



AGILE BUSINESS DATA ANALYSIS WITH A HUMAN TOUCH



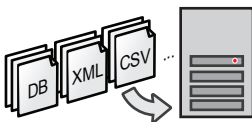


BellaDati in 50 words

BellaDati is an agile analytic and reporting BIG DATA tool that reinvents the way how business users interact with business data. BellaDati turns your sales, marketing, operational and financial data into visualized reports and dashboards in it's own data warehouse. All you need is web browser or mobile device.



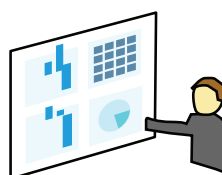
*Sign in for cloud or
download as on-premise.*



*Join structured
or unstructured data
into one dataset*



*Make your dashboard
with variety of charts,
tables, maps and visuals*



*Use your dashboard for
reporting, visualize, analyse
and more..*

BellaDati Cloud Application

BellaDati cloud application rollouts analytics, reporting, dashboards and data warehouse to everybody in your organization. All you need is a web browser and 3 minutes to sign-up to produce the first business data analysis. Managers can consume, edit and add comments to charts and tables within reports using their mobile devices such as, iPhone, iPad and Android devices. Business analysts can drill-in and slice data to better understand their customers. Reports can be made ad-hoc and shared individually, with teams, or throughout business departments.

Key Cloud Functionalities

BellaDati has a built-in full search engine that allows you to find important reports. One button allows you to export online reports into the offline PowerPoint presentations. You can instantly connect to SQL and NoSQL databases, web services including SAP, Salesforce, Google Docs or large Exceles files making it convenient to transfer and store information inside your data warehouse.



BellaDati

www.belladati.com

BellaDati Advantage

We are unique over
"new BI" tools like

- QlikView
- Tableau
- Sisense
- GoodData

**Find the selected
most innovative
items against
competition.**

Top 8 unique innovations

- Data analysis, dashboards and reports in pace of your business
- Mobile business intelligence for iOS, Android and HTML5 devices
- Social features for sharing reports and commenting on metrics
- Ready connectors for combining multiple data into one data set
- Analysis of NoSQL and sql data in one BIG DATA storage
- Platform with REST APIs for developers
- Fraction of the cost of other BI vendors
- Windows and Mac OS installers saves time of IT department

Build Business dashboards and reports

- Create dashboards or reports of any form or shape using drag and drop
- Drill down into metrics or filters values from chart or table anytime you need
- Monitor trends in time and be notified if critical value is reached
- Over 240 chart variations such as, pie, bar, linear, bubble visualize your data
- GEO reports with detailed maps to view heatmaps or pie charts
- Attach text, video or pictures into charts, tables, reports
- Native application for iPad, iPhone or Android devices makes the product mobile to users

Agile analytics in speed of your business

- Combine multiple metrics with math formulas into single KPI
- Customize tables with different colors or signs for critical values
- Use set of formulas like linear regression or create your own
- Cross-reference metrics through different reports and datasets
- Charts with multiple measures, logarithmic axis and threshold values
- Apply variables on the whole report or in single formula
- Library of industry report templates, that can be used for your project

Dynamic data management and mashups

- Upload all business data into the powerful data storage
- Join data from excel, databases, web, social media with ready connectors
- Save templates for data you wish to upload including transformations
- Plan automatic data uploads on every week or minute
- Automatically detects data format like metrics, time, drill-down or GEO
- Ready-made data connectors to popular cloud services and 100 databases
- Data overwriting and incremental update policies with alarms

Share and collaborate like in social network

- All you need is a web browser or native mobile app to share or create reports
- Ability to give different users different data access rights within the same report
- Share report, templates or copy of the report with your team
- Comment on metrics in tables, charts and chat with colleagues
- Plan automatic delivery of reports in PDF to the users

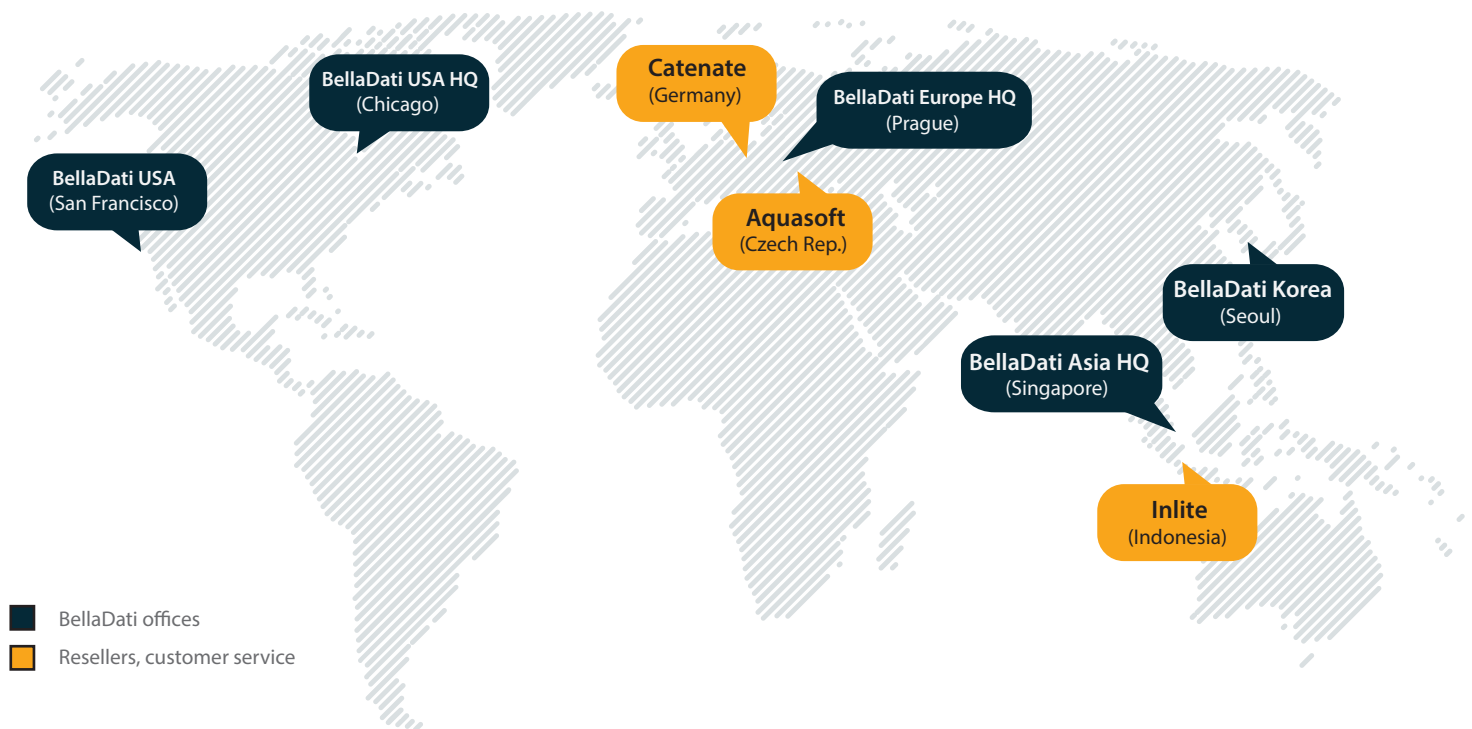


*BellaDati Mobile BI
One touch let you take all
your business reports
with you*

BellaDati helps customers use near-real time reporting analysis data in order to make future business decisions that generate revenue for their company. That is also the reason why BellaDati is delivered as an agile tool for SAP Business Object, Cognos and many others. Today we provide BellaDati to customers of different sizes across multiple industries

BellaDati market overview

Global enterprise startup & local presence



Famous customers from various industries

Retail

Insurance

Government

Industry

Internet



BellaDati Story

Majority of Business Intelligence tools these days are difficult to use and not user-friendly. People spend most of their time in the work and they hate to be slowed down by complex tools and complicated processes. One day in 2007 on vacation in Sicily looking at the Isola Bella, the beautiful island connected with the coast only during low tide, the idea of enjoyable enterprise BI tool BellaDati was born.

Press selection



- BellaDati intro in Amsterdam April 2012 - <http://tnw.co/JBjxQT>
- BellaDati Tech In Asia - <http://goo.gl/Un0sq>
- BellaDati early days January 2011 ITWorld - <http://bit.ly/LBwx5p>
- BellaDati intro for US market Santa Clara - <http://youtu.be/f0sszu0geFk>
- BellaDati featured at VentureBeat - <http://bit.ly/RXw5lR>

Useful links

- Short intro 1 min - <http://bit.ly/lnYXle>
- How it works - <http://belladati.com/how-it-works>
- Solutions for markets - <http://bit.ly/IPy9Mx>
- Municipality solution video (includes product showcase) - <http://bit.ly/J9yHtW>
- Doc, tutorials, support and API - www.bit.ly/JrkOGE
- Licensing cloud - <http://belladati.com/cloud-pricelist>
- Licensing on-premise - <http://belladati.com/on-premise-pricelist>
- Try BellaDati from cloud now - <http://www.belladati.com>
- Download installer for Windows or Mac - <http://www.belladati.com/download>

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