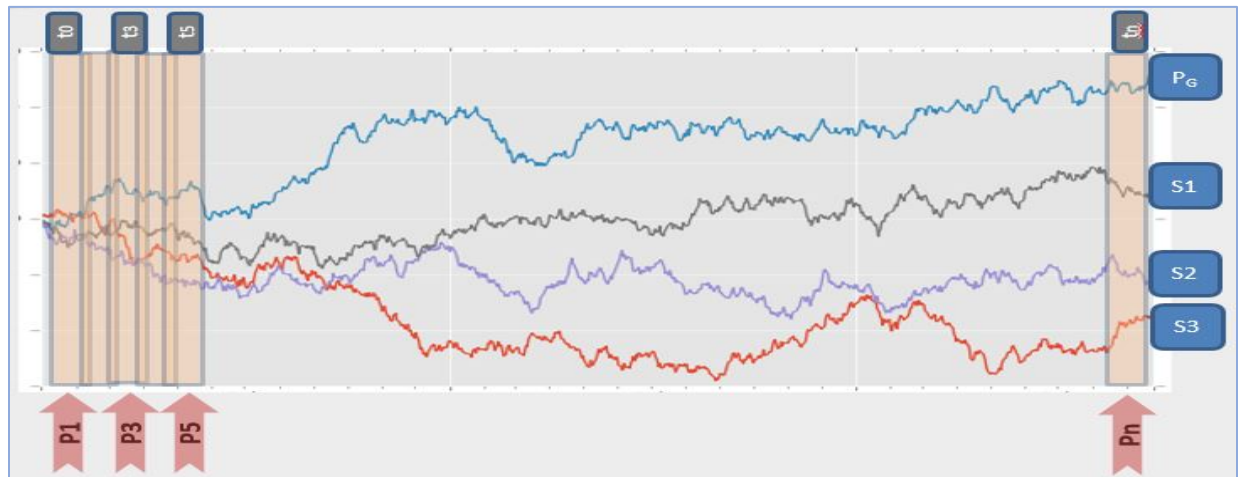
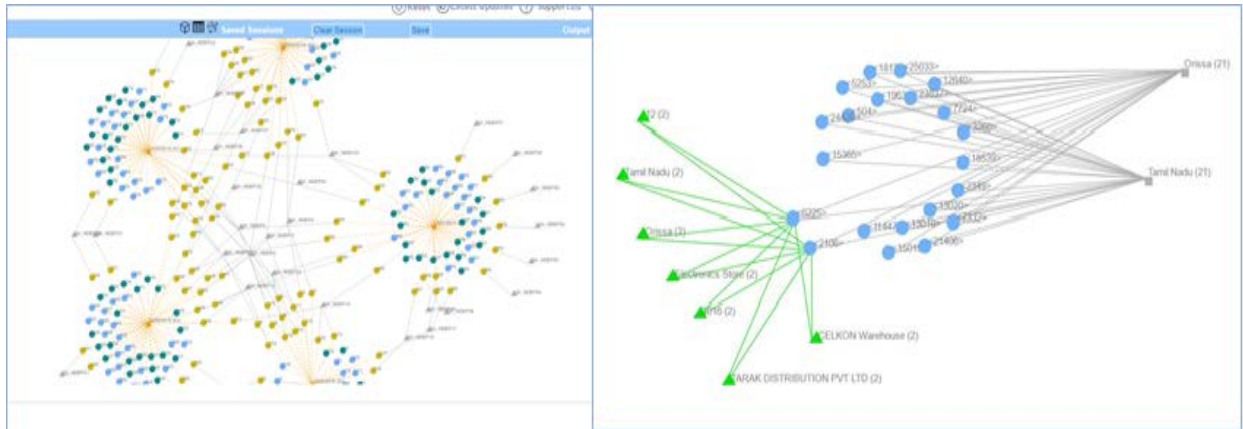
1. Gain agreement on the problem
2. Gain agreement on the direction for a solution
3. Gain agreement that the solution solves the problem
4. Agree to overcome any potential negative ramifications
5. Agree to overcome any obstacles to implementation

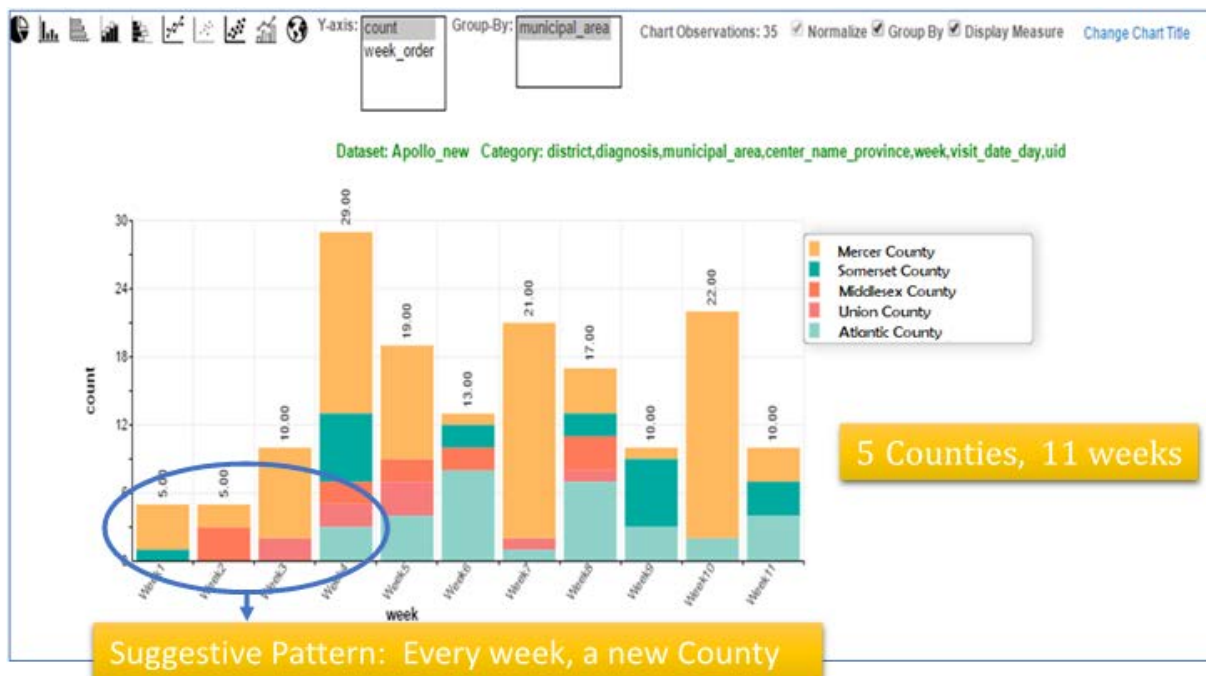
### **Business Problem Solving**

Hiddime can help you on three main steps in solving business problems using Graphic Drill down approach.

1. Identify the problem.
2. Consider your options.
3. Choose the best solution.

**Deep Analytics and Dashboard – HIDDIME – RDF Graphic Storage Data.**





**Hiddime Advantage**

Access to Data and Reports in Minutes	Role based Segmented Reporting
No Programming Skills Required	Analytics for Business
Access of Report via Mobile/Desktop	Dash Board on Click
Predictive Modeling and Reporting	Daily Departmental Reports
In-Line Reporting with time	Integrate all Databases (Traditional and Non-Traditional) into ONE
Email Reports and Dashboard to team members	Lower Costs and Increase Productivity
Access Reports Anywhere anytime	Performance Evaluation

**Don't Waste Time (What we need).**

Get connected with our team, and share the following details.

Current Process and SOPs Followed.	Divisional Daily Reports Required.
Access to Databases and Files	User Accounts and Person Responsible.
Business Inputs for Reports and Analytics.	Database update frequency and size.

**Contacts**

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**Comparison between Analytics Services Company and Hiddime.**

<b>Entity Name</b>	<b>Analytics Services Company</b>	<b>Hiddime</b>
<b>Time</b>	Requirement gathering is laborious	Feature driven requirements - upfront clarity on custom features
	Excessive development effort	Time consumed for custom features only
	Additional feature development consumes considerable time	Same as above
	Extensive time usage for solution design	Solution is pre-designed
	Integration with other systems is complex	Input to Hiddime is a file format - no integration is needed
	Coverage of testing activity and accuracy are not predictable	Automated testing of all product features
<b>Effort</b>	Multiple skillsets required with varying rate card for each skill	Only three levels of skills required - Project Manager, Data Analyst and Product Engineer
	Difficult to make changes to the system	Concierge services available with a fixed rate card
	Maintenance efforts are significant	Maintenance is included in the license cost
	Level 1 support usually cannot solve more of tickets	Level 1 support can support most common customer issues
	Retention of domain knowledge is difficult	Domain knowledge is retained because the same two consultants used for development will be used for support (with internal training for at least two more)
	Upgrades to systems at tedious	Upgrades are usually easy
<b>Quality</b>	Quality of code review cannot be ascertained	Code is deployed within industry standards
	Expanse of testing is limited	End-to-end testing of every product feature guaranteed
	System security might be a risk	Six levels of security guaranteed
	Set of back up and disaster recover centers is complex and expensive	Back up and disaster recovery already in place



**Below are some Key Differentiators of Hiddime against Qlikview**

<b>Features</b>	<b>Hiddime</b>	<b>Other BI Tools</b>
Ease of report and dashboard generation	Interactive product with narrative based report generation and highly flexible dashboards	Heavily Wizard-Based – creating charts, connecting to data, creating dashboards all require navigating wizards.
Ad-hoc report generation	Hiddime has a distinct advantage when it comes to ad-hoc reporting	Additional Functionalities with Scripting/ Formatting makes authoring more complex.
Effort for dashboard creation	Multiple readily available graphical formats as part of basic dashboards	Dashboards often require advanced implementation to build – a single object such as a bar chart can take 10+ steps to create.
Data Connection Limitations	No limitations	No live connection option. No cube support. Also, Data Warehouse users will have difficulty connecting to Qlikview without investing in some kind of middle-tier connection type. They position their “live connection,” but this is an additional cost, and is “push” – e.g. an application pushing low volume transactional data to Qlikview
Data Sources	Cloud based - no additional deployment effort	Data Sources have to be deployed on servers
Data Blending	Hiddime provides seamless data blending thus enabling easy integrations	Qlikview offers the ability to integrate multiple data sources through scripting but doesn't have a data blending option

**Comparison of Price and related aspects between Hiddime and some Major BI Tools**

<b>Platform</b>	<b>Hiddime</b>	<b>Average costs of Major BI Tools</b>
Platform Price	\$0 ( Its cloud based)	\$8,400 (SMB, max 25 users Server)
Back-up environment	Included	\$4,200 (50% of list)
Test environment	Included	Let's assume not necessary for small Deployment.
Maintenance (1 <sup>st</sup> yr) and Overhead Exp.	Included in user price below + Overheads - \$ 0	\$2,520 Plus Overheads Min \$60 K per Year
Total - 1	\$0	\$15,120+ Overheads

<b>User license cost</b>	<b>Hiddime</b>	<b>Average costs of Major BI Tools</b>
Option 1 named user 10	\$4,308 (3 user bundle) per year - User accounts Transferable	\$8,750 (5 users, added costs as you have new hires)
Maintenance (1st yr)	Included in above.	\$1,350
Total - 2	\$4,308 per Annum Per User \$3.93/ day	\$10,100 for Initial Software Setup

Annual License Costs (1 + 2)      \$4,308                                      \$25,220