

# FINANCIAL ANALYTICS

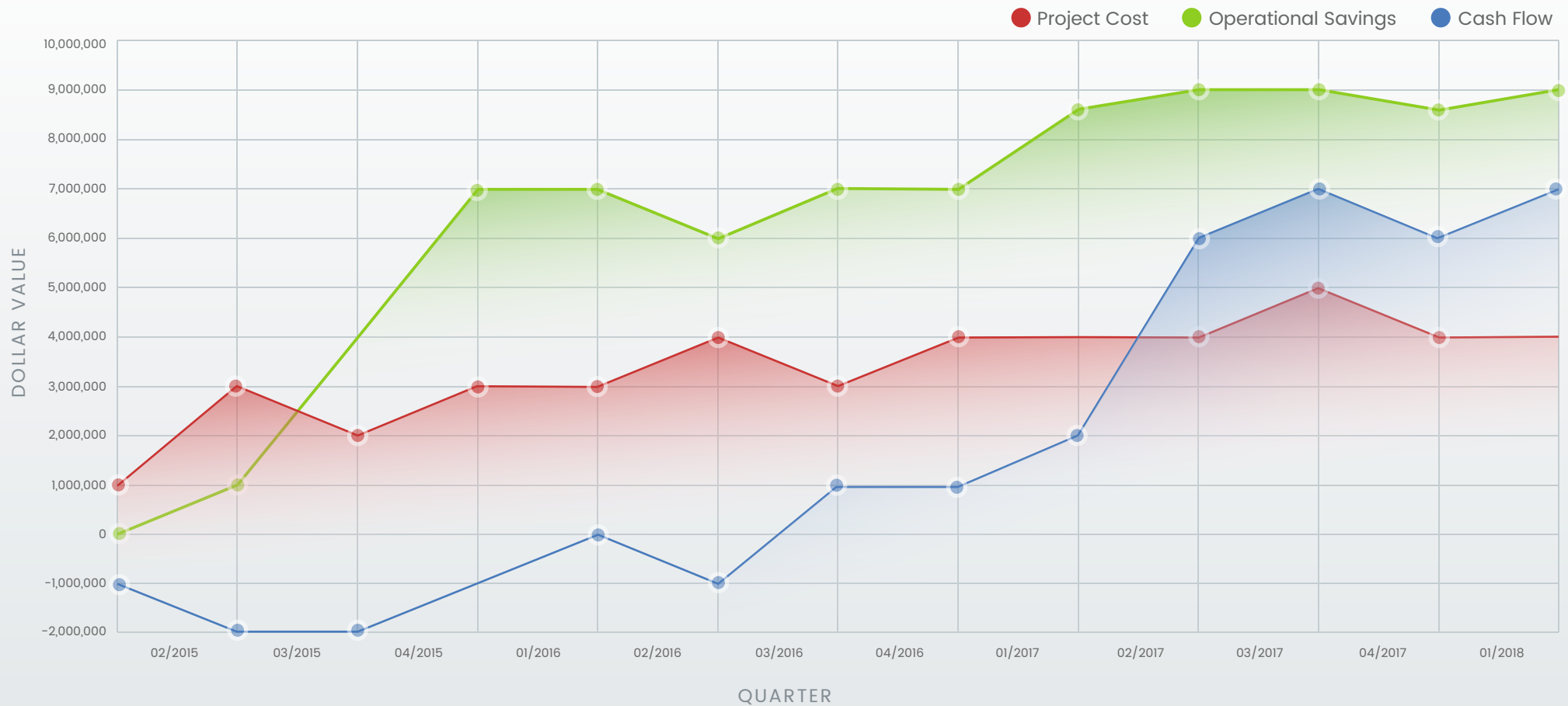
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# ANALYTICS AS AN ORGANIZATIONAL DRIVER

In today's Competitive Business environment, CFO's require more than just traditional financial statements. They require real-time Predictive Analytics across all organizational performance metrics to effectively optimize Business results.

## Cost / Benefit Analysis

These Values are cumulative



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Organizations are relying more than ever on Finance to provide Actionable Insights and Solutions to drive business performance.

Financial Analytics, provides tools which arms Finance with the ability to effectively understand impact and required actions in an increasingly competitive Business environment.

Combining Financial and Operational data with External data, (Social, Demographics, and Big Data) providing CFO's increased capabilities to address Business Questions more easily with Speed and Accuracy.

- ✓ Which Products, in what Channels, in which Locations are not performing and what is the cause and future trend?
- ✓ Determine exposure and risk across Customers and how this may impact future Cash flow?
- ✓ Easily and accurately forecast all Financial, Operational, and 3rd Party Data, providing real-time Business Planning and Scenario Analysis.
- ✓ Provide Financial Ratio analysis and forecasting to perpetually optimize financial and organizational performance.

## Benefits



### Analysis, Forecast, and Model Data faster and accurately

Filter and analyze large amounts of data promptly and easily



### All Internal & External Data in 1 place

Generate new insights. Add new data sources as available



### Data Visualization

Present data and results for effective organizational communication



### Accurate Fact Based Decisions

Mitigate Risk and Optimize results



### Beat the Competition

Provide Finance with modern tools to enable Current and Future requirements, ensuring sound Business Strategy and Execution

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## Features

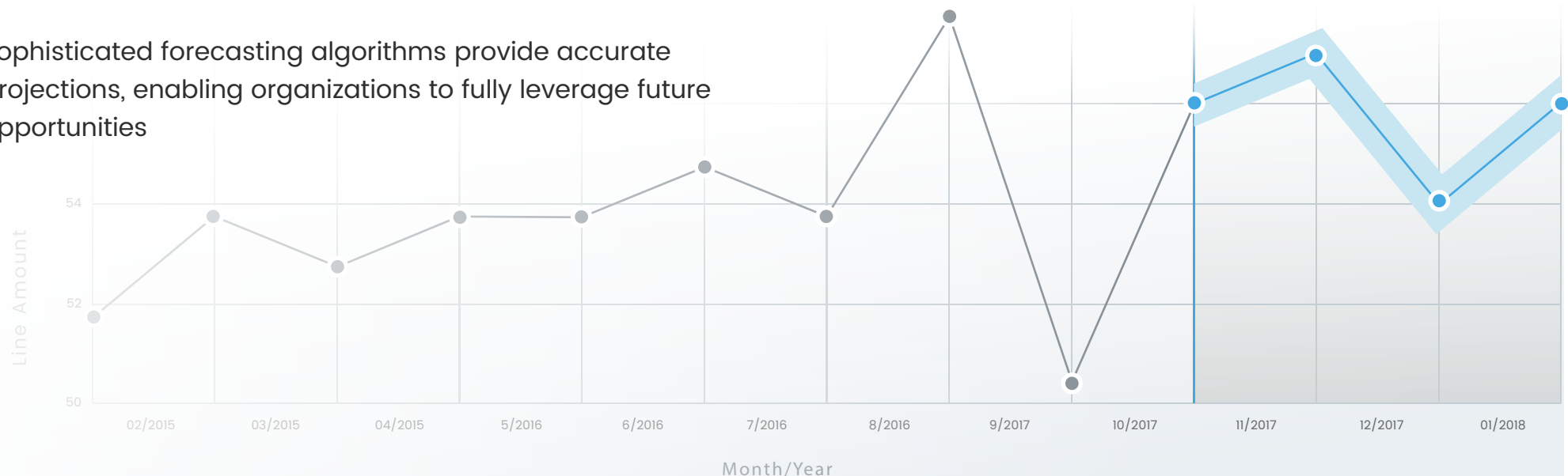
- Autocharting. Automatically picks the best graph, giving you a good starting point for exploration.
- Powerful, easy-to-use analytics. Provides forecasting, goal seeking, scenario analysis, decision trees, path analysis and other analytic visualizations.
- Text sentiment analysis. Provides insight into hot topics in social media (e.g., Facebook, Twitter, and Google Analytics)
- Interactive charts, dashboards and reports. Enables everyone to discover insights from any size and type of data, including Hadoop.

Insightful reporting allows organizations to view their business in new and meaningful ways

- ✓ View data in a multitude of formats
- ✓ Explore opportunities in real-time
- ✓ Test attributes and watch how your business can be impacted
- ✓ Forecast your Business with Confidence

Sophisticated forecasting algorithms provide accurate projections, enabling organizations to fully leverage future opportunities

Sales Forecasting



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## Easy, Effective, Affordable Financial Analytics for Your Organization, Now!

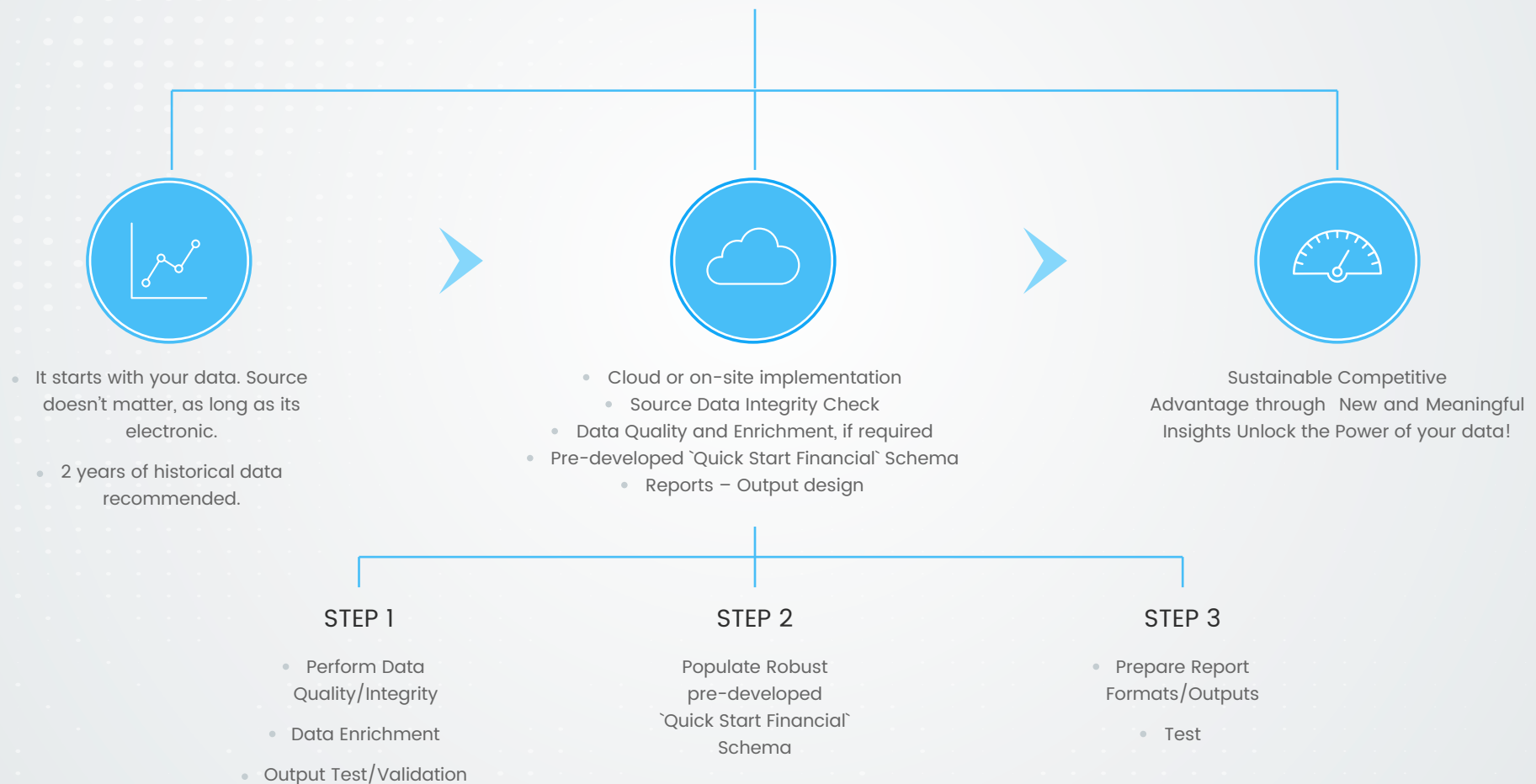
Denologix has created a 'Quick Start Analytics Platform' (QSAP). Our QSAP platform provides organizations a quick and efficient implementation, ensuring immediate benefits through Powerful Financial Analytics and Reporting.

Our Quick Start Analytics Platform includes pre-built processes from taking raw data to creating accurate and timely reports.



## Denologix 'Quick Start Analytics Platform' (QSAP)

Our Quick Start Analytics Process takes your raw data and transposes it to an efficient data structure which powers Visual Analytics. Our 'Quick Start Analytics Platform' gets Organizations to Value in Days, not months. Includes:



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## Components – Denologix Quick Start Financial Analytical Platform

01

### Data acquisition

Internal data, External data, structured and unstructured. New data can be added at any time. We test for data accuracy through each step.

02

### Data Cleansing

Utilize SAS DataFlux for data cleansing and attribute additions-substitution. With over 60,000 pre-built business rules, DataFlux is a category leader for Data Quality.

03

### Populate Quick Start Reporting Schema

Our Financial Schema covers the majority of financial dimensions and attributes. Some minor modification may be required.

04

### Generate Reports

SAS Analytics is the Analytical Engine and Output Driver. SAS Analytics are second to none, embedded with the best Algorithms developed over decades. SAS Visual Analytics is designed to be used by everyday data consumers. PHD results, PHD Not Required.

05

### Support

Denologix provides a variety of levels of support. Depending on your organizational requirements, Denologix can determine the most effective support levels.

06

### Offering

Denologix offers the Quick Start Analytics Platform for On-Premise (in-House) or Off-Premise, (Cloud, Private off-site Server).



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## Denologix QSAP Benefits

- ✓ UP and running in Days vs. Months
- ✓ Increased Business Value through new insights and meaningful reporting
- ✓ Efficiency through a single interface that provides BI reporting, dashboards, data exploration and analytics. Absolutely no coding. World Class tools at an affordable cost
- ✓ Quick and painless implementation provides immediate benefits. Minimum or no IT involvement

Think you can't afford the world's best analytics? You can!

From individual analysis to exploratory analytics, Denologix supports whatever size environment you require. Whether on-site or Cloud, we have an option that will fit your needs.

Contact us to find out more on how Visual Analytics can add tremendous value to your organization. 1-800-439-0209

Visual Analytics, Powered by SAS™, Implemented by Denologix!  
<http://www.denologix.com/solutions/financial-analytics/>







## About Denologix

Denologix Inc. is an established Toronto Based IT Consulting and Services firm. Denologix is recognized by Industry Research as one of the top 5 data integrators in North America, (Clutch Research). Additionally, Denologix has been a premiere SAS Partner for 15 years. Our client base includes numerous Companies, from small to medium business, as well as fortune 500 companies.

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