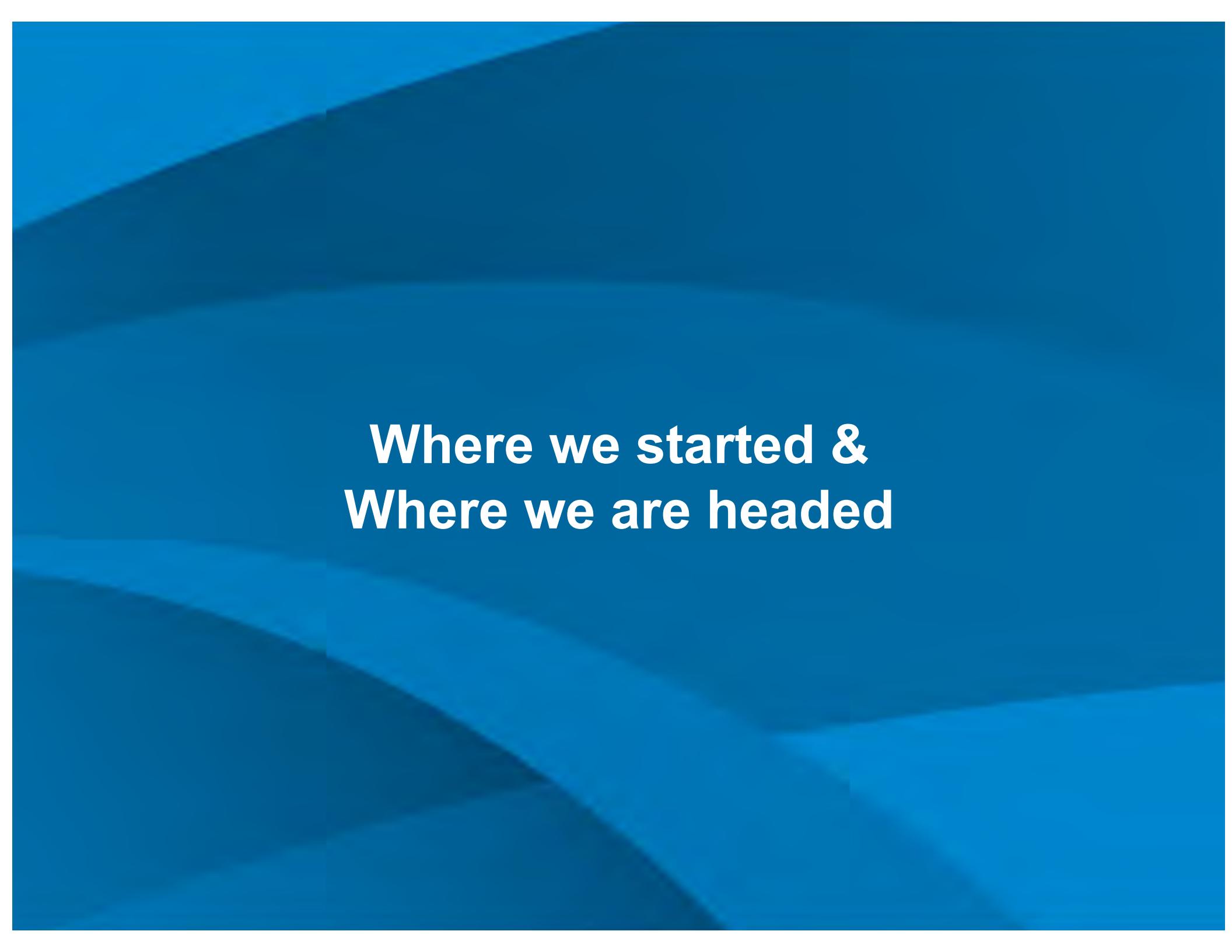




Aginity Branding

Creative concept application





**Where we started &
Where we are headed**

Existing Aginity collateral



Analytics Amp Reimagined

- Subject Matter Experts (Business Users) are developing analytics with remarkable point-and-click ease without any programming
- Sharing and collaborating on analytics allows for greater productivity and reuse. Analytics become building blocks for even more sophisticated analytics

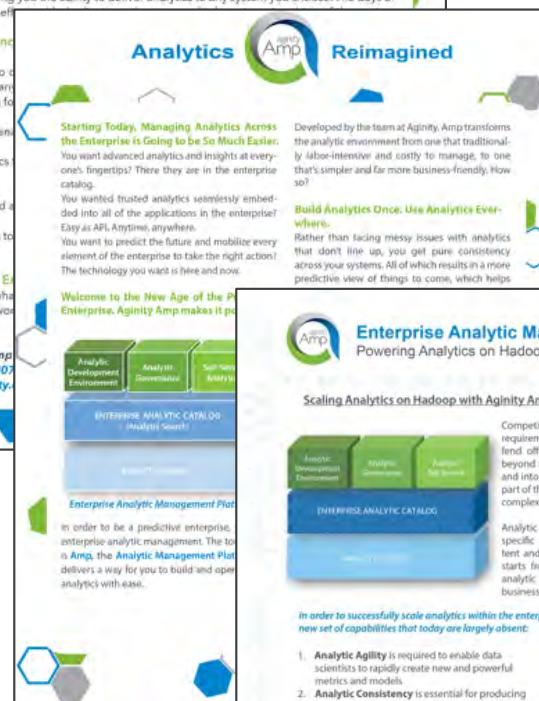
Once analytics are created in statistical tools like SAS, SPSS and R, Amp is able to ingest these models and allow their input to be accessible to the enterprise—your newer, smarter, more predictive enterprise.

Turn on the Analytic Server.
Amp empowers analytics on-demand by executing the SQL for each and every analytic. It's API-enabled, giving you the ability to deliver analytics to any system you choose. The days of duplicating your effort are over.

Math Governance Enterprise.
It happens all too often that part of the company is left behind every time going forward. 1. Users submit analytics requests. 2. IT and Analytics work together. 3. Only approved assets are used. Suddenly, thanks to Aginity Amp, the predictive enterprise is here.

The Predictive Enterprise.
Let's talk about what's next. It's time to stop working every day.

Schedule an Amp demo with Aginity at 224.307.1234 or email solutions@aginity.com.



Analytics Amp Reimagined

Starting Today, Managing Analytics Across the Enterprise is Going to be So Much Easier. You want advanced analytics and insights at everyone's fingertips? There they are in the enterprise catalog.

You wanted trusted analytics seamlessly embedded into all of the applications in the enterprise? Easy as API. Anytime, anywhere.

You want to predict the future and mobilize every element of the enterprise to take the right action? The technology you want is here now.

Welcome to the New Age of the Predictive Enterprise. Aginity Amp makes it possible.

Enterprise Analytic Management
Powering Analytics on Hadoop

Scaling Analytics on Hadoop with Aginity Amp™ for Analytic Management

In order to be a predictive enterprise, enterprise analytic management. The tool is Amp, the **Analytic Management Platform**. Amp delivers a way for you to build and operate analytics with ease.

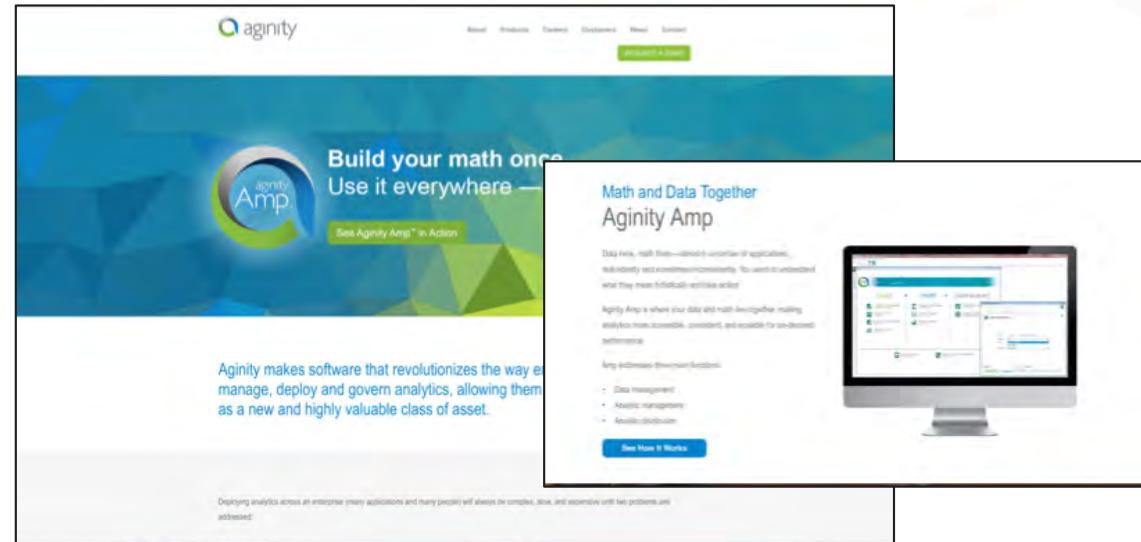
In order to successfully scale analytics within the enterprise, organizations need to develop a new set of capabilities that today are largely absent:

1. **Analytic Agility** is required to enable data scientists to rapidly create new and powerful metrics and models
2. **Analytic Consistency** is essential for producing correct results when used by different analysts, across departments and within operational systems
3. **Analytic Memory** is required so that analytics are not re-created unnecessarily
4. **Analytic Inheritance** is vital for any analytic to be used as a foundation for more advanced analytics, such as predictive analytic memory
5. **Analytic Governance** is necessary to ensure that analytic assets are properly managed to provide full value to an enterprise

"Without descriptive metadata, and a mechanism to maintain it, the data lake risks turning into a data swamp. Without metadata, every subsequent use of data means analysts start from scratch, like a form of data amnesia."

Gartner, "The Data Lake Fallacy: All Water and Little Substance"

Analytic Management Platforms are a new category of software designed to provide these capabilities. The value of an Analytic Management Platform is to drive significant cost reduction, faster time to value and enable capabilities not possible before.



Build your math once. Use it everywhere — See Aginity Amp™ in Action

Aginity makes software that revolutionizes the way enterprises manage, deploy and govern analytics, allowing them to be a new and highly valuable class of asset.

Deploying analytics across an enterprise (many applications and many people) will always be complex, slow, and expensive until two problems are addressed:

- Data management
- Analytics management

Math and Data Together
Agility Amp

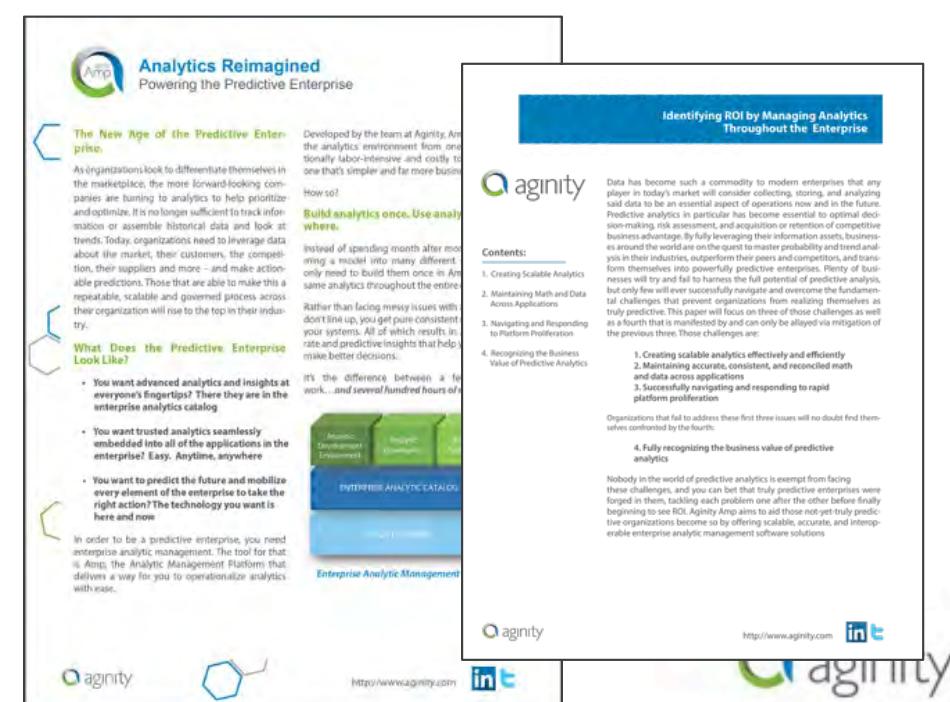
Data Agile, math Agile—aligned in execution of applications, but recently less mathematical consistency. To user it's understood what they mean (intellectual) increase value.

Agility Amp is where your data and math live together, making analytics more controllable, consistent, and available for on-demand reference.

Agility Amp makes Analytics:

- Data management
- Analytics management
- Analytics distribution

See How It Works



Analytics Reimagined
Powering the Predictive Enterprise

The New Age of the Predictive Enterprise.
As organizations look to differentiate themselves in the marketplace, the more forward-looking companies are turning to analytics to help prioritize and optimize. It's no longer sufficient to track information or assemble historical data and look at trends. Today, organizations need to leverage data about the market, their customers, their competition, their suppliers and more – and make actionable predictions. Those that are able to make this a repeatable, scalable and governed process across their organization will rise to the top in their industry.

What Does the Predictive Enterprise Look Like?

- You want advanced analytics and insights at everyone's fingertips? There they are in the enterprise analytics catalog
- You wanted trusted analytics seamlessly embedded into all of the applications in the enterprise? Easy. Anytime, anywhere
- You want to predict the future and mobilize every element of the enterprise to take the right action? The technology you want is here now

In order to be a predictive enterprise, you need enterprise analytic management. The tool for that is Amp, the **Analytic Management Platform** that delivers a way for you to operationalize analytics with ease.

Identifying ROI by Managing Analytics Throughout the Enterprise

Data has become such a commodity to modern enterprises that any player in today's market will consider collecting, storing, and analyzing data to be an essential aspect of operations now and in the future. Predictive analytics in particular has become essential to optimal decision-making, risk assessment, and acquisition or retention of competitive business advantage. As fully predictive enterprises around the world are on the quest to master probability and trend analysis in their industries, outperform their peers and competitors, and transform themselves into powerfully predictive enterprises. Plenty of businesses have tried to fast forward to full predictive success, but only a few will ever successfully navigate and overcome the fundamental challenges that prevent organizations from realizing themselves as truly predictive. This paper will focus on three of those challenges as well as a fourth that is manifested by and can only be alleviated via mitigation of the previous three. These challenges are:

1. Creating scalable analytics effectively and efficiently and maintaining accurate, consistent, and reconciled math and data across applications
2. Successfully navigating and responding to rapid platform proliferation
3. Fully recognizing the business value of predictive analytics

Organizations that fail to address these first three issues will no doubt find themselves confronted by the fourth:

4. Fully recognizing the business value of predictive analytics

Everybody in the world of predictive analytics is exempt from facing these challenges, and you can bet that truly predictive enterprises were forged in them, tackling each problem one after the other before finally beginning to see ROI. Aginity Amp aims to aid those not-yet-truly predictive organizations become so by offering scalable, accurate, and interoperable enterprise analytic management software solutions.

<http://www.aginity.com> 

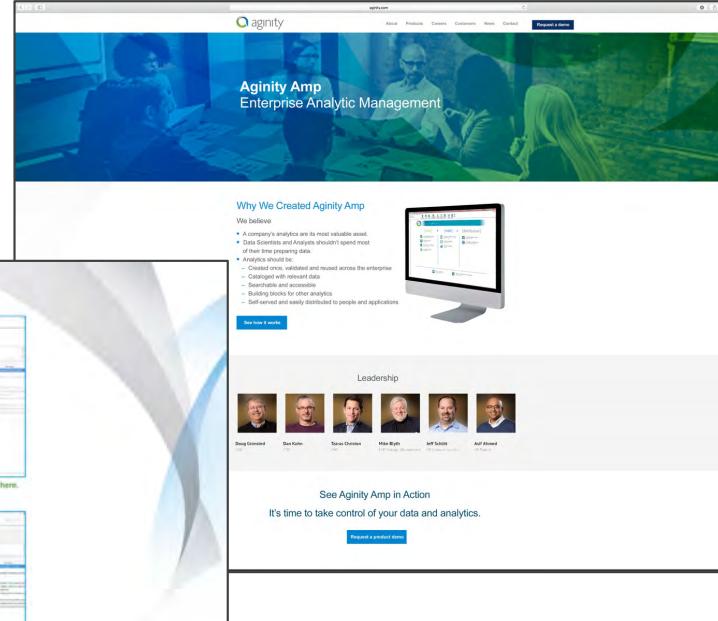
aginity

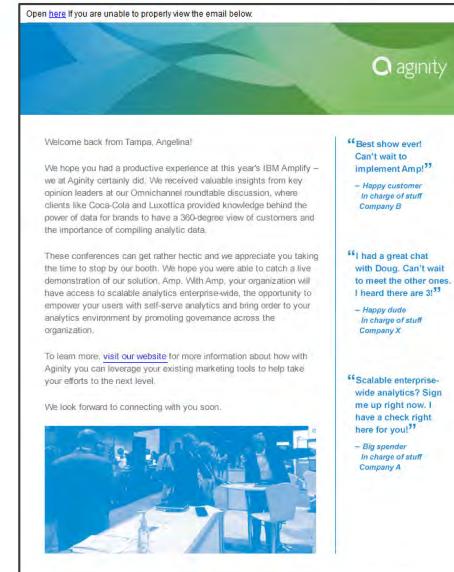
Brand snapshot

Headline goes here jfdajj
Headline goes here

Subhead goes here. Subhead goes here. Subhead goes here. Subhead goes here. Subhead goes here.







"Best show ever!
Can't wait to implement Amp!"
— Happy customer
In charge of stuff
Company B

"I had a great chat with Doug. Can't wait to meet the other ones.
I heard there are 3!"
— Happy dude
In charge of stuff
Company X

"Scalable enterprise-wide analytics? Sign me up right now. I have a check right here for you!"
— Big spender
In charge of stuff
Company A



Analytics Reimagined
Powering the Predictive Enterprise

The New Age of the Predictive Enterprise

As organizations look to differentiate themselves in the marketplace, the more forward-looking companies are turning to analytics to help prioritize and optimize. It is no longer sufficient to track information or assemble historical data and look at trends. Today, organizations need to leverage data about the market, their customers, the competition, their suppliers and more – and make actionable predictions. Those that are able to make this a repeatable, scalable and governed process across their organization will rise to the top in their industry.

Build analytics once.
Use analytics everywhere.

Instead of spending month after month programming a model into many different systems, you only need to build them once in Amp to run the same analytics throughout the entire organization.

What Does the Predictive Enterprise Look Like?

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In order to be a predictive enterprise, you need enterprise analytic management. The tool for that is Amp, the Analytic Management Platform that delivers a way for you to operationalize analytics with ease.

Developed by the team at Aguity, Amp transforms the analytics environment from one that's traditionally

www.aguity.com

Analytics Development Environment

Analytics Governance

Analytics Self Service

Enterprise Analytic Catalog

Analytic Server

Enterprise Analytic Management Platform

www.aguity.com

Aguity

Concept Before and After: White Paper and Sell Sheet




Identifying ROI by Managing Analytics Throughout the Enterprise

Contents:

1. Creating Scalable Analytics
2. Maintaining Math and Data Across Applications
3. Navigating and Responding to Platform Proliferation
4. Recognizing the Business Value of Predictive Analytics

Data has become such a commodity to modern enterprises that any player in today's market will consider collecting, storing, and analyzing said data to be an essential aspect of operations now and in the future. Predictive analytics in particular has become essential to optimal decision-making, risk assessment, and acquisition or retention of competitive business advantage. By fully leveraging their information assets, businesses around the world are on the quest to master probability and trend analysis in their industries, outperform themselves into powerhouses will try and fail to har but only few will ever successfully challenges that prevent truly predictive. This paper will as a fourth that is manifested the previous three. Those that

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ENTERPRISE ANALYTIC CATALOG (Analytic Search)

Enterprise Analytic Management Platform

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Developed by the team at Aginity, Amp transforms the analytic environment from one that's traditionally labor-intensive and costly to manage, to one that's simpler and far more business-friendly. How so?

Build Analytics Once. Use Analytics Everywhere.

Rather than facing messy issues with analytics that don't line up, you get pure consistency across your systems. All of which results in a more predictive view of things to come, which helps your business make better decisions.

Instead of spending month after month programming analytic models into many different systems, you only need to build them once in Amp to run the same analytic throughout the entire organization. It's the difference between a few hours of work... and several hundreds of hours of work.

Sharing Analytics has Never Been Easier.

- Data Scientists and Analysts are authoring complex analytics that are available to anyone or any systems across the enterprise.
- Subject Matter Experts (Business Users) are developing analytics with remarkable point-and-click ease.
- Sharing and collaborating on analytics allows for greater productivity and reuse. Analytics become building blocks for even more sophisticated analytics.

Freeing Customer Insights from the "Black Box"

"After building an analytic warehouse with Aginity Amp, we can finally see customer preferences and behavior across brand and geographies. We can build greater customer loyalty as well as manage campaigns more efficiently."

— Michael Braine
SVP and CI Retail and Optical Services, Lucentis Group

This transition is an ideal time to insure a set of data and analytic assets are usable across the enterprise. Our Aginity Amp™ software is powering you to apply consistent

By insourcing from your MS greater:

» Speed to market: You can then launch, analyze and

» Control: Your organization process and can better take

» Flexibility: Marketers can

» Productivity: All marketable auditabile analytics, enable

and more of them

» Reporting consistency: M

current to previous campa

Aginity has helped numero

from their MSPs. We know

you help you navigate it.

Streamline the Creative

Amp helps speed the creative marketing team does not ne

database or which attribut

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Analytic Development Environment	Analytic Governance	Analytic Self Service
Enterprise Analytic Catalog		
Analytic Server		

Enterprise Analytic Management Platform

www.aginity.com

Concept Before and After: HTML Emails

Analytics Reimagined
Powering the Predictive Enterprise

Dear Angelina,

Agility Amp™ now enables enterprises to build, manage and govern analytics directly on Hadoop. Learn more about this new release [here](#).

Agility is taking to the road to share our message of enterprise analytic management. Please join us at booth # 15 [Predictive Analytics World Chicago](#) and at booth # 1310 at [Hadoop Summit San Jose](#) as we present our new solution, Agility Amp™. With Amp, your organization will have access to scalable analytics enterprise-wide, the opportunity to empower your users with self-service analytics and bring order to your analytics environment by promoting governance across the organization.

Upgrade to the New Release of Aginity Workbench for Hadoop 4.8!

- Now supports Kerberos and SSL for connecting to Hive
- Added functions and procedures to the Autosuggest feature for all supported database platforms. Simply type, then hit ctrl+space.
- Bug fixes, bug fixes and more bug fixes.

Obtain the new release by opening your existing Workbench and go to Help->Check for Updates. If the update is not found, navigate to Help->Help (or hit F1) and visit the Downloads page. If you do not have a current installation of Workbench and would like to obtain Workbench for Hadoop 4.8, please visit the [Downloads page](#).

Announcing...the relaunch of the Aginity Product Support site.

Enhance your Aginity experience by:

- Submitting support questions to Aginity's product experts
- Access the wealth of information in the knowledgebase
- Interacting with fellow users to learn best practices

Aginity
1007 Church St.
Evanston, IL 60201

p: 224.307.2656
e: www.aginity.com

Open [here](#) if you are unable to properly view the email below.

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IBM Amplify
May 16-18 | Tampa, FL

Booth 552
[www.aginity.com](#)

Welcome back from Tampa, Angelina!

We hope you had a productive experience at this year's IBM Amplify - we at Aginity certainly did. We received valuable insights from key opinion leaders at our Omnichannel roundtable discussion, where clients like Coca-Cola and Luxottica provided knowledge behind the power of data for brands to have a 360-degree view of customers and the importance of compiling analytic data.

These conferences can get rather hectic and we appreciate you taking the time to stop by our booth. We hope you were able to catch a live demonstration of our solution, Amp. With Amp, your organization will have access to scalable analytics enterprise-wide, the opportunity to empower your users with self-service analytics and bring order to your analytics environment by promoting governance across the organization.

To learn more, [visit our website](#) for more information about how with Aginity you can leverage your existing marketing tools to help take your efforts to the next level.

We look forward to connecting with you soon.

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We look forward to connecting with you soon.

"**I had a great chat with Doug. Can't wait to meet the other ones. I heard there are 3!"**
- Happy dude
In charge of stuff
Company X

"**Scalable enterprise-wide analytics? Sign me up right now. I have a check right here for you!"**
- Big spender
In charge of stuff
Company A

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In charge of stuff
Company A

Brand Typeface: Avenir

Avenir

This typeface is primarily used as main collateral headlines. For collateral you may use either the Book or Roman font option.

- » Book is preferred on a page with heavy content like a sell sheet which does not have a stand alone cover
- » Roman is preferred for a stand alone cover like a white paper or brochure.
- » The Avenir typeface family may also be used as needed in event signage, social media graphics and the web site.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Italic typefaces

Italic typefaces should be used sparingly, primarily for highlighting key words, phrases or quote attributes. Entire paragraphs using italic are hard to read and are strongly discouraged.

Brand Typeface: Arial

Arial

This typeface is the primary typeface for all Aginity materials.

- » Subheads and captions should use Arial Bold
- » Arial Regular should be used for all body and sidebar copy
- » Italic typefaces should be used sparingly and only for highlighting key words, phrases or quote attributes. Entire paragraphs using italic are hard to read and are discouraged.

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

a b c d e f g h i j k l m n o p q r s t u v w x y z

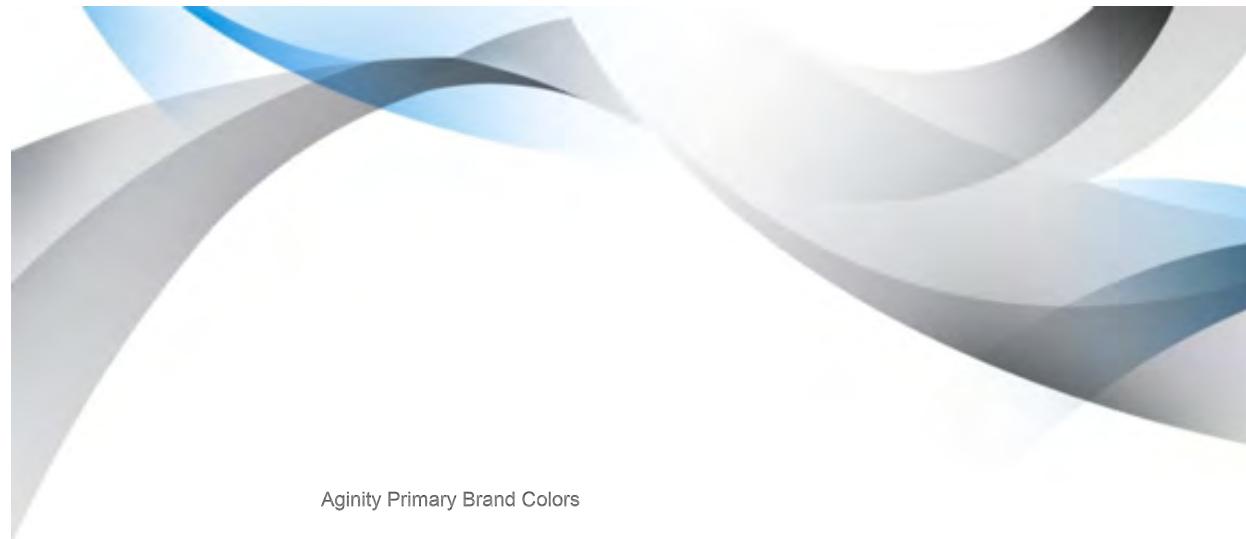
The Double Carrot



Use this shape for bullets and call-outs in text. This glyph is part of the Arial font.

Design Elements

- » Swoosh used in the PPT deck
- » Ties to the logo



Aginity Primary Brand Colors



AGINITY BLUE
PMS Process Blue
CMYK 100/34/0/0
RGB 0/132/203
HEX #0084CB



AGINITY GREEN
PMS 50/0/100/6
CMYK 132/187/59
RGB 128/199/199
HEX #84BB3B

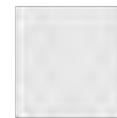


AGINITY GRAY
PMS Cool Gray 3
CMYK 0/0/0/20
RGB 199/199/199
HEX #C7C7C7



AGINITY DEEP GREY
PMS 65/56/51/28
CMYK 86/87/91
RGB 86/87/91
HEX #555575B

Aginity Secondary Brand Colors



CMYK
0/0/0/10



CMYK
0/0/0/30



CMYK
0/0/0/40



CMYK
0/0/0/50



CMYK
0/0/0/60



CMYK
0/0/0/70



CMYK
0/0/0/80

Aginity Accent Colors



AGINITY DEEP BLUE
CMYK 100/65/37/21
RGB 0/79/110
HEX #142F5C



AGINITY DEEP GREEN
CMYK 69/20/100/4
RGB 92/121/65
HEX #5d9840



AGINITY YELLOW
CMYK 4/13/91/0
RGB 247/212/49
HEX #F6D330

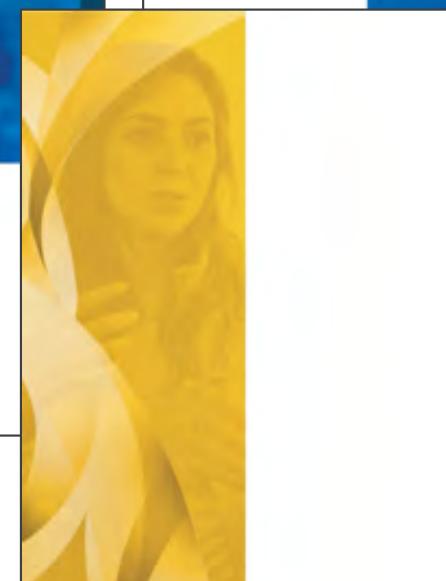
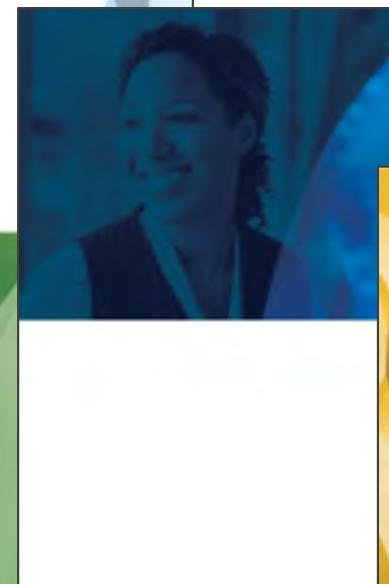
Design element – full page photographic treatments

- » Leverages color palette, photographic imagery and the swoosh



Design element – half page photographic treatments

- » Leverages color palette, photographic imagery and the swoosh



How does Aginity Amp work?

Aguity Amp has a very simple architecture that fits easily and cleanly into your analytic ecosystem. Pull off the data and all the processing live directly on your server. No need for a separate processing element or infrastructure are not required. Amp's lightweight application, built-in query on your big data and visualization of the data is graphical and makes it easy to understand. It is powerful and user-friendly, client application is used to interact with data and the analysis taking to allow users to view, analyze and share data. Amp also includes a library of APIs that can be used to integrate with Aginity Amp with other applications.

Aguity Amp works within your environment, pulling your analytic environment or in conjunction with your data lake and helps power your analytic environment. It provides a system for capturing, transforming and processing metrics to be integrated so you can push the resulting analytics to all the appropriate end places or use it internally.

Request an Amp demo today at www.aguity.com/request-a-demo, calling Aguity at (214) 327-2800 or emailing marketing@aguity.com.

Follow us!

About Aguity, Inc.
Aguity makes software that consolidates the raw enterprise data, manage, display and generate insights, allowing them to determine analytics as a way to make better decisions. With the help of Aguity Amp, users can rapidly integrate data sources, catalog predictive analytics and present existing customers to assess the enterprise. Aguity is positioned to disrupt globally with the support of its partners involving 50+ core customers.

© 2014 Aguity, Inc.

Getting Customer Insights from the "Black Box"

Extracting value from your Marketing, Service and Product CRM systems is no longer a mystery. Aguity's software allows you to quickly and easily access the enterprise. You gain control of data and processes that were formerly hidden from view, enabling you to discover the insights needed to build great customer intimacy and loyalty.

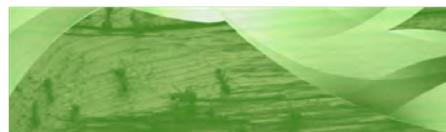
This template is an ideal home to showcase your company's data assets and how our platform can make those data assets more valuable and easier to use. The enterprise Aguity can help your partner do this. **Transition:** Our Aguity Amp™ software brings together multiple data sources, streamlining your process and allowing you to apply consistent analytics at scale.

By increasing how you utilize Aguity, your organization can achieve greater...

- Speed to market: You can quickly build your analytic capability. Then launch, analyze and report.
- Efficiency: Your organization cuts costs via the number one analytics process and can better use available resources.
- Flexibility: Many clients can easily load & data. Most additional sources might provide additional campaign ROI.

Design element – banner photographic treatments

» Leverages color palette, photographic imagery and the swoosh



The screenshot shows the aginity website homepage. At the top, there's a navigation bar with links for About, Products, Careers, Customers, News, Contact, and Request a Demo. Below the navigation is a large banner featuring a photograph of four people in a professional setting. The banner has a green and blue abstract background with a swoosh pattern. A text overlay on the banner reads "Aginity Amp Enterprise Analytic Management". Below the banner, there's a message: "Open [here](#) if you are unable to properly view the email below." The main content area starts with a section titled "Why We Created Aginity Amp" which includes a bulleted list of reasons and a "See how it works" button. Further down, there's a "Leadership" section with small profile pictures of four individuals. The page continues with sections for "See Aginity Amp" and "It's time to take control of your analytics environment". At the bottom, there's a footer with contact information, a support section, and a "Schedule a Demo Today!" button.

Agility has helped numerous large, complex organizations insure from their MSPs. We know what the journey is like and are ready to help you navigate it.

Streamline the Creation of Reusable Analytics

Amp helps speed the creation of your customer database. Your marketing team no longer needs to know how to build the new database or which attributes to include. Instead, you can take a "thin slice" of customer data—the records, attributes and calculations relevant to a single campaign, for example—and add or restructure your database as you move forward.

Because the analytics and the data model reside in a logical layer, you gain a high degree of flexibility in assigning attributes and hierarchies.

As a result, IT can more easily provide marketers with self-service access to data and analytics.

Amp simplifies the process of launching campaigns. It manages all your analytics assets centrally, so they can be used by any customer or internal marketing application tool. All the sales and marketing assets associated with campaign delivery remain consistent and reliable. Marketers no longer need to program each analytic into each tool. This eases and speeds staff adoption of internal tools. And, if you decide to change tools or vendors, you can do so with significantly less effort.

Amp enables you to launch more targeted campaigns more often. Through its central catalog, Amp enables marketers to leverage assets that have been created by other team members and reuse them in marketing applications anywhere. You can replicate effective campaigns more efficiently. Also, because you can more easily reconcile reports, you gain a clearer view of campaign results. This aids in developing more personal, mutually satisfying customer relationships.

Put Analytic Insights to Work – Anywhere

Amp accelerates the building of an analytics warehouse. Because Amp unites your customer data with the calculations behind your campaigns – the data and the math – your MSP insuring initiative provides an

Design element – small photographic treatments

» Leverages color palette, photographic imagery and the swoosh



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Freeing Customer Insights from the "Black Box"
Insourcing from your Marketing Service Provider (MSP) changes how your company does business. You gain control of data and processes that were formerly hidden from view, enabling you to discover the insights needed to build greater customer intimacy and loyalty.

This transition is an ideal time to transform your customer data into a set of data and analytic assets that are accessible, governed and usable across the enterprise. Aginity can be your partner in this transition. Our Aginity Amp™ software brings together data and math, empowering you to apply consistent analytics at scale.

— Michael Braine
SVP and CI Retail and Optical Services
Luxottica Group

By insourcing from your MSP with Amp, your organization can achieve greater:
» **Speed to market:** You can quickly build your analytic warehouse, then launch, analyze and modify campaigns.
» **Control:** Your organization now owns the customer analytics process and can better take advantage of all insights gained.
» **Flexibility:** Marketers can easily test if data from additional sources might provide additional campaign lift.
» **Productivity:** All marketers can access the same documented, auditable analytics, enabling you to run more targeted campaigns, and more of them.
» **Reporting consistency:** Management can reliably compare current to previous campaign results.

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Enterprise Analytic Management Powering Analytics on Hadoop

Scaling Analytics on Hadoop with Aginity Amp™ for Analytic Management

Competing on data and analytics is now a requirement for companies to survive and fend off competition. As enterprises move beyond the one-off analytic project successes and into developing analytic competencies as part of their DNA, they are hitting walls of cost, complexity and talent acquisition.

Analytic assets are being created in silos and specific applications, making them inconsistent and not reusable. Each analytic project starts from scratch, incapable of leveraging analytic assets created in other parts of the business.

In order to successfully scale analytics within the enterprise, organizations need to develop a new set of capabilities that today are largely absent:

1. Analytic Agility is required to enable data scientists to rapidly create new and powerful metrics and models
2. Analytic Governance is essential for producing correct results when used by different analysts, across departments and within operational systems
3. Analytic Memory is required so that analytics are not re-created unnecessarily

Analytic Management Platforms are a new category of software designed to provide these capabilities. The value of an Analytic Management Platform is to drive significant cost reduction, faster time to value and enable capabilities not possible before.

“Without descriptive metadata, and a mechanism to maintain it, the data lake risks turning into a data swamp. Without metadata, every subsequent use of data means analysis start from scratch, like a form of data amnesia.”
— Gartner, “The Data Lake Fallacy: All Water and Little Substance”

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Agility partners globally with IBM, Hortonworks® and Cloudera®.

Request an Amp demo today at www.aginity.com/request-a-demo, calling Aginity at 214.297.2666 or emailing solutions@aginity.com.

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Because Amp enables an agile, iterative process, you can create your database much faster than with a traditional ‘waterfall’ method. You can:

- » Reduce attribute-building time by 75-90%
- » Deploy your analytic warehouse in 3-5 weeks, instead of 12 months
- » Cut implementation costs by 50-75%
- » Integrate new chemicals in days, rather than weeks
- » Improve relevance and increase the number of campaigns up to 7X

Put Analytic Insights to Work – Anywhere. Amp accelerates the building of an analytics warehouse. Because Amp unites your customer data with the calculations behind your campaigns – the data and the math – your MSP insourcing initiative provides an opportunity to create analytics that can be used more broadly throughout your enterprise; an analytics warehouse. Because Amp easily serves any internal or third-party business intelligence, sales automation or other application, it provides an anchor point for applying analytics functional or geographic areas.

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Website
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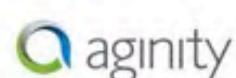
Employees
(60 worldwide)

Leadership team

- » Dan Kuhn, CEO/CTO
 - » Tzilene Clinton, President
 - » Brad Schweibold, Chief Sales Officer
 - » Mike Proffitt, Chief Financial Officer
 - » Verlyn Levy, Chief Data Scientist

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Request an Amp demo today at www.aginity.com/request-a-demo, calling Aginity at 214.297.2666 or emailing solutions@aginity.com.



Application of design

Case Study

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Customer boilerplate and info

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About Aginity, Inc.

Aginity makes software that revolutionizes the way enterprises create, manage, deploy and govern analytics, allowing them to establish analytics as a new and highly valuable class of asset. With Aginity Amp, users can rapidly integrate data sources, catalog predictive analytics and power existing execution systems across the enterprise. Aginity software is deployed globally with the support of its partners including IBM and Hortonworks.

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Case Study Light

INDUSTRY



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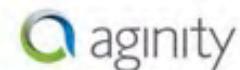
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For more information, visit www.aginity.com.

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Brochure – Product

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About Aginity

Founded in 2005, Aginity transforms the way companies compete on analytics. Aginity Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved improvements in business outcomes by applying the governed, reusable analytics that Amp enables. For more information, visit www.aginity.com.

Follow us!  

Technical Brief

 aginity

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www.aginity.com

 aginity

Aginity Amp Usage Approach



The diagram illustrates the Aginity Amp Usage Approach. At the center is a blue circle labeled "Data Ingestion" and "Govern and Manage Analytics". Surrounding this central circle are four quadrants, each representing a different aspect of the usage approach:

- Data Managed Service** (Top Left): Associated with "USE CASE BASED" and "Quick Start Installation Service".
- Analytic Development Managed Service** (Top Right): Associated with "USE CASE BASED" and "Premium Support Service".
- Premium Support Service** (Bottom Right): Associated with "Learning and Support" and "Knowledge Base".
- Learning and Support** (Bottom Left): Associated with "Agility Services and Adoption Cycle" and "E-Learning".

Dolor sed est tellus elit per
Lorem ipsum dolor sit amet eu. Amet eleifend phasellus con suspendisse vivamus. Elit risus dui. Facilisi ligula dolor. Sodales mauris eget curabitur justo ipsum convallis nullam in tempus lorem congue.

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Follow us!  

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www.aginity.com

Whitepaper



Lorem ipsum dolor sit amet per in libeut elit mi velo lorem

Author's name and title

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123 Main Street
Anytown, USA 12345
Phone: (555) 123-4567
Email: info@agility.com

Abstract

This whitepaper provides an in-depth analysis of the latest developments in software development methodologies. It explores the evolution of Agile, the rise of DevOps, and the impact of cloud computing on modern software delivery. The report also examines the challenges facing organizations as they seek to implement these new approaches and the best practices for success.

Table of Contents

- Introduction
- The Evolution of Software Development
- Agile Methodologies
- DevOps and Continuous Delivery
- Cloud Computing and Microservices
- Conclusion

Keywords: software development, agile, devops, cloud computing, microservices



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Abstract

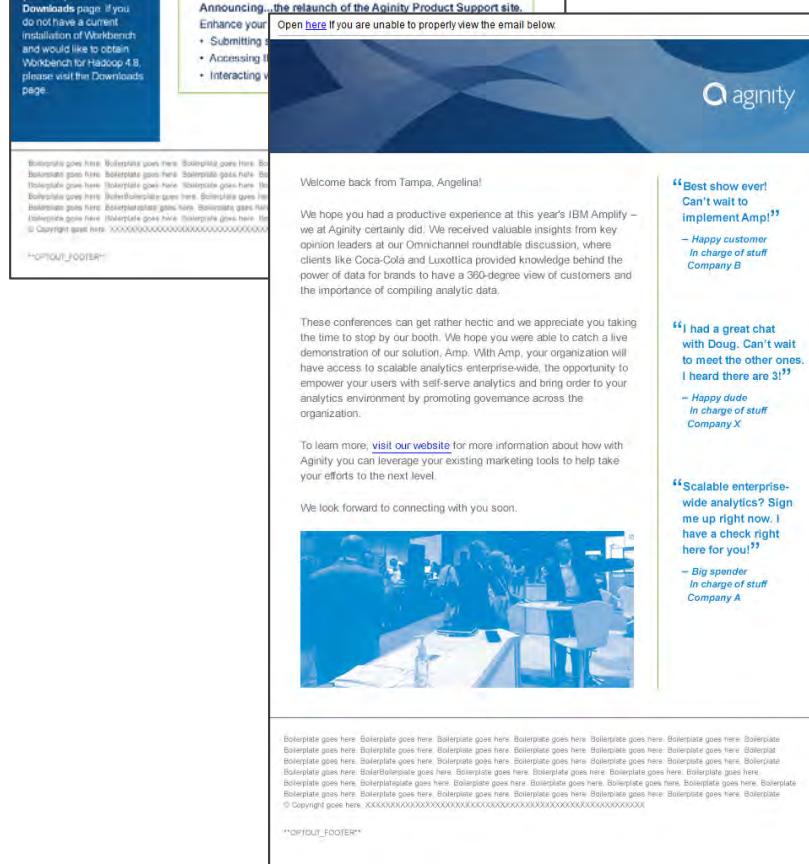
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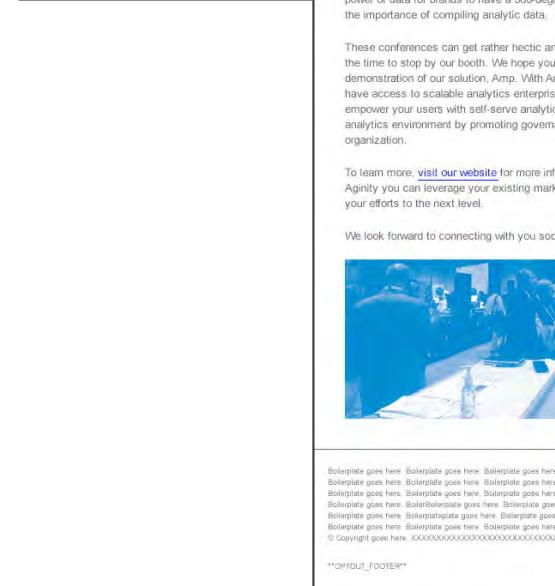
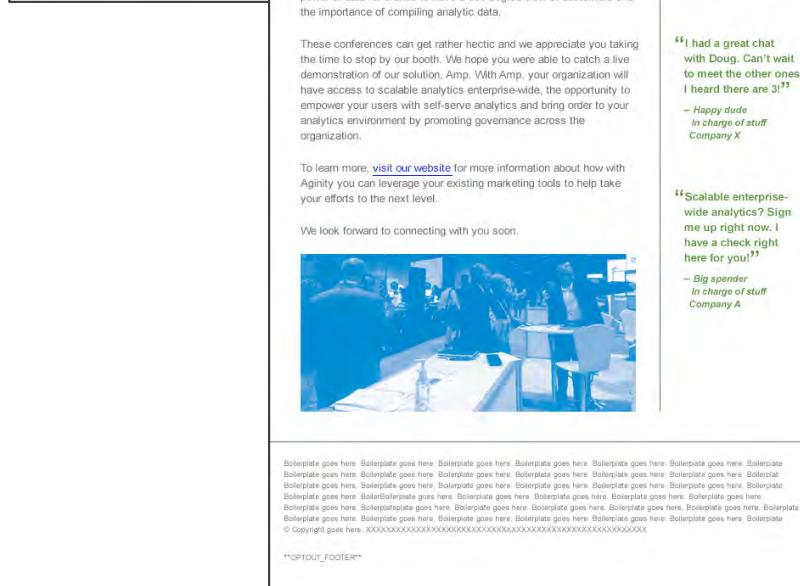
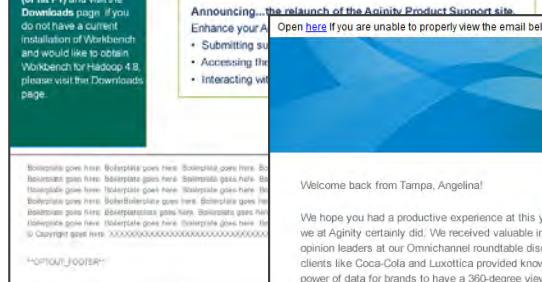
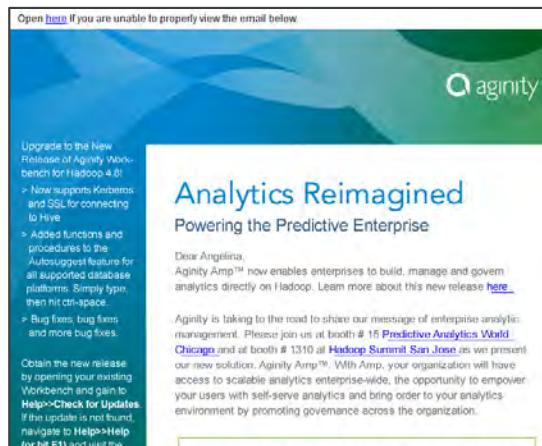
- Introduction
- The Evolution of Software Development
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- Cloud Computing and Microservices
- Conclusion

Keywords: software development, agile, devops, cloud computing, microservices

HTML email



HTML email



nity

Twitter

The screenshot shows Aginity's Twitter profile at <https://twitter.com/Aginity>. The profile features a blue and green abstract background. The header banner reads "Build Your Analytics Once – Use Everywhere". The profile card shows 537 tweets, 247 following, 408 followers, 96 likes, 3 lists, and 0 moments. The bio states: "The largest brands in the world use Aginity Amp, where data and math come together. Create, share, reuse, and govern analytics across your entire enterprise." It includes locations in Evanston, IL, a website link (aginity.com), and a joining date of September 2012. A photo shows two people at a trade show booth. A tweet from Beth Rieser (@bethrieser) on October 26th promotes the 90-day Marketing Analytics Insourcing Journey. Another tweet from Aginity (@Aginity) on October 26th discusses the grand opening of monumental proportions.

Aginity's Analytic Management Platform
Now Available for Hadoop



Blue tweet background

Aginity's Analytic Management Platform
Now Available for Hadoop
#AginityAMP

Light green tweet background

Aginity's Analytic Management Platform
Now Available for Hadoop
#AginityAMP

Gradient tweet background

Aginity's Analytic Management Platform
Now Available for Hadoop
#AginityAMP

Dark green tweet background

LinkedIn

Get a New Job in 1 Week! - Hired brings job offers to you, so you can stop wasting your time applying | Ad

Aginity
Computer Software
51-200 employees

11,884 followers [Follow](#)

[Home](#) [Careers](#)

Build Your Analytics Once – Use Everywhere

Aginity is a software development company whose analytic hub powers the entire enterprise. We continue to build our engineering team in Evanston, Illinois. Our flagship product, Amp, enjoys a growing customer base that is hungry for features.

See more

Uncover unique insights about Aginity [Try Premium for free](#)

Employee distribution by department Employee growth rates

Notable leadership additions Trends in hiring activity

Recent Updates

Aginity is hiring: Enterprise Software Sales

Careers at Aginity · See more jobs · 14 days ago

Aginity is hiring: Enterprise Software Sales

Careers at Aginity · See more jobs · 14 days ago

Aginity is hiring: Software Implementation Project Manager

Careers at Aginity · See more jobs · 20 days ago

Aginity is hiring: Java Lead

Careers at Aginity · See more jobs · 20 days ago

Aginity is hiring: Enterprise Analytic Consultant

Careers at Aginity · See more jobs · 24 days ago

How You're Connected

20 2nd-degree connections

97 Employees on LinkedIn

See all ▾

Careers

Interested in Aginity? Learn about our company and culture. 6 jobs posted

Learn more ▾

Daniel, keep up with the latest insights from Northern Trust Asset Management

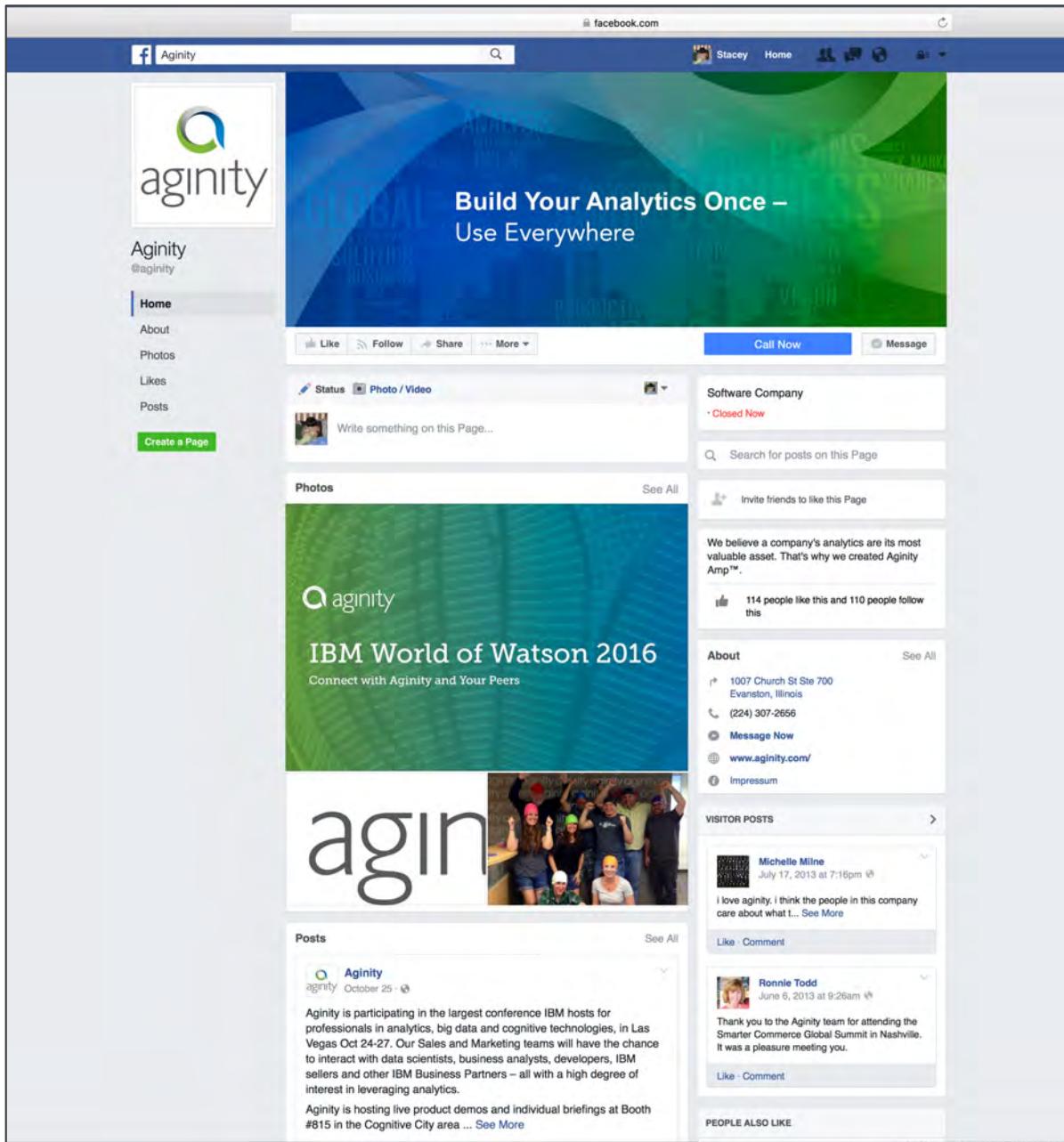
You Northern Trust Mana

Stay informed on industry news and trends [+ Follow](#)

People Also Viewed

ginity

Facebook



The screenshot shows the Facebook profile page for Aginity. The cover photo features a blue and green abstract background with the text "Build Your Analytics Once – Use Everywhere". The sidebar on the left includes links for Home, About, Photos, Likes, Posts, and Create a Page. The main content area displays a post from October 25, 2013, by Aginity (@aginity) about their participation in the IBM World of Watson 2016 conference. The post includes a photo of a group of people at the event. The right sidebar provides contact information: address (1007 Church St Ste 700, Evanston, Illinois), phone number ((224) 307-2656), message button, website (www.aginity.com/), and Impressum link. Visitor posts include one from Michelle Milne and one from Ronnie Todd.

Aginity (@aginity)

Home

About

Photos

Likes

Posts

Create a Page

Aginity (@aginity)

Build Your Analytics Once – Use Everywhere

Status Photo / Video Write something on this Page...

Photos See All

IBM World of Watson 2016 Connect with Aginity and Your Peers

aginity

114 people like this and 110 people follow this

About See All

1007 Church St Ste 700
Evanston, Illinois
(224) 307-2656

Message Now

www.aginity.com/

Impressum

VISITOR POSTS

Michelle Milne July 17, 2013 at 7:16pm

I love aginity. I think the people in this company care about what... See More

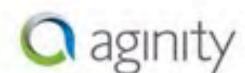
Like · Comment

Ronnie Todd June 6, 2013 at 9:26am

Thank you to the Aginity team for attending the Smarter Commerce Global Summit in Nashville. It was a pleasure meeting you.

Like · Comment

PEOPLE ALSO LIKE



YouTube

The screenshot shows the YouTube channel page for 'Aginity'. The channel banner features a blue and green abstract design with the text 'Build Your Analytics Once –Use Everywhere' and the Aginity logo. The channel name 'Aginity' is displayed in bold black text above the video thumbnails. The 'Subscribe' button shows 106 subscribers. The left sidebar includes links for Home, My channel, Trending, Subscriptions, History, Watch Later, Liked videos, and a list of subscribed channels like pilateslearn, NYC Pilates Workouts, FitnessBlender, BeFIT, and YouTube Red. The main content area displays a list of recent uploads by Aginity, each with a thumbnail image, title, and view count. The first five videos are:

- Agility uploaded a video 3 weeks ago **Agility Netezza Workbench Query History and Plan Files Tutorial** 17 views
- Agility uploaded a video 3 weeks ago **Agility Netezza Workbench SPU Utilization Monitor Tutorial** 3 views
- Agility uploaded a video 3 weeks ago **Agility Netezza Workbench SQL Dump Runner Tutorial** 9 views
- Agility uploaded a video 2 weeks ago **2016 Strata Hadoop Aginity Amp Demo** 33 views
- Agility uploaded a video 3 months ago **Agility Amp Demo** 429 views

On the right side, there is a 'Popular channels' sidebar listing channels such as Marques Brownlee, Zachary K Hubbard, Alberto Kirby, Bangla Tech, Robuxian, and Urban420 Network, each with a 'Subscribe' button.

ginity

Web site

Build your math once.
Use it everywhere – instantly.

Aguity makes software that revolutionizes the way enterprises create, manage, deploy and govern analytics, allowing them to establish analytics as a new and highly valuable class of asset.

Deploying analytics across an enterprise (many applications and many people) will always be complex, slow and expensive until two problems are addressed:

Analytics aren't created – they're work. Every application needs to be built from scratch, which takes time and money. Companies must hire analysts to build each application, which can cost up to \$100k per analyst per year. And every application needs to be governed.

The gap between marketing analytics and IT is simply not scale efficient. Aguity's solution is a big step into the future, bringing scale efficiency to customer individuality.

Scott Friesen, Director of Marketing Analytics and Customer Insights

Aguity Workbench

Aguity Workbench is an easy-to-use self-service analytics platform that allows users to quickly and easily access their data and make sense of it. It provides a central hub for managing data, creating reports, and sharing insights across the organization.

Aguity Amp

Aguity Amp is a powerful self-service analytics platform that allows users to quickly and easily access their data and make sense of it. It provides a central hub for managing data, creating reports, and sharing insights across the organization.

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Which Platform Do You Use?

NETEZZA

Pivotal GPDB

dashDB

Hortonworks

ORKIN

"If we understand the value of different types of customers, we can understand where to go get more customers like that and how to retain them better. The attributes in the Aguity software model really help us do that. The richer the attributes, the more we can understand our customers [like] what separates the most profitable, longest life customers."

John Jenkins, Managing Director, Pricing and Analytics, ORKIN

See Aguity Amp in Action

It's time to take control of your data and analytics.

Request a product demo

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Web site

The screenshot shows the Aguity website homepage. At the top, there's a hero section with the tagline "Build your math once. Use it everywhere – instantly." Below this, there are several sections: "Agility makes software that revolutionizes the way enterprises create, manage, display and govern analytics, allowing them to monetize analytics as a new and highly valuable source of revenue"; "Discovering analytics means an enterprise (many applications and many people) will always be complex, slow and associate with big problems are addressed"; "The old dance between marketing analytics and IT is simply not scale efficient. Aguity's solution is a big step into the future, bringing scale efficiency to customer individuality."; "Scott Friesen, Director of Marketing Analytics and Customer Insights" with a quote; and "ULTA BEAUTY" logo. Red arrows point from the right side of the page towards the right-hand callout boxes.



"The old dance between marketing analytics and IT is simply not scale efficient. Aguity's solution is a big step into the future, bringing scale efficiency to customer individuality."

Scott Friesen, Director of Marketing Analytics and Customer Insights

**ULTA
BEAUTY**

Scalable Analytics. Enterprise-wide.
Aguity Amp™
Aguity Amp is where your data and math come together. Our software makes it easy to investigate, share, reuse, and govern your analytics — regardless of location, author, or application.
Aguity Amp enables an unprecedented combination of:

- Business self-service
- Greater governance
- Less IT dependence

[See Aguity Amp in Action](#)

ORKIN
"If we understand the value of different types of customers, we can understand where to go get more customers like that and how to retain them better. The attributes in the Aguity software model really help us do that. The richer the attributes, the more we can understand our customers [like] what separates the most profitable, longest life customers..."

– John Joninas, Managing Director, Pricing and Analytics, ORKIN

Hm
"Aguity software will help us immediately [enable] people to self-serve throughout our enterprise, [give] people [the ability] to ask questions, get the answers, and be confident that what they're getting is one version of the truth."

– Rick Greth, Director of IT, Homemakers

**ULTA
BEAUTY**
"The old dance between marketing analytics and IT is simply not scale efficient. Aguity's solution is a big step into the future, bringing scale efficiency to customer individuality."

– Scott Friesen, Director, Marketing Analytics and Customer Insights, ULTA

Concept: Web site – About page

The screenshot shows the 'About' page of the Aginity website. At the top, there is a banner featuring several people working at desks with computer monitors, overlaid with a blue-to-green gradient. The Aginity logo is in the top left corner, and a navigation bar with links for 'About', 'Products', 'Careers', 'Customers', 'News', 'Contact', and a 'Request a demo' button is at the top right.

Agility Amp
Enterprise Analytic Management

Why We Created Aginity Amp

We believe

- A company's analytics are its most valuable asset.
- Data Scientists and Analysts shouldn't spend most of their time preparing data.
- Analytics should be:
 - Created once, validated and reused across the enterprise
 - Cataloged with relevant data
 - Searchable and accessible
 - Building blocks for other analytics
 - Self-served and easily distributed to people and applications

[See how it works](#)

Leadership

Doug Grimsted
CEO
Dan Kuhn
CTO
Tzaras Christon
CDO
Mike Blyth
VP Product Development
Jeff Schlitt
VP Customer Success
Asif Ahmed
VP Product

See Aginity Amp in Action

It's time to take control of your data and analytics.

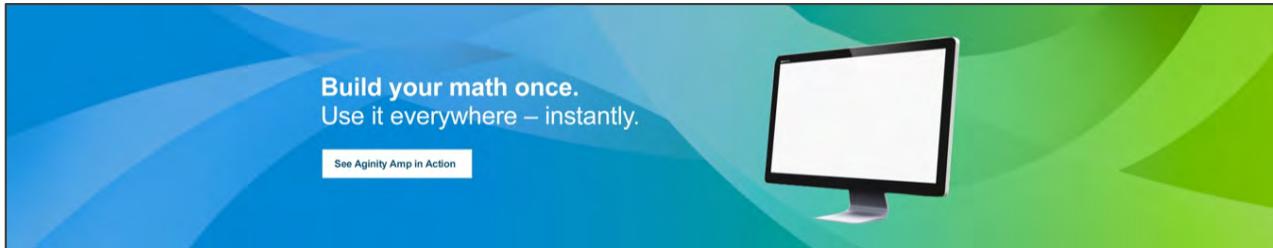
[Request a product demo](#)

CONTACT INFO

Careers: solutions@aginity.com
Support: [1907 church Street, Suite 700
Exton, PA 19346
215.507.5565](http://1907churchStreetSuite700ExtonPA48325)
Privacy Policy: [Download the #1 MPP query tool for free!](#)

SCHEDULE A DEMO TODAY!

Concept: Leadspace banners for carousel



<https://www.aginity.com>

Standard main with no stock photo. Will use screen shot



Stock photo for visual difference and message support (FPO)



Stock photo for visual difference and message support (FPO)



Stock photo for visual difference and message support (FPO)



Stock photo for visual difference and message support (FPO)

Concept: Web Site

Aginity Amp
Enterprise Analytic Management

[See Aginity Amp in Action](#)

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[See how it works](#)

Leadership

Photo	Name	Title
Dan Kuhn	Dan Kuhn	CTO
Mike Profitta	Mike Profitta	CFO
Tzaras Christon	Tzaras Christon	CRO
Brad Schweibold	Brad Schweibold	Chief Sales Officer
Wayne Levy	Wayne Levy	Chief Scientist
Mike Blyth	Mike Blyth	EVP Strategic Development
Nancy Young	Nancy Young	VP Operations
Asif Ahmed	Asif Ahmed	VP Product
Jeff Schlitt	Jeff Schlitt	VP Customer Success

See Aginity Amp in Action

It's time to take control of your data and analytics.

[Request a product demo](#)

Support

Customer Support
Customer Portal
Email Report
Privacy Policy

Products

Agility Amp Overview
Agility Amp Features
Agility Workbench
Request a Demo
Pricing

Contact Us

Careers
Email
Phone
Address

Follow Us

LinkedIn
Twitter
YouTube

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[See how it works](#)

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Tzaras Christon	Tzaras Christon	CRO
Brad Schweibold	Brad Schweibold	Chief Sales Officer
Wayne Levy	Wayne Levy	Chief Scientist
Mike Blyth	Mike Blyth	EVP Strategic Development
Nancy Young	Nancy Young	VP Operations
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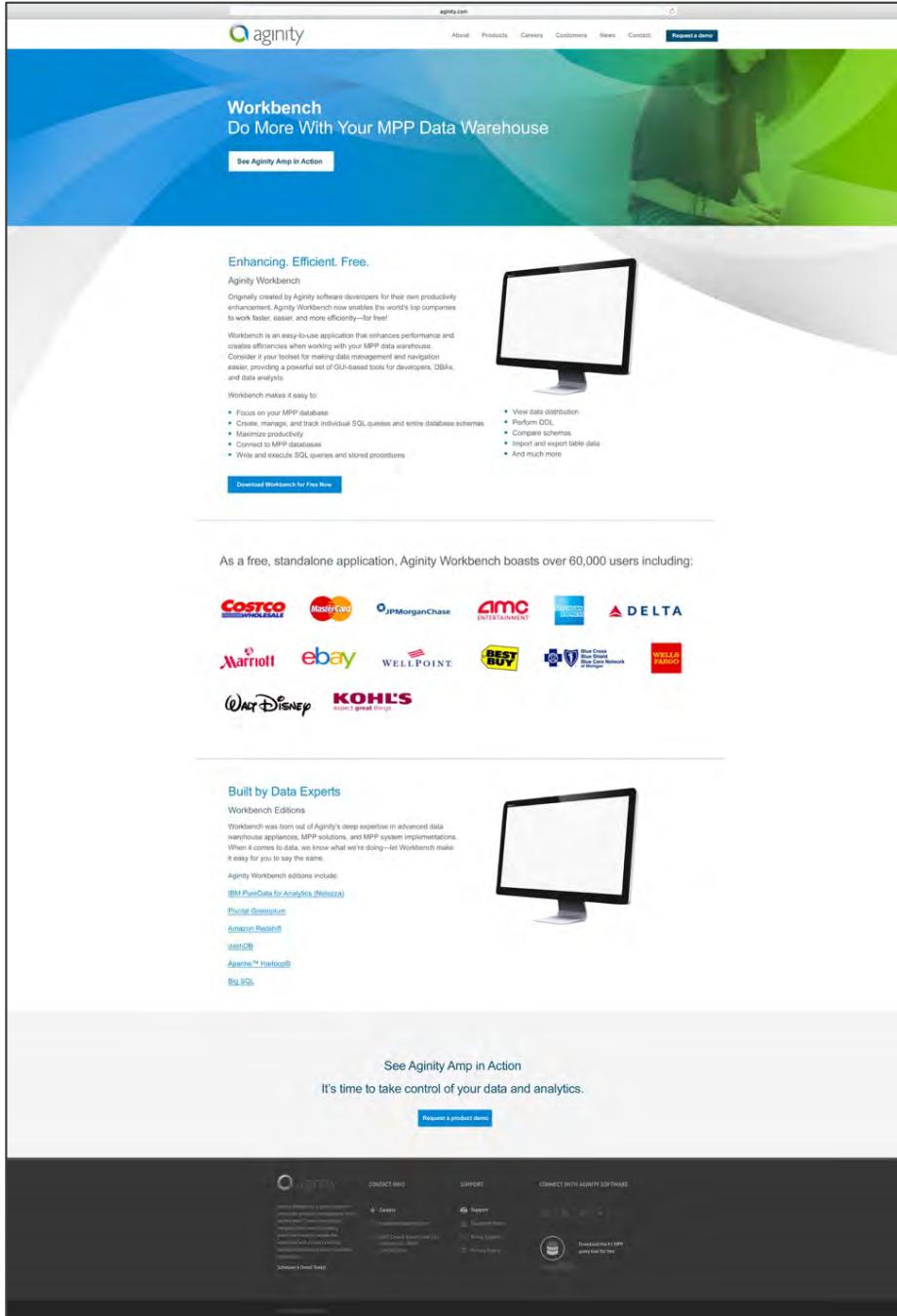
Concept: Web Site

The screenshot shows the top navigation bar with links for About, Products, Careers, Customers, News, Contact, and Request a demo. Below the header is a large banner with the text "Enterprise Analytic Management Software" and "Math: Create. Catalog. Distribute". A child looking at a computer screen is visible in the background of the banner. The main content area features a section titled "Math and Data Together" with a sub-section for "Agility Amp". It includes a screenshot of the software interface showing a dashboard with data and math components. Below this is a diagram illustrating the architecture: "Sources" (Locations, Conversations, Web Sessions, Products, Customers, Social Campaigns) feed into a central "ANALYTIC MANAGEMENT" block containing a "CATALOG" and "MASSIVELY PARALLEL PROCESSING DATABASE STORAGE". This block is connected to "applications" (Visualization, Marketing Automation, CRM, DMP, Business Intelligence) via a "DISTRIBUTION" layer. A "DATA MANAGEMENT" layer is also shown. At the bottom, there's a section titled "Save Time and Money" with a sub-section for "Agility Amp", highlighting efficiency and cost reduction. A large image of a computer monitor is centered at the bottom.

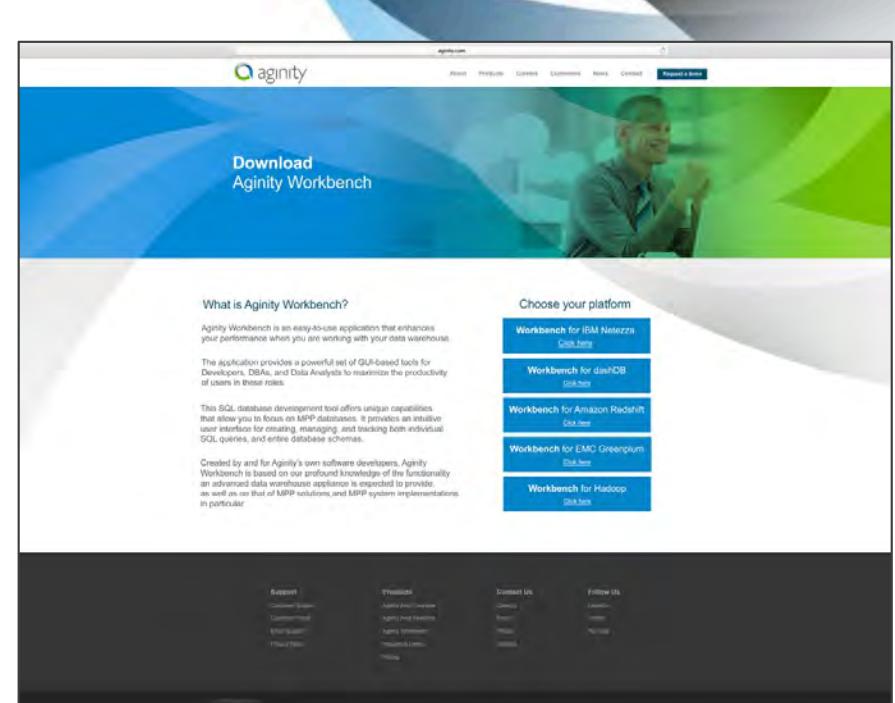
This screenshot shows a different view of the Aginity website. The top navigation bar is identical. The main content area is titled "Enterprise Analytic Management Software" with the sub-section "Math: Create. Catalog. Distribute". It features a diagram similar to the one above, but with more specific sections for "Data Management", "Analytics", and "Math". Below this is a section titled "Create once. Reuse endlessly." with a sub-section for "Analytic Management". It includes a diagram of a laptop displaying a blank screen. Further down are sections titled "Analytics alone aren't enough?" and "Where data and math come together". At the bottom, there's a "See Agility Amp in Action" section with a "Request a product demo" button.

aginity

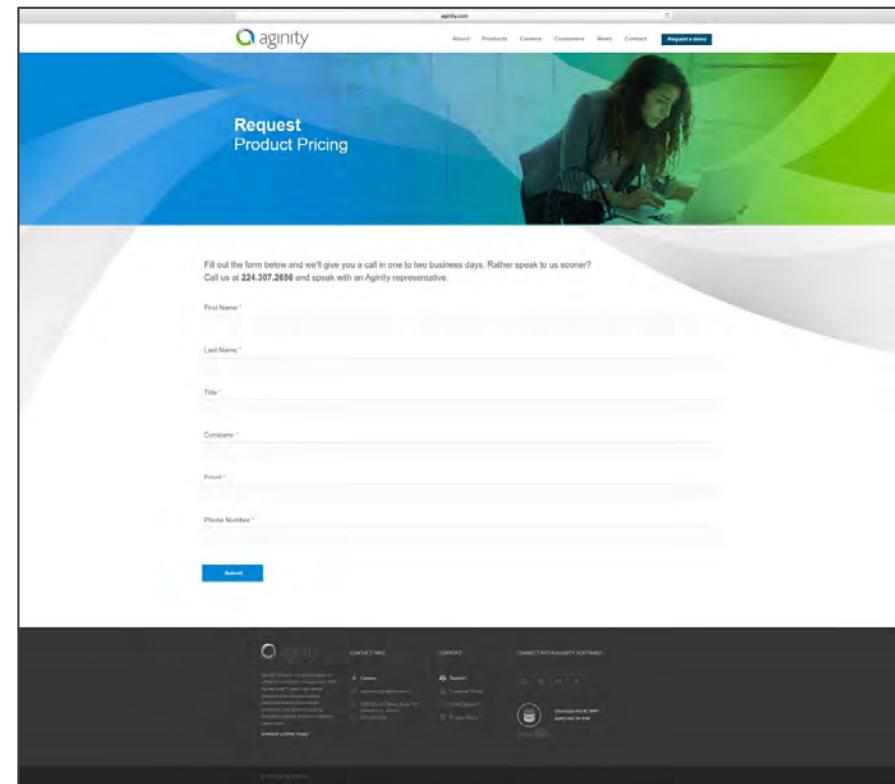
Concept: Web Site



The landing page for Aginity Workbench features a large banner image of a person working at a computer. The main heading is "Workbench" and the sub-headline is "Do More With Your MPP Data Warehouse". A button labeled "See Aginity Amp in Action" is present. Below the banner, there's a section titled "Enhancing. Efficient. Free." which describes Aginity Workbench as an easy-to-use application for MPP data warehouses. It lists features like viewing data distribution, performing DDL, comparing schemas, importing/exporting data, and more. A "Download Workbench for Free Now!" button is located here. The footer contains logos for various companies including Costco, MasterCard, JPMorgan Chase, AMC Entertainment, Delta, Marriott, eBay, WellPoint, Best Buy, Blue Cross Blue Shield, VISA, Disney, and Kohl's.

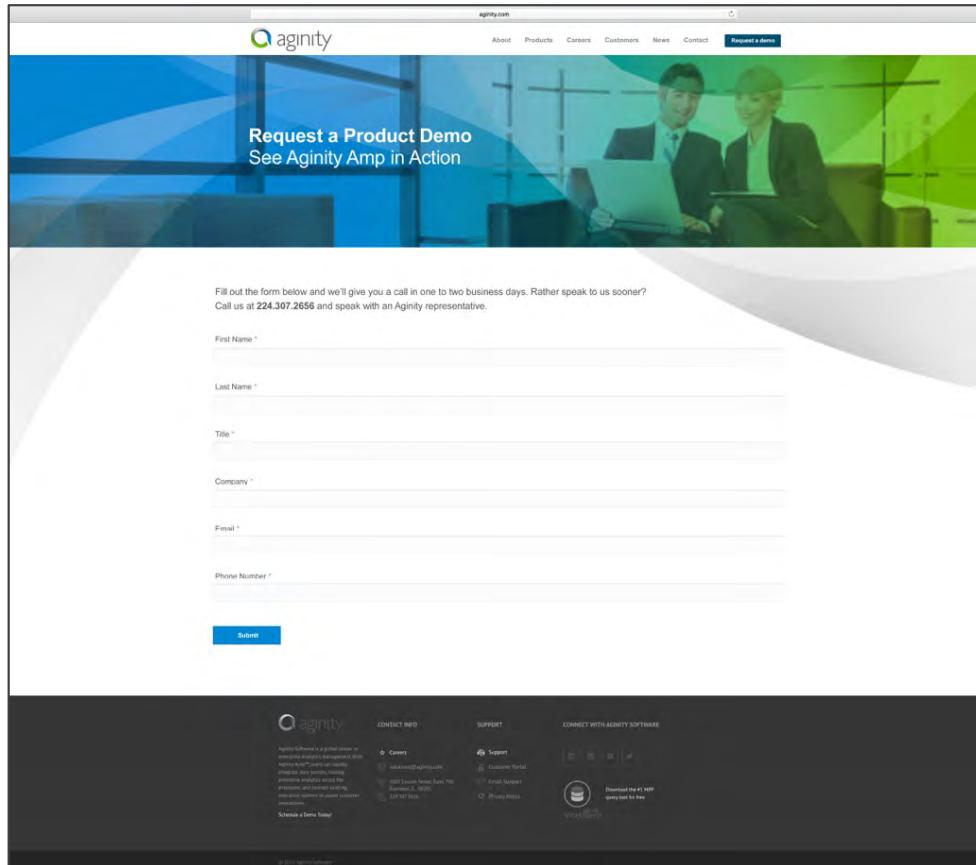


This page shows the "Download Aginity Workbench" section. It includes a brief description of what Aginity Workbench is, mentioning it's an easy-to-use application for MPP data warehouses. It highlights its power as a SQL-based development tool for developers, DBAs, and data analysts. A "Choose your platform" section lists options for IBM Netezza, dashDB, Amazon Redshift, EMC Greenplum, and Hadoop. The footer has links for Support, Product News, Careers, Contact, and Follow Us.

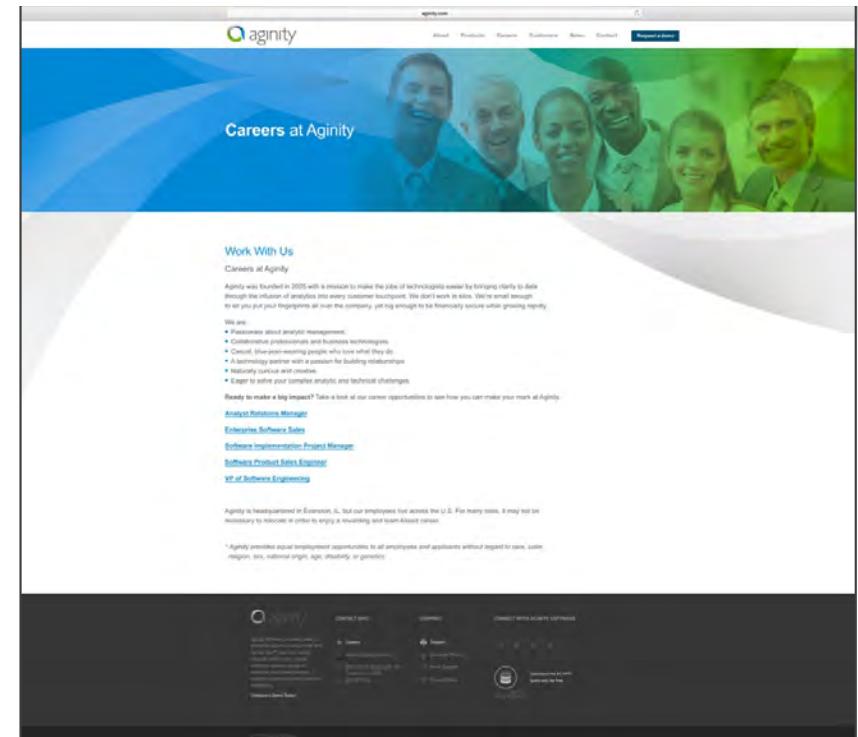


The "Request Product Pricing" page features a banner image of a woman working at a computer. The main heading is "Request Product Pricing". A form is provided for users to fill out their contact information: First Name, Last Name, Title, Company, Phone Number, and a "Submit" button. The footer is identical to the previous pages, with sections for CONTACT INFO, CAREERS, and CONNECT WITH AGILITY SOFTWARE.

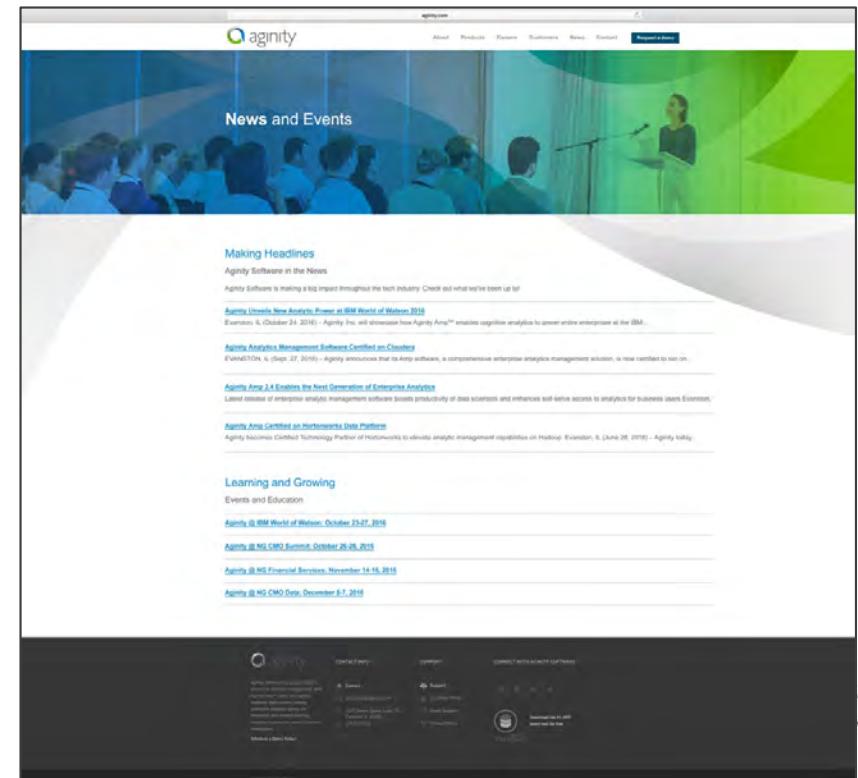
Concept: Web Site



The page features a large banner with two people in business attire looking at a tablet. Below the banner, a call-to-action button says "Request a Product Demo". The main content area contains a form for users to fill out their name, last name, title, company, first name, phone number, and a "Submit" button.



The page has a header with the Aginity logo and navigation links. A large banner at the top shows a group of diverse professionals smiling. Below the banner, a section titled "Work With Us" includes a "Careers at Aginity" heading and a paragraph about the company's mission. It lists several job categories: "Analyst Reporting Manager", "Enterprise Software Sales", "Software Implementation Project Manager", "Software Product Sales Engineer", and "VP of Software Engineering". At the bottom, there is a note about equal employment opportunities and a statement from the CEO.



The page features a large banner with a woman speaking at a podium in front of an audience. Below the banner, a section titled "Making Headlines" lists news articles. The first article is about Aguity Software's impact on the tech industry. Other articles mention new software releases, certifications, and partnerships. The bottom of the page has a "Learning and Growing" section with links to various events and a footer with navigation links.

Business Card



aginity.com

Letterhead



Return Address Line
Return Address Line

Date (Month Day, Year)

Mr./Mrs./Ms./Dr. Full name of recipient
Title/Position of Recipient
Company Name
Address Line 1
Address Line 2

Dear Ms./Mrs./Mr. Last Name

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Sincerely,
lam coribea

PowerPoint

Heading Heading Heading
Subhead Subhead Subhead Subhead

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Click on the colored box to change a theme color

- Text/Background - Dark 1
- Text/Background - Light 1
- Text/Background - Dark 2
- Text/Background - Light 2
- Accent 1
- Accent 2
- Accent 3
- Accent 4
- Accent 5
- Accent 6
- Hyperlink
- Followed Hyperlink

Preview



Case Study Slide

XXXXXX Case Study

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» Challenges

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» Solution

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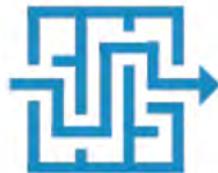
» Results

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Case Study Slide 2

XXXXXXX Case Study

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Challenges

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Solution



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Results

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Infographic

MSP Clouding Your Vision

A global leader in eyewear wanted to see customers more clearly

But key data was walled off ...in systems managed by MSPs

72 million customers
40+ brands across 130 countries

Aginity Amp™ tore down the walls

In 30 days (vs. 180+) data insured for 6 brands over 7 years

Amp – SAS® – predictive models

Amp – IBM Campaign – 1st in-house campaign

...revealed buying behavior

200 attributes analyzed

Key finding: multi-brand customers

2X more valuable

...provided speed, cost savings

3 months (vs 12+) transition

7X number of weekly campaigns

50% = operating costs saved

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Aginity Amp...

Provides the analytic agility organizations need

The **analytical development environment** enables data scientists to **leverage a rich set of data and mathematical building blocks**... without the need for SQL or other programming skills

Analytic governance is provided through a **central catalog of reusable assets** that are well documented, versioned and subject to review

Supports analytic memory

Locates and **builds** on previously created analytics

Analytic self-service allows users to and use the resulting output with other reporting or analytic tools independently of IT – delivering both **analytic inheritance** and **analytic agility**

Provides **analytic inheritance**

The **enterprise analytic catalog** centralizes analytic assets and tracks ownership, creation date, version and other metadata

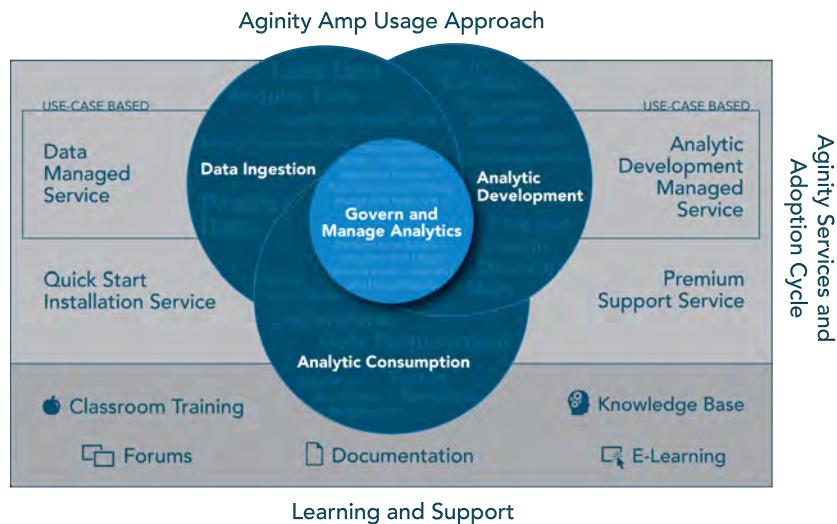
Allows access to analytics **across the enterprise**

Analytics services capabilities enable analytic consistency

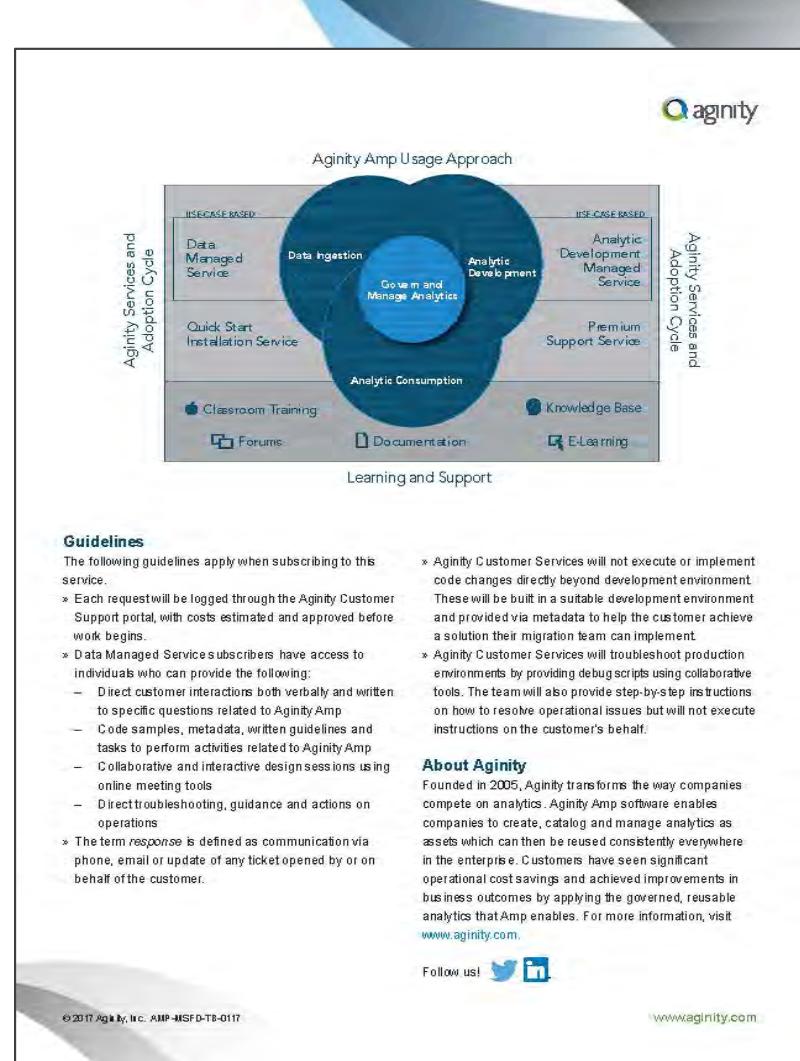
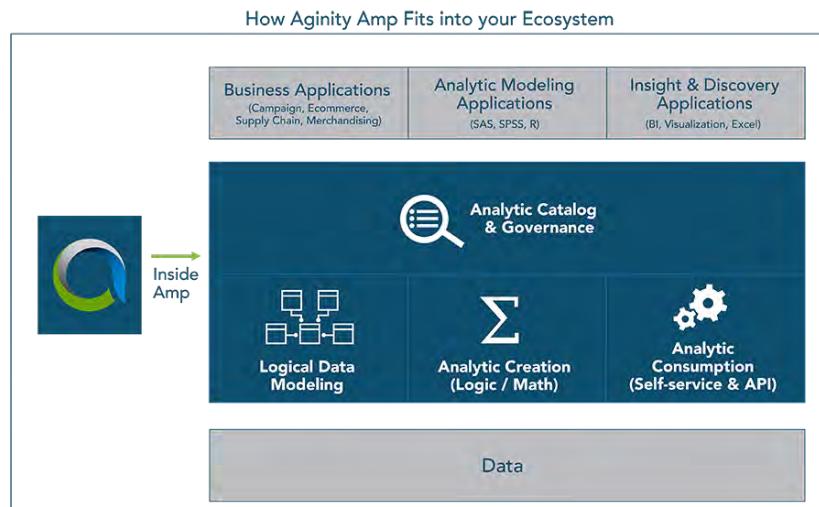
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Diagrams

Aginity Services and Adoption Cycle



Aginity Services and Adoption Cycle



Guidelines

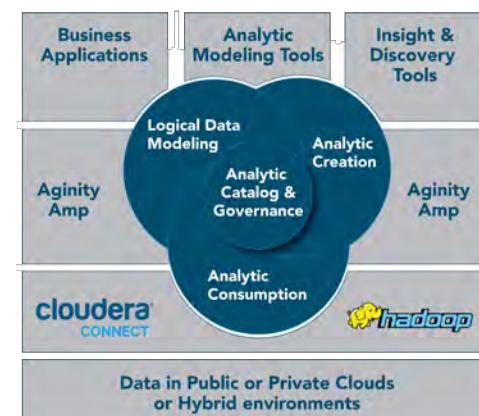
- The following guidelines apply when subscribing to this service.
- Each request will be logged through the Aginity Customer Support portal, with costs estimated and approved before work begins.
- Data Managed Service subscribers have access to individuals who can provide the following:
 - Direct customer interactions both verbally and written to specific questions related to Aginity Amp
 - Code samples, metadata, written guidelines and tasks to perform activities related to Aginity Amp
 - Collaborative and interactive design sessions using online meeting tools
 - Direct troubleshooting, guidance and actions on operations
- The term **response** is defined as communication via phone, email or update of any ticket opened by or on behalf of the customer.

About Aginity

Founded in 2005, Aginity transforms the way companies compete on analytics. Aginity Amp software enables companies to create, catalog and manage analytics as assets which can then be reused consistently everywhere in the enterprise. Customers have seen significant operational cost savings and achieved improvements in business outcomes by applying the governed, reusable analytics that Amp enables. For more information, visit www.aginity.com.

Follow us! [Twitter](#) [LinkedIn](#)

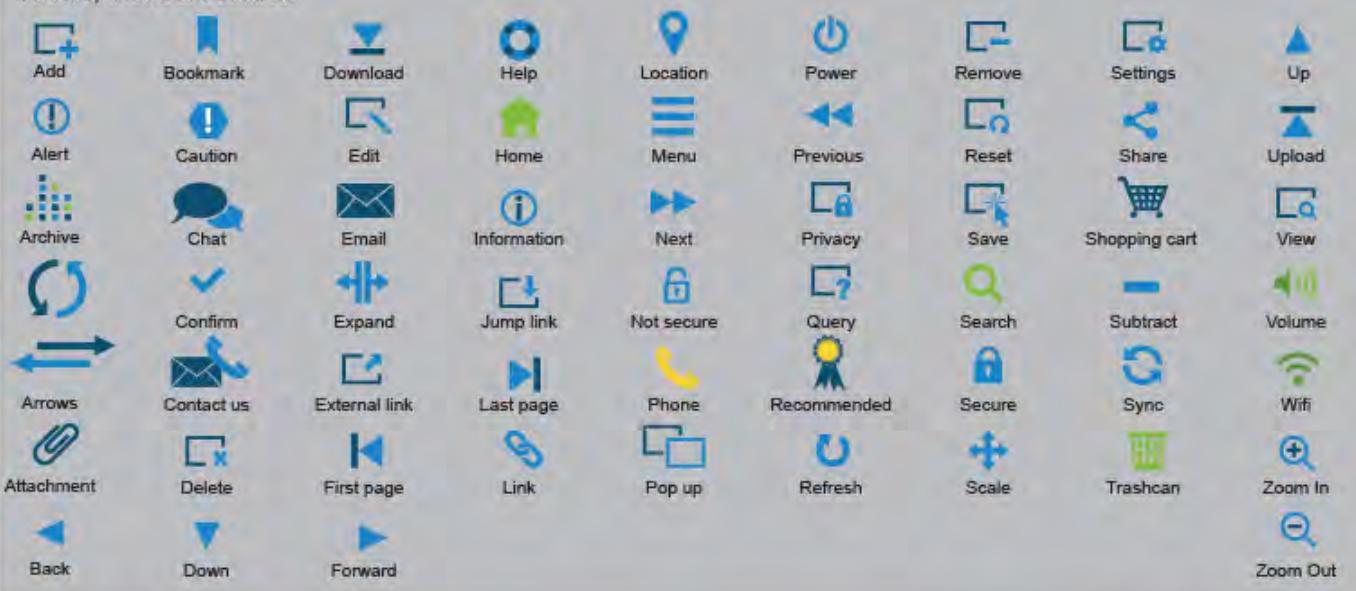
www.aginity.com



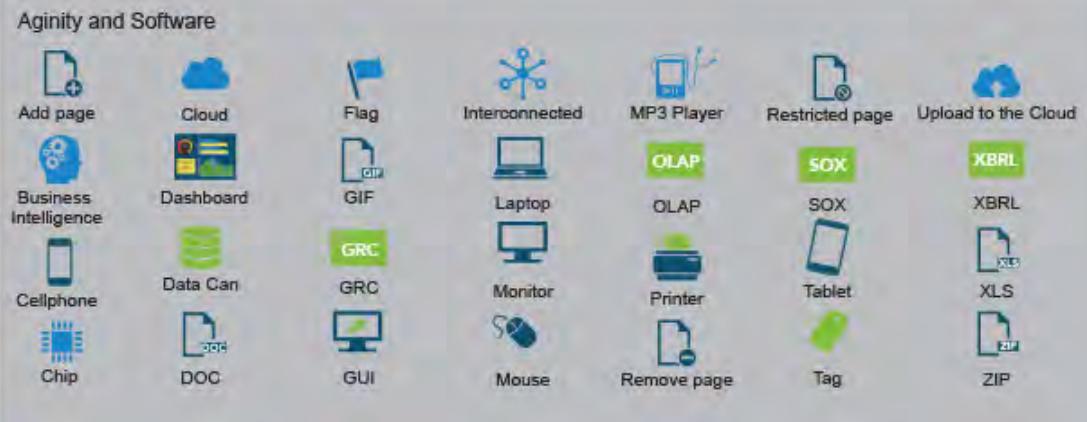
aginity

PPT icons

Actions, arrows and controls



Aginity and Software



PPT icons

