



## Product Overview



# What is SpringBoard?

- NeoFusion (proprietary) technology platform to scale actionable analytics and data insights
- Functionality for limitless number of end users to consume actionable data insights by allowing them to explore controlled variations of parameterized report templates
- Fixed price On-Demand consulting for dedicated NeoFusion resources to
  - Develop
  - Automate &
  - Distribute actionable data insight!



# Why is SpringBoard valuable?

- Provides the organization with the answers to business questions
- Allows non-analytical end users to digest and consume data insights in a meaningful way
- Provides a platform for the usually isolated and centralized analytics to be distributed to the masses in a controlled manner
- Actionable data insights impact virtually any area of any business



# How does SpringBoard work?

1. End users receive training on each SpringBoard report
2. End user goes to SpringBoard web page & requests report by entering report parameters
3. Web site sends a confirmation email to end user
4. End user goes on about their day
5. SpringBoard's proprietary engine completes report request, publishes result and sends users an email (with URL link) notifying them of report readiness
6. End user clicks on URL in email which takes them directly to their report
7. End user digests and consumes data insights per their training and with the assistance of the guided insights included in the report
8. End user is able to then take action on learned insights



# What drives the cost of SpringBoard?

- Fixed costs
  - NeoFusion's proprietary technology platform license & maintenance fees
- Variables costs
  - Number of reports
  - Number of end users
  - Volume and complexity of client data
  - Frequency of data updates



# How is SpringBoard different?

- How is SpringBoard different from say Microstrategy, Cognos or Business Objects?

## Answer

- SpringBoard does not require massive upfront collection of requirements to build cubes of data or star schemas. NeoFusion has developed an agile approach to quickly prototyping, building and publishing custom analytics that can anything from simple data aggregation to deeply complex predictive or behavioral algorithms



# What is included in the base solution?

1. Access to the SpringBoard platform specifically for your organization
2. 1 report
3. Dedicated staff (on-demand consulting) to handle maintenance of
  - Data
  - Report template
  - Web domain
  - Additional report development



# How would my organization get started?

- SpringBoard has a catalog of existing reports which can be reviewed & leveraged
- Custom report development & eventual release candidates require the following
  - Data input specification
  - Report methodology specification
  - Report parameter specification
  - End user report training
- Engage in NeoFusion's proprietary report development process. Average speed to market for new clients is less than 1 month!

