



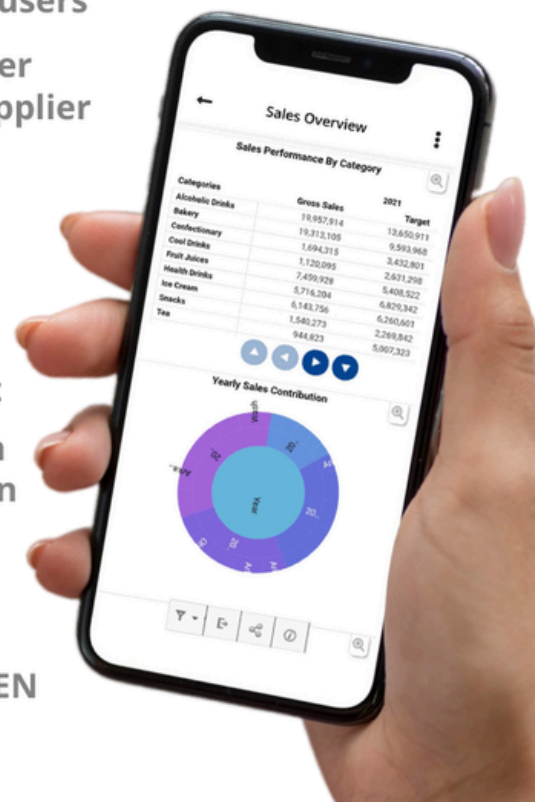
Why Mobile Business intelligence?

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According to recent research, '**Mobile BI** Market Projected to Hit USD 61.15 Billion at a 23.14% CAGR by 2030 - Report by Market Research Future (MRFR).'

Give your team sophisticated, intuitive **Mobile BI** to improve results and access:

- ✓ Expand (or establish) **Data** access to business users
- ✓ Provide **Tools** for use, no matter where the user may be (office, home, airport, client office, supplier location, etc.)
- ✓ Ensure that the business makes fact-based decisions
- ✓ Allow team members to transition to **Citizen Data Scientists** by providing **Analytical Tools** in an intuitive, easy-to-use environment
- ✓ Benefit the business by ensuring that all team members have access to the same information
- ✓ Take the guesswork and opinion out of decisions
- ✓ Allow for improved productivity and collaboration by giving users information **WHEN** they need it



Why Mobile Business intelligence? Well, there are a lot of reasons:

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There is good reason for this forecast. Businesses, both local and global, are recognizing the value of gathering, integrating and organizing the value-added information within the organization and making it available to business users for analysis. The value of using your data to predict outcomes, plan for products and pricing, understand issues and challenges and identify and leverage opportunities cannot be overstated.

In the past, businesses often went with the voice of experience, or with opinion or guesswork to decide on issues, simply because the data they had was not easily analyzed or organized to produce information in a way that was clear and concise.

Today, this information can be integrated and organized and sophisticated tools and analytical techniques can be used to find and share information across the organization – and beyond. With Mobile Business Intelligence (BI) and self-serve BI tools, your business users can hold the power of large volumes of business data in their hands and see it in a way that is meaningful to them. They can use this data to make decisions that are right for the moment. Your team cannot always know in advance what questions will come up in a client meeting, or with a supplier, distributor, sales team or partner.

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Team members can create and view graphs, charts, and visualizations and use dashboards to gather and summarize the data they need. Key Performance Indicators (KPIs) help them to monitor and measure results, and users can interact with the system using simple Natural Language Processing (NLP) search analytics, much like the search process used in Google and other consumer apps.

There is no need for data scientist intervention or IT assistance. Everything the team needs is at their fingertips. Data is secured and available on Android and iOS devices, so your users have the flexibility to use whatever device they wish.

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Explore the benefits of [Mobile BI](#) and the Smarten suite of [augmented analytics](#) can support your business users with self-serve tools that are intuitive and will encourage user adoption and fact-based decision-making.