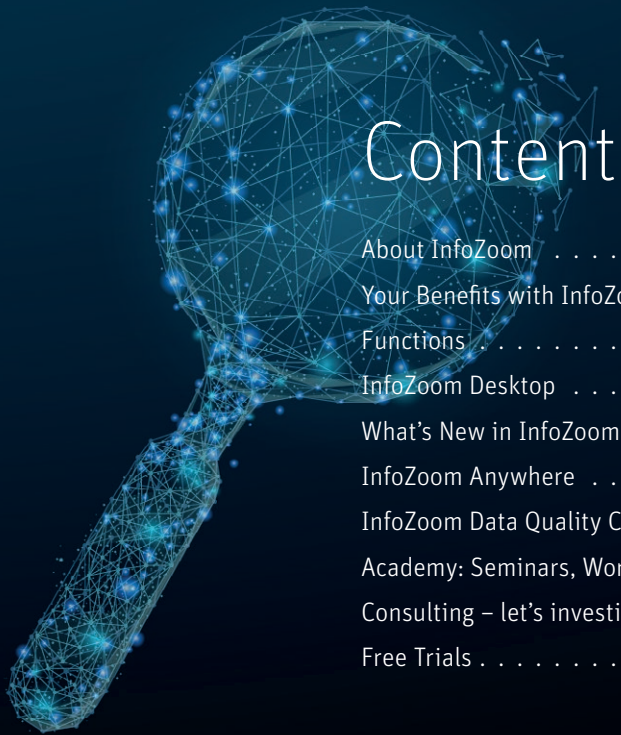


InfoZoom

One-click insight

2020





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Time is money, and bad data are expensive

Data analyses with InfoZoom – 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

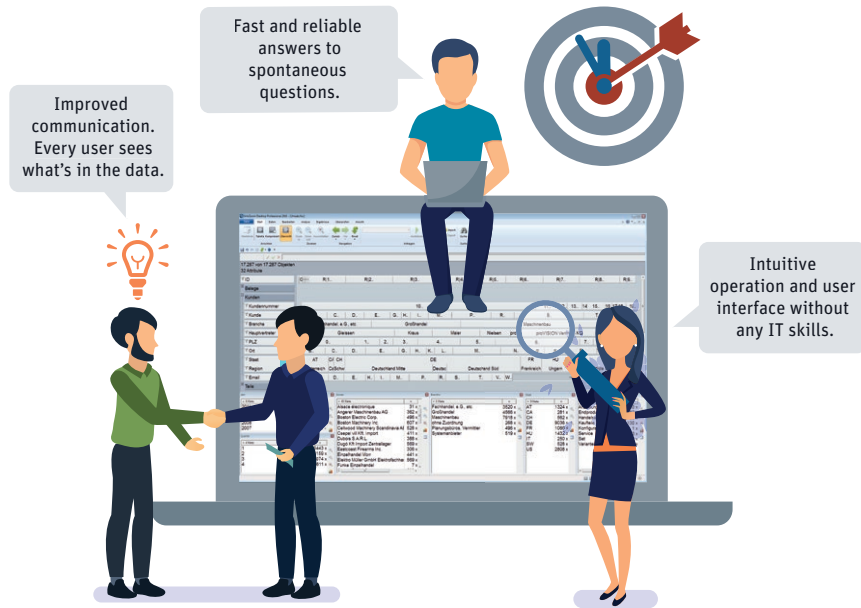
your analyses. This is where InfoZoom comes into play: it allows you to combine any data with just a few clicks and helps you find weak points in almost no time. The optimal supplement to ERP, CRM and BI solutions in almost every industry –

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.

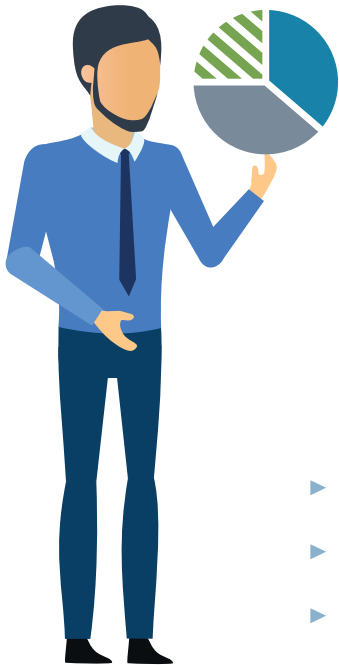
A picture paints a thousand words

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

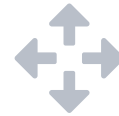


Quick & Time-Saving



- ▶ 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 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



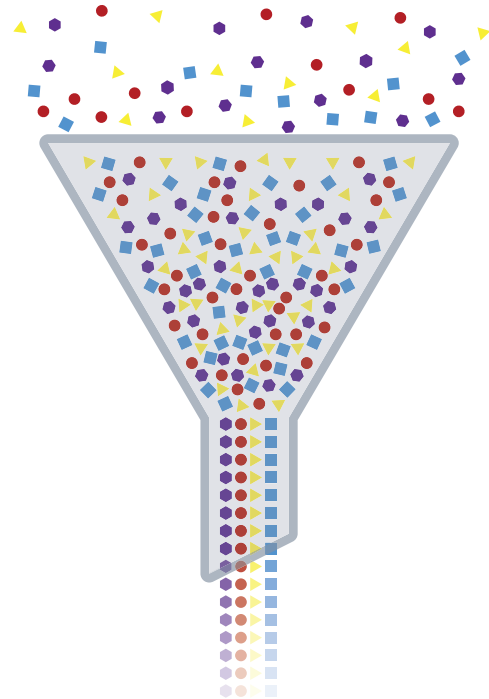
Your data are imported in a flash – no matter if they come from a database, Excel, CSV files, XML files or a URL. With just a few clicks, you can easily combine different data sources with each other

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

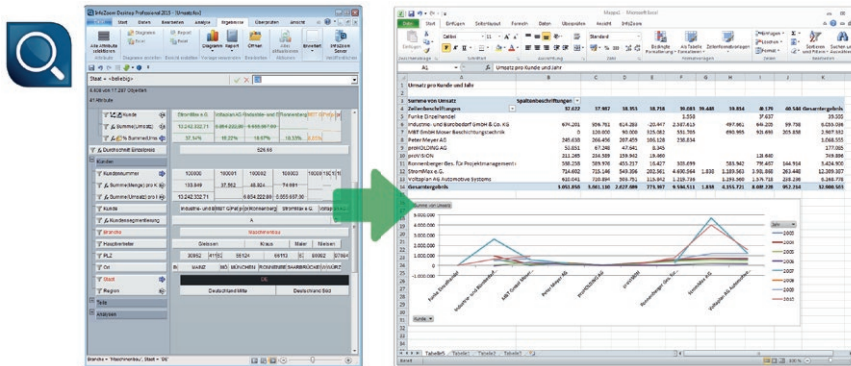
skills required. Users can filter and select large volumes of data within seconds. With just a few clicks, you can create any desired selection and answer questions in no time.



Reports on demand – just as flexible as the analyses

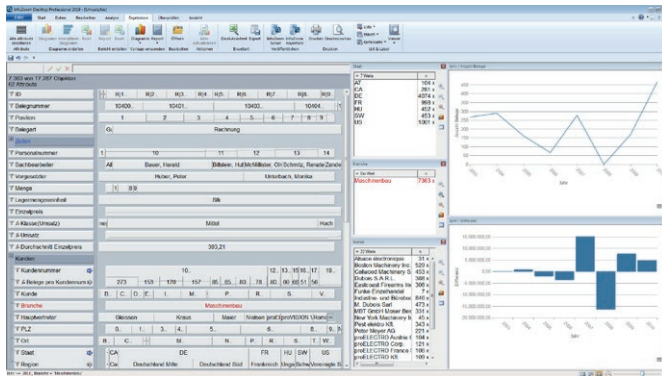
The flexible reporting options and the focus on quick and reliable answers to spontaneous questions complete our holistic approach. You can choose from a variety of options to design the reports just as you need them: internal queries, charts, reporting, numerous export functions, integrated List & Label

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 2020



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 2020?

Navigieren mit Pfeiltasten



Während die Navigation mit Pfeiltasten zuvor nur in der Editierzeile möglich war, können Sie jetzt bequem auch im Infoscape mit Pfeiltasten durch die Zeilen navigieren. Auch in den Ansichten »Breite Tabelle« und »Komprimierte Ansicht« kann diese Funktion genutzt werden. So wird u.a. die Erfassung von Inhalten deutlich erleichtert und der Einsatz der Maus reduziert.

Mehrere Verknüpfungen erstellen



Noch mehr Zeit gespart – in InfoZoom 2020 können Sie durch das Selektieren von mehreren Attributen nun mit einem einzigen Befehl gleichzeitig mehrere Verknüpfungen auf einmal erstellen. Zuvor konnten Verknüpfungen nur für jedes Attribut einzeln angelegt werden.

Metadatenzoom selektiert Attribute



Wenn Sie in einer Metatable in eine Teilmenge zoomen, werden die dazugehörigen Attribute in der Ursprungstabelle markiert. Diese Funktion ist vor allem für neben- bzw. übereinander angeordnete Tabellen sinnvoll.

Attribute färben – das sticht ins Auge



Hervorhebungen oder farbliche Gruppierungen gewünscht? Ab sofort ist die farbliche Markierung von einzelnen Attributen sowie von Attributgruppen möglich. Die neue Funktion kann auch in Anfragen verwendet werden. Sie haben einen genau definierten Farbcode? Die Festlegung benutzerdefinierter Farben ist ebenfalls möglich.

Metadatenzoom selektiert Attribute



Wenn Sie in einer Metatabelle in eine Teilmenge zoomen, werden die dazugehörigen Attribute in der Ursprungstabelle markiert. Diese Funktion hilft dabei Auffälligkeiten, wie z.B. Datenlöcher und Ausreißer, aufzudecken.

Tipp: Lässt sich gut mit der neuen Funktion »Attribute färben kombinieren«.

Neues Lizenzierungs- verfahren für InfoZoom Desktop



Mit der InfoZoom Desktop Version 2020 wird das Aktivierungsverfahren auf Lifetime-Lizenzen umgestellt. Das flexible Modell ermöglicht die Kombination aller Lizenzarten. Aufgrund des neuen Modells ist die Gültigkeit der 2019er Vorjahres-Version bis zum 31.03.2020 begrenzt. Bis dahin müssen alle Lizenzen auf das neue Lifetime-Aktivierungs-Modell umgestellt werden.

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



InfoZoom
ACADEMY



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/



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



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