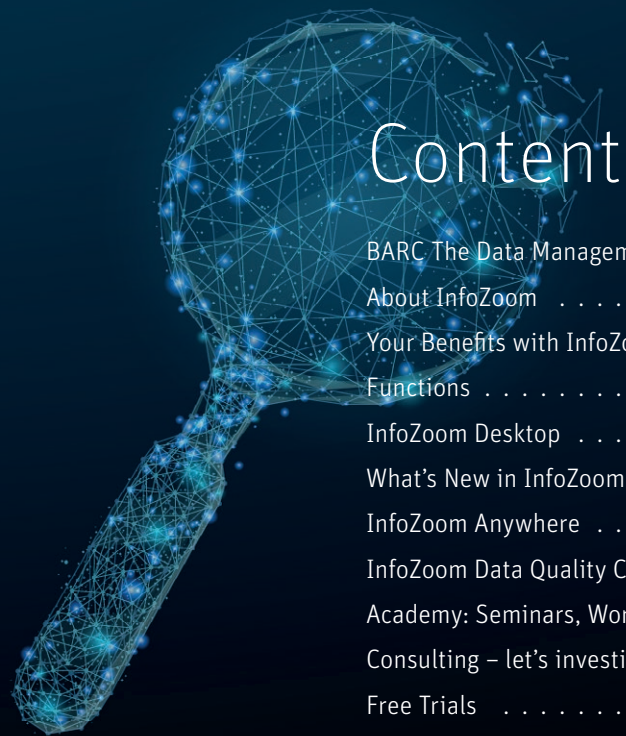


2021







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# »Awarded«

## Top Rankings for InfoZoom

This year's BARC Data Management Survey ranks our products InfoZoom Desktop and InfoZoom IZDQ top within the "Data management products" peer group for the KPIs "Recommendation", "Functionality", "Performance", and "Platform

reliability". We came second in the categories "Developer efficiency", "Innovation power", "Support quality", and "Product satisfaction". An incredible 99 % of the respondents are satisfied with our products and 95 % would recommend InfoZoom Desktop and IZDQ.

## THE DATA MANAGEMENT SURVEY 2020





# Data Analyses & Data Quality Management with InfoZoom

Time is money, and bad data are expensive –  
finally reliable answers to spontaneous questions!

Who hasn't been there?

Someone asks an unforeseen question, and now you need a quick analysis. But how do you get those figures if neither the BI nor CRM nor ERP system can create a standard report at the push of a

button? Even other products like MS Excel are usually not capable of processing and analyzing vast data volumes without further ado. Furthermore, data quality is rarely checked under time pressure. But clean data are

critical to the reliability of your analyses. This is where InfoZoom comes into play: it allows you to combine any data with just a few clicks and helps you find weak points in almost no time. The optimal supplement to

ERP, CRM and BI solutions in almost every industry – the tool supplements existing systems in the fields of ad-hoc data analyses and agile data quality management. It's the Swiss army knife among the data analysis tools.



# Big data – Focus on the digital transformation

Founded as a spin-off company of a Fraunhofer Institute, today we are part of the proALPHA Group. We belong to the specialist team of the business unit Advanced Analytics, which analyses Big Data megatrends and brings them in line with your needs. We develop innovative, holistic solutions

from the basic analysis of historical data to the areas of Descriptive and Predictive Analytics to Prescriptive analytics with the keywords of Artificial Intelligence and machine learning.

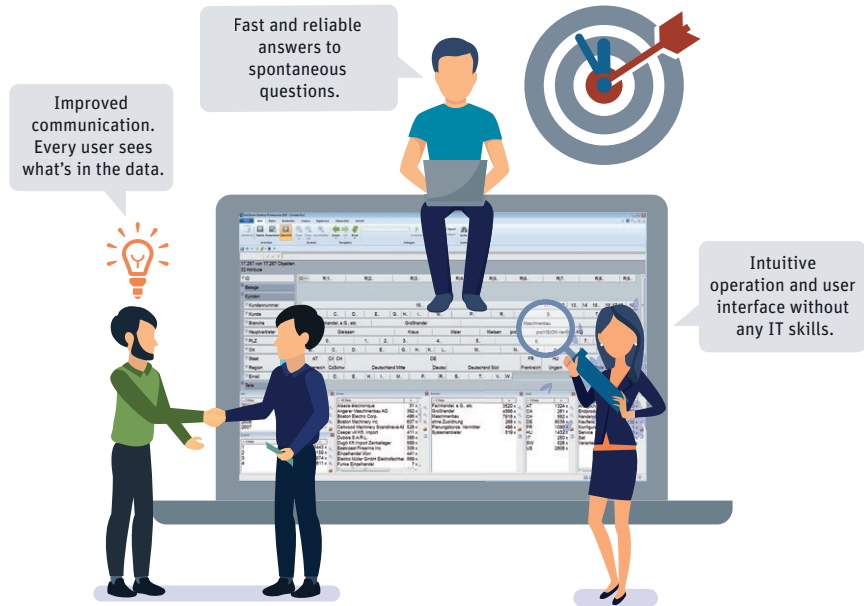




# A picture paints a thousand words

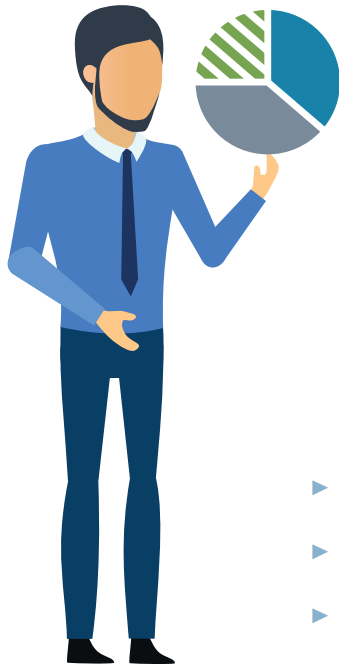
## Full transparency at the push of a button

What's in your data? Clarity and transparency at last. Users get a whole new perspective on their data. Look and see: There is no other tool that facilitates interpreting and modeling data like InfoZoom does. It's finally possible to speak about data without misunderstandings and gray zones. This ultimately increases transparency, optimizes communication, and streamlines processes.





# Your Benefits at a Glance

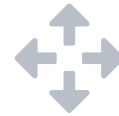


## Quick & Time-Saving



- ▶ Analyze millions of data within seconds.
- ▶ Save a considerable amount of time.
- ▶ Make prompt decisions.

## Flexible & Spontaneous



- ▶ Find answers to new questions in no time.
- ▶ Keep up with changing requirements.
- ▶ 10 min. from installation to first analysis.

## Reliable & Transparent



- ▶ No gray areas, new perspectives.
- ▶ High data quality for well-founded analyses.
- ▶ A solid basis for reliable decisions.

## Easy & Intuitive



- ▶ Flexible analyses in specialist departments.
- ▶ Intuitive operation and user interface.
- ▶ No special IT skills required.

## Efficient & Complementary



- ▶ Efficiently analyze millions of data.
- ▶ Easily combine various sources.
- ▶ Supplement BI, CRM and ERP systems.



# Data Quality – the basis of successful decisions

Data are the ground you stand on – have you got a good foothold?

Have you ever thought about what poor data quality really costs you? We can tell you as much as this: way more than our tool! Your decisions are based on KPIs. But how can you know they are correct? Do you verify the quality of your data BEFORE you

analyze them? High data quality is the basis. Don't leave your decisions to chance. With InfoZoom you create reliable analyses.. Harmonization, plausibility check, correction: validate your data in next to no time to prepare them for analysis.

```
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01101001011010110100110101101011101100011010110100101
1000101000101001010000101110010011000101100010100101010
10001010010100101001001100101001100010101101010010100011
```

*No more cryptic characters at last – data quality becomes palpable  
Duplicates, format errors, special characters, data gaps ... Identify  
critical data constellations at a glance!*



# Direct Access to All Data Sources

Beliebige Datenquellen kombinieren und abgleichen



Your data are imported in a flash – no matter if they come from a database, Excel, CSV files, XML files or a URL. With just a few clicks, you can easily combine different data sources with each other

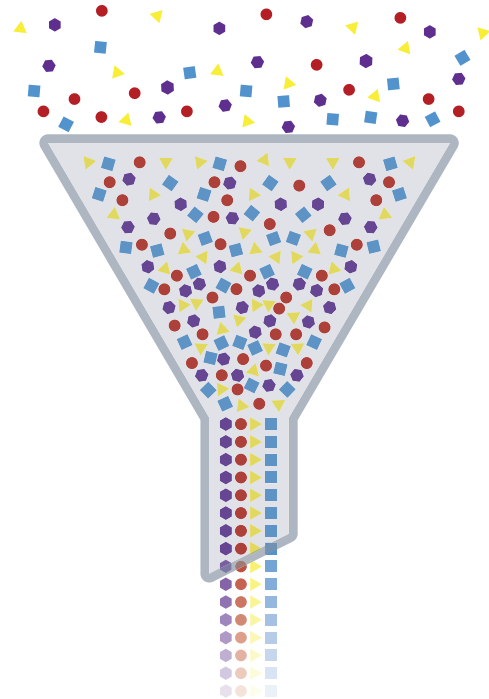
to compare them. This gives you a complete overview of your data basis. The settings for your data sources are saved so that you can load more data any time.



# Ad-hoc-Analysis – Always ahead of time

You can easily handle any analyses with InfoZoom, from simple formulas through to complicated questions. InfoZoom is faster and more flexible than any other analysis tool. No special IT

skills required. Users can filter and select large volumes of data within seconds. With just a few clicks, you can create any desired selection and answer questions in no time.

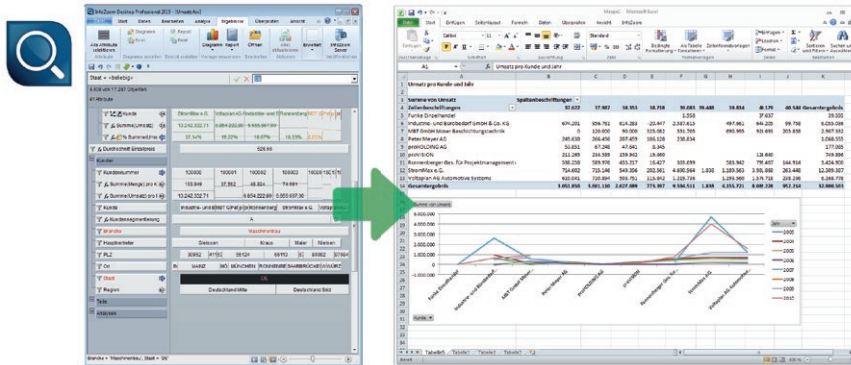




# Reports on demand – just as flexible as the analyses

The flexible reporting options and the focus on quick and reliable answers to spontaneous questions complete our holistic approach. You can choose from a variety of options to design the reports just as you need them: internal queries, charts, reporting, numerous export functions, integrated List & Label

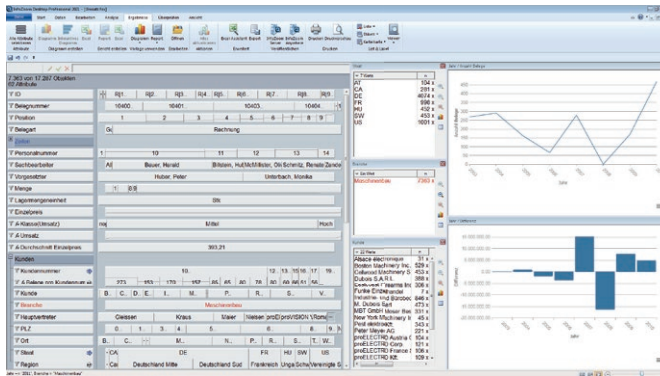
component, and many more. It's up to you. Your records are always up-to-date, even if your analysis result changes. If required, you can transfer your results to Excel with one click. Other well-known export formats allow you to easily take your data to other tools.







# InfoZoom DESKTOP 2021



*User Interface*

Thanks to fast in-memory software, users can easily access the information they need for their daily work. Simple data selection, reports created on an ad hoc basis, consolidated analysis of various data sources, for specialists and power users: with InfoZoom Desktop, we offer you demand-based product variants and related price and licensing models.

- ▶ Combination of any data sources
- ▶ Demand-based selections, checks and corrections of data
- ▶ Determination of KPIs and creation of analyses
- ▶ Creation of templates and queries
- ▶ Batch automation
- ▶ Data export to the InfoZoom Anywhere

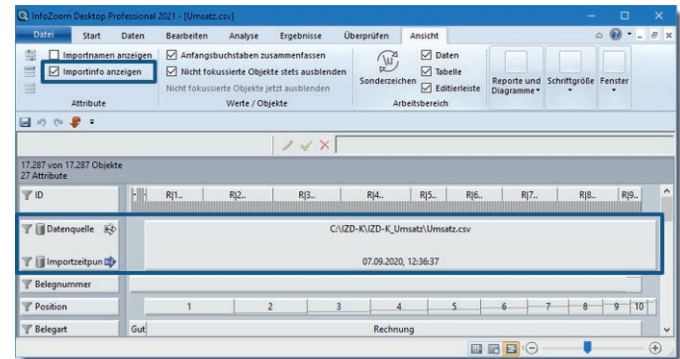


# What's new in InfoZoom Desktop 2021?

## Show Import Information

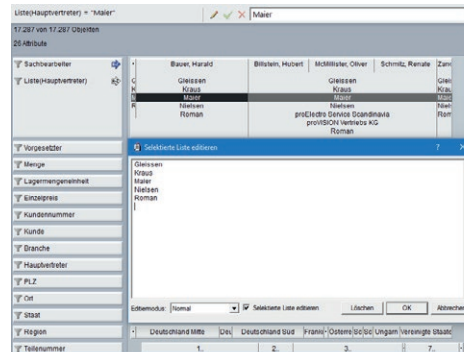
Have you imported data from various sources? Thanks to the new »Show Import Info« function, you can keep track

of all imported tables. The time of import and the data source are automatically and implicitly recorded for each table. You can enable the information via View → Attributes → Import → Info.



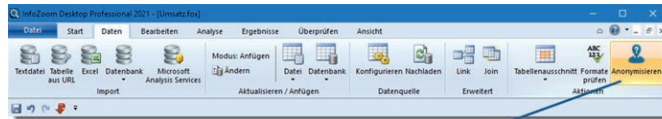
## Edit Lists

In InfoZoom Desktop 2021, the editor helps you create and edit lists.

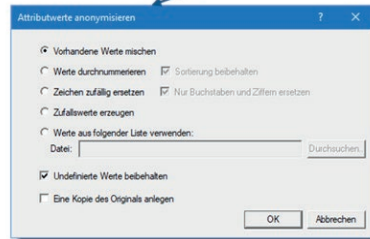




## Anonymize Data



You can now distort or anonymize the values of individual attributes with just a few clicks so that they can no longer be related to a certain person. The following options are available for anonymizing data:

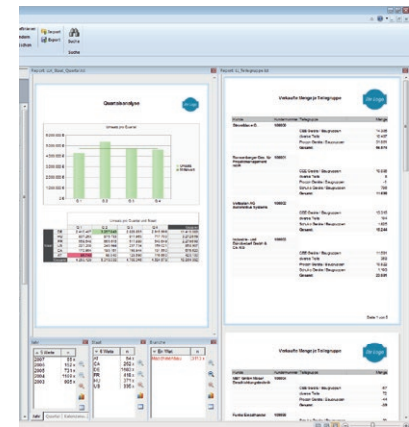


- ▶ Shuffle existing values
- ▶ Number values consecutively
- ▶ Replace characters randomly
- ▶ Generate random values
- ▶ Use values from list

## Integration of List and Label 26

We are skipping a version: with InfoZoom Desktop 2021, we switch from the integration of List & Label 24 to the latest version, List & Label 26. This unlocks a number of new features and optimizations for you:

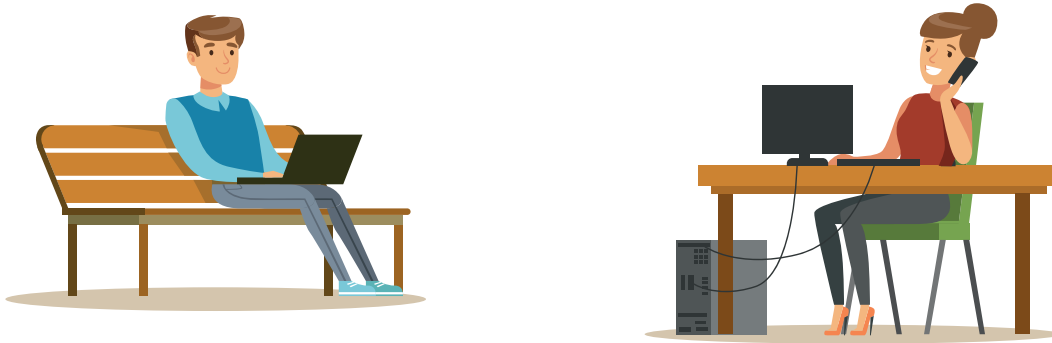
- ▶ Enhanced user interface
- ▶ Reusable sub-reports
- ▶ Improved preview
- ▶ Optimized PDF export
- ▶ New print functions
- ▶ and many more





# InfoZoom/Anywhere

*Data for anyone, from anywhere, on any device*



InfoZoom Anywhere enables you to analyze data in your web browser. The analyses are based on a common data source with server-based data processing and central user administration and rights management. Thanks to the efficient data distribution and the familiar intuitive operation, Anywhere provides maximum transparency and flexibility for your

specialist departments. With server-based data processing and central user and permissions management you ensure the data are available wherever they are needed. You can control access by means of permissions. This enables you to exploit the “wealth of data” resting in your company.





### *A Keep an Eye on Data Quality with Automated Rule Sets*

Create automated error reports and make error fixing part of your processes. IZDQ comes with a versatile rule set to monitor the quality of your data. InfoZoom Data Quality Control supports you in creating demand-based rule sets to automatically detect and analyze errors.

Reports are generated on a regular basis and sent to the specialists responsible. Errors can thus be conveniently fixed shortly after they occurred. Since all errors are permanently analyzed automatically, you can adjust your data quality measures on a daily basis.



# The concept of IZDQ

*Circuit for continuous data monitoring*





# InfoZoom Academy: Seminars, Workshops, Certification



Learn How to Master Your  
Data: The InfoZoom Academy  
offers an elaborate training  
program to show beginners  
and advanced users how  
easy corporate data  
management can be.

*You can find our  
seminars and dates here*  
[www.infozoom.com/en/academy/seminars/](http://www.infozoom.com/en/academy/seminars/)





# Consulting – let's investigate your data together

You want to get a picture of your data basis? You're about to launch a DQ project? There's a bit of a problem somewhere? No solution off the rack – tailored to your specific requirements: Our consultants will respond to your wishes at any

time. Together, we will search your data to find answers to specific questions and develop appropriate solutions. We will be happy to support you in any phase of your data project.





# Free Trials: Discover InfoZoom

Our trial version of InfoZoom Desktop is free of charge and can be installed within just a few minutes. You can then test and explore all functions for 30 days. You will receive

all required information by e-mail. Request the trial or register for a Workshop for free. Current training dates are also published on our website.



*Free Trial*



*Workshop for free*



*Individual Webinar*



# Free Theme-Webinars: Anyone can analyze Data



Data quality, data monitoring, data maintenance, e-commerce BI, customer segmentation – we give you lots of exciting tips that make your everyday work easier and more efficient with data analysis. Browse through the webinar schedule.

*Current Webinars here:*  
[www.infozoom.com/webinare](http://www.infozoom.com/webinare)







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