

2023





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## We Tap into Data for Intelligent Decisions

humanIT started as a spin-off of the Fraunhofer Institute for Applied Information Technology FIT in 1997. At first, our focus was on the continuous development of the data analysis software InfoZoom. Since 2003, we've been a part of the proALPHA Group. We belong to the specialist team of the "Advanced Analytics" business unit, which analyzes Big Data mega trends and harmonizes them with the requirements of small and mid-sized companies.

With the services of our cloud innovation platform NEMO, we tap into application fields of artificial intelligence (AI) for your challenges in terms of the digital transformation. NEMO analyzes all financial data from your company's value-added chain, unlocks optimization potential, derives recommended measures and determines their monetary value.

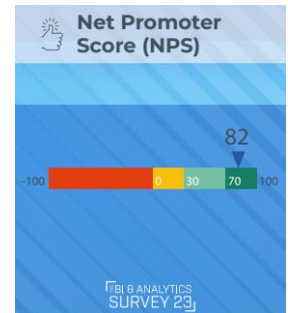
## Top Rankings for InfoZoom

In the BARC BI & Analytics Survey, the world's largest annual survey of BI and analytics software users, we once again top our result from last year and achieve 27 top rankings. InfoZoom is the top ranked product across the entire survey in the KPIs Project Success,

Data Preparation and Project Length with the highest score of 10/10.

InfoZoom's Net Promoter Score (NPS) is an impressive 82. This reflects the high level of satisfaction and customer loyalty.

# THE BI & ANALYTICS SURVEY 23

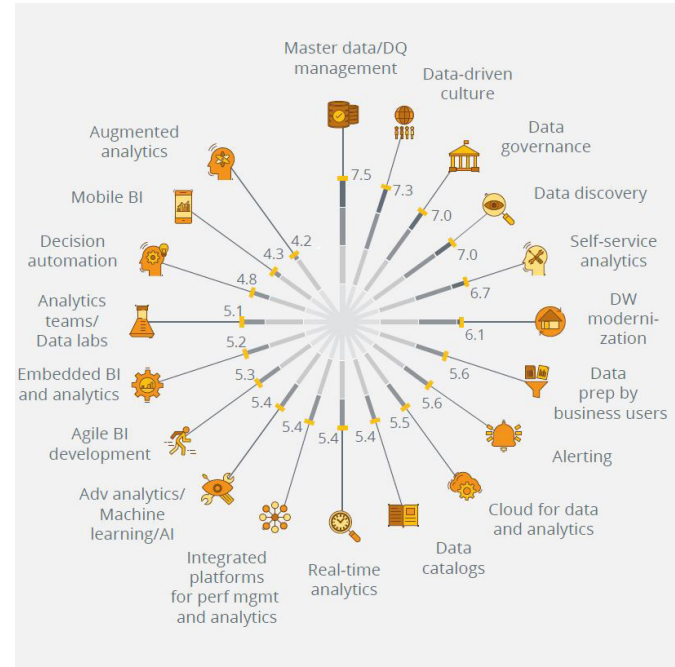


# InfoZoom is right on trend

## We are unbeaten in our focus topic Data Quality

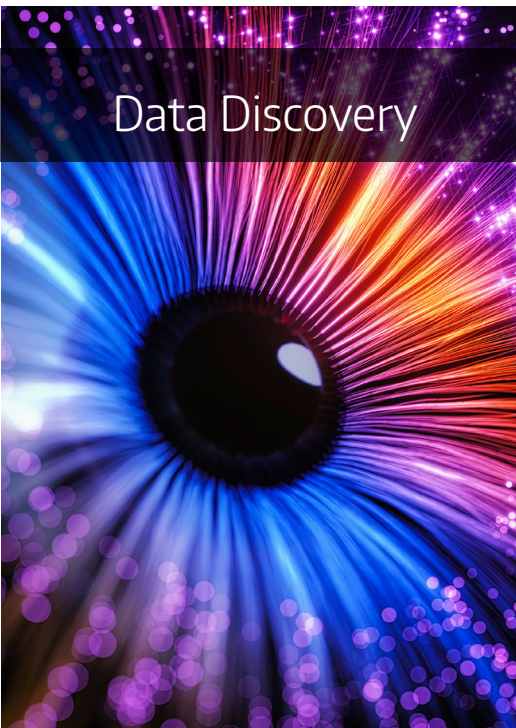
For the 6th time in a row, data quality and master data management are the most important BI trends. That shows the current BARC Data, BI & Analytics Trend Monitor 23. The overall picture indicates that companies are concentrating on the basics of using and managing their data before they shift their priorities on to advanced methods.

InfoZoom is again being voted the best product in terms of its contribution to the improvement of data quality.



# Our focus topics

Data Discovery



Data Preparation



Data Quality



# A new perspective on data opens horizons

## The optimal supplement to ERP, CRM and BI solutions

InfoZoom is a software solution for self-service data evaluation. The focus is on data discovery, data preparation and data quality. InfoZoom is therefore not a classic BI and analysis product. The visual concept enables users to quickly gain insights into large

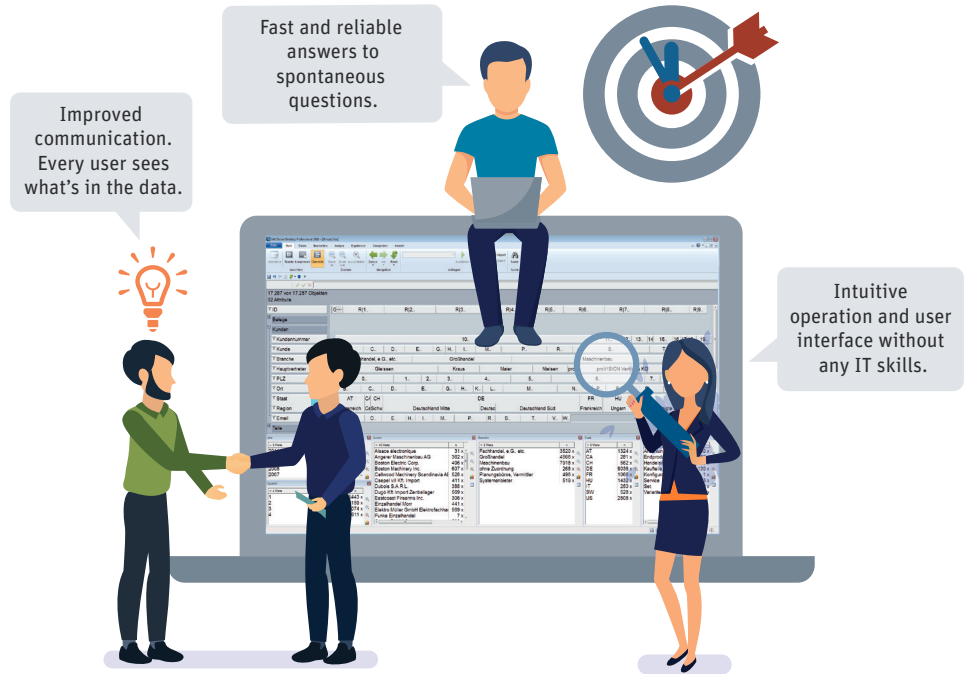
data volumes. Every user immediately sees what's in the data. It's finally possible to speak about data without misunderstandings and gray zones. This ultimately increases transparency, optimizes communication, and streamlines processes. No other tool makes it easier to

interpret and understand your data at the push of a button. Users navigate through the data intuitively. Patterns, clusters, trends and outliers as well as quality problems are uncovered in next to no time. No IT skills required.

# 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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No more cryptic characters at last – data quality becomes pal-  
pable Duplicates, format errors, special characters, data gaps ...  
Identify critical data constellations at a glance!

# Direct Access to All Data Sources

Combine different data sources with each other to compare them



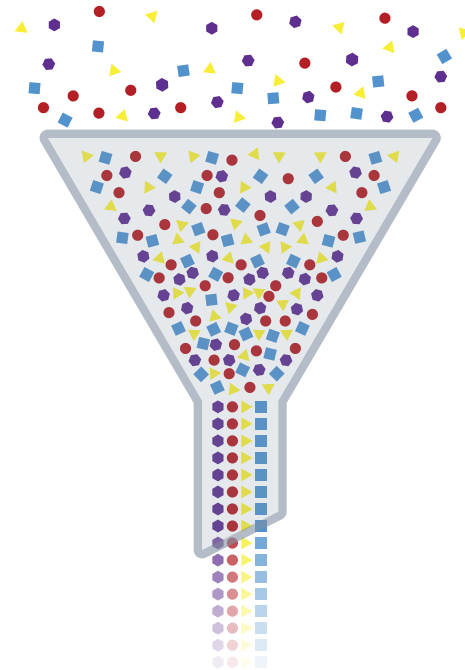
Your data are imported in a flash – no matter if they come from a database, Excel, CSV files, XML files or a URL. With just a few clicks, you can easily combine different data sources with

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.

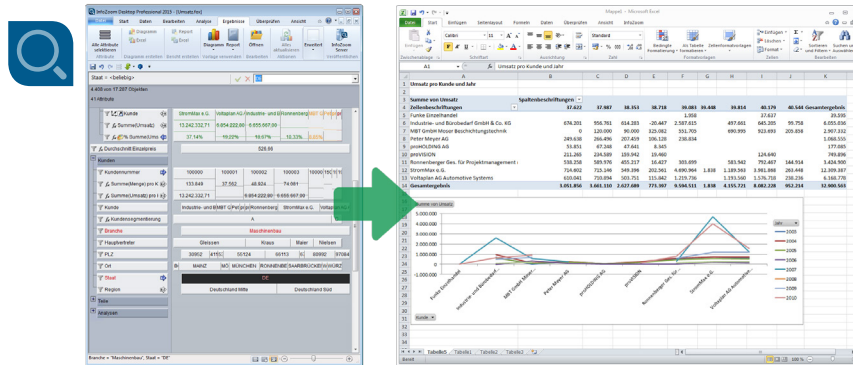




# Reports on demand – just as flexible as the analyses

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.



# Neu in InfoZoom Desktop 2023

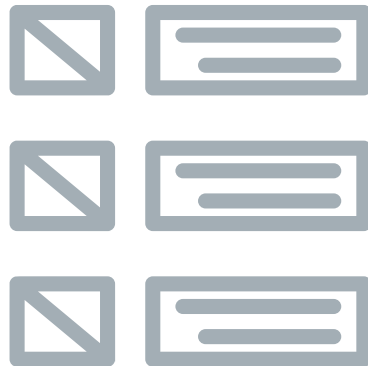
## DQ checks – fast, faster, InfoZoom

InfoZoom is known for quickly identifying weak points in data thanks to its one-of-a-kind visualization. Users immediately receive a transparent overview of their data situation. Our DQ checks now refine the functions for data preparation even further. The DQ Checks (data quality checks) menu item combines various functions. For instance, the menu contains functions for quickly identifying duplicates and a KPI that displays the number of variations in spelling for each value. Go ahead and try it out.



## Extended functionality of the meta table

You use the meta data table to create an extensive data dictionary for your tables. We've now added further information so that you can use InfoZoom even more purposefully for DQ, BI prototyping and documentation. Functions like unique ID, new calculation mode and options of attributes are now featured.



## Split lists at the push of a button

In InfoZoom 2023, you can now split a list (list attributes) into individual list elements. The list elements are inserted as simple attributes in a new attribute group of the table. For this purpose, the options “Split list (yes/no)” and “Split list (value/empty)” have been added to the Group menu item on the Analysis tab.



## 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.

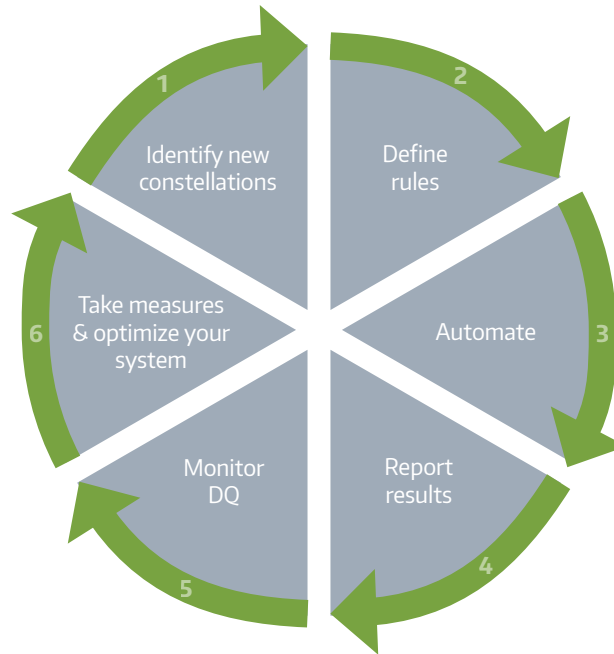
Reports are generated on a regular basis and sent to the specialists responsible. Errors can thus be conveniently fixed shortly after they occurred. Since all errors are permanently analyzed automatically, you can adjust your data quality measures on a daily basis.





# The concept of IZDQ

Circuit for continuous data monitoring



# Learn How to Master Your Data

Seminars, Workshops, Certification



The InfoZoom Academy offers an elaborate training program to show beginners and advanced users how easy corporate data management can be.



Seminars & Dates



# 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.



# InfoZoom Starter Packages

You would like to test InfoZoom with your own data and would appreciate a little support in implementing your projects? Then our starter packages are just right for you!

Benefit from the short term test period, without a long contract commitment and convince yourself of the quick successes for your analysis and data quality projects.



Request for quote



Get started - InfoZoom Starter Packages



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