Visual HUB platform for SMART data management
ABOUT US

- Italian innovative software house, based in Pavia - Technology Park
- Focused on two innovative trends for medium-large organizations
  - Visual Knowledge Information Integration & Discovery
  - Extended User Experience
- Founders’ background - 15 years experience in:
  - Business Intelligence and Advanced Analytics
  - Strategic Marketing
  - Interactive Digital Communication
  - Visual Simulation and Multimedia
  - Virtual Reality & Immersive Rooms
VISION

a new approach to information management is needed, with shared enterprise knowledge, no physical boundaries and agile communication

MISSION

deliver a smart web application platform to extend enterprise processes, stimulate innovative ideas, simplify and support better decision making
THE BIG DATA CHALLENGE

Business Intelligence, BIG DATA and other analytic technologies lose power and efficacy when ARE NOT INTEGRATED with business processes and operational applications

federation & virtualization
“BI professionals increasingly understand that federation and virtualization is the future — they can no longer deliver enterprise data by physically consolidating all data”

Wayne Eckerson, Director of Research at TechTarget

abstraction from data & infrastructure
“To fulfill the promise of big data, it needs to abstract data from its underpinnings – at both the data and infrastructure layers”

The Hive Big Data Think Tank

connection & visualization
“Enabling users to either “see the story” or “tell their story” is the key to deriving value with data visualization tools, especially as data sets continue to grow”

Gabriel Lowy, Founder Tech-Tonics.org
Computers speed up the process of collecting and handling data

Enterprises are overwhelmed with internal/external data

Information remain stagnant in rapidly expanding pools, dispersed within different and independent “islands” (departments, divisions, external infrastructures…) 

Portfolios of analytic and operational tools, residing within “islands”, hardly communicate with each other

Discovery processes become segmented and miss significant "pieces of knowledge"
EXAMPLE OF DISPERSED INFORMATION

- CRM TOOLS
- ANALYSIS & REPORTING
- REAL TIME OPERATION
- BIG DATA ANALYTICS
- BUSINESS MAPS
- SOCIAL DATA
- OPEN DATA (e.g. ISTAT)
Building Information Hubs

Integrating information sources and tools in a unified virtual exploration workspace to get a comprehensive business knowledge and enhance decision making.
FILL THE GAP!

CONNECT, EXPLORE & ACTUATE WITH

ANALYSIS & REPORTING
OPERATIVE TOOLS
BIG DATA ANALYTICS
REAL TIME OPERATIONS
SOCIAL DATA
ANALYSIS & REPORTING
OPERATIVE TOOLS
BUSINESS MAPS
WHAT IS

- VISUAL interactive environment to accelerate business analysis, discovery and operations using a UNIFIED spatial framework

- Virtual integrator of information sources and company tools, breaking “enterprise wall” in the BIG DATA CHALLENGE

- Opportunity to improve existing business services and defining new ones
WHAT IS NOT

- Is not an **APP** - but is a web platform "on premise" or "on cloud"

- Is not a **BI tool** - but integrates BI tools in a visual framework

- Is not a **DWH** - but connects raw or processed data coming from it

- Is not only a **GIS** - but uses map to geo-reference information and applications
KEY FEATURES

- Innovative visual interface
- Unique virtual environment to manage and integrate 100% of biz relevant information:
  - geographic and business-indexed maps
  - tools and applications
  - Internal (e.g. database tables, excel files, structured and unstructured data sources)
  - External information sources (e.g. opendata, syndicated data)
  - Any API accessible data (e.g. Sales Force, Facebook)
- Multichannel HUB layering “on top” of IT infrastructures
- High-level modular web-service architecture
- Available on-premise or in the cloud
• **Efficacy**: bridging analytics with operative activities

• **Efficiency**: discovery process, fraud detection, product & price intelligence, automating data-driven marketing or discovery tasks …

• **Boost**: knowledge re-use

• **Velocity**: rapid decision making on immediate business and operation scenarios visualization

• **Optimization**: exploit information assets with operational cost reduction
BIG DATA SMART INTELLIGENCE

FOUR SIMPLE STEPS
Agile integration of information from heterogenous data sources and web applications

exploit your information, no matter its source... no matter its size
Reducing complexity for agile discovery

From Big Data to mixed data to obtain valuable insights
SMART EXPLORE

self-service visual discovery

«exchange analyses contexts between domains and external tools…»

reduce time to identify your most appropriate target segment
SMART EXPLORE

quickly turn findings into actions

Gain immediate ROI and real-time Operational Intelligence
SMART ACTIONABLE ANALYSES

- Integrate data from heterogeneous sources
- Reduce information complexity for agile insight discovery
- Intuitive visual exploration, connection and filtering of information
- Geospatial exploration and real-time reporting
- Smart discovery and effective target segmentation
- Collaborative self-service intelligence
Q&A

Stefano Conconi
Sales & Marketing Director
s.conconi@vesenda.com
www.vesenda.com

“POLO TECNOLOCICO DI PAVIA”