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Infonea[®] Cube

The Essence of Customer Intelligence

Understanding customers
Winning customers
Thrilling customers

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Tapping potentials

Creating a customer-centered company is the central challenge of our time.

Dynamic structural change

The structural change and the dynamics of our markets are increasingly propelled by digital media and networked applications like the Internet and e-commerce. The customer and his needs are the driving force of this "network economy". He wants to be convinced and to be won with the right offerings.

Dynamic markets

In dynamic markets, it's the customer who takes the driver's seat. To understand him and his needs is crucial for survival and a decisive success factor for your company.

Understanding the customer himself and his networking with other customers, companies and markets is therefore a success factor that is crucial for a company's survival today.

The future begins in your own company: Commercial success requires persistent customer orientation and a long-term alignment of your organization with customer demand. Only if you can generate individual value for your customers, you can successfully set yourself apart and grow in the market.

The central challenges for which you need suitable solutions in marketing, sales and management are:

- » comprehensive and holistic customer understanding based on consistent customer and sales information from all divisions and brands,
- » sustainable customer lifetime value management and
- » transparent and comprehensible guidelines and information flow.

Winning customers means solving challenges.

Learning to understand customers

Better customer understanding requires quick and easy access to customer information – often dozens of millions of data items with complex, heterogeneous structures. Permanent availability and continuous analysis are necessary preconditions for an early identification of needs and trends. Only then can you lead the market with the right mix of products and offerings for your customers. And only satisfied customers can secure a high value created by your company both in the short and in the long term.

Professional customer and potential analysis made easy

In market research, product management and sales control, quick analyses and the development of solutions in case of sudden changes in customer behavior or new market conditions are daily business. Specialists and expert users in these areas need to know immediately what's going on and to directly access relevant data with professional analysis tools and flexible reporting designs. High-performance ad-hoc analysis and the possibility to freely inter-relate any data without special IT or expert knowledge are essential features for finding the right answers to your questions easily, quickly and exactly.

The right information in the right place – at any time

The identification of the best potentials, optimal customer care and successful cross- and upselling essentially depend on the availability of relevant high-quality information to the sales channels – anywhere and at any time. Only thus they can guarantee a demand-driven, individual sales approach and open up additional sales potentials successfully.

Management

- Understanding customers
- Increasing productivity and profitability
- Networking and using knowledge
- Quick reaction to market changes
- Achieving high added value in the company

Expert users

- Professional customer analysis – easy and without special knowledge
- Finding the right answers quickly and exactly

Information users

- Relevant high-quality information for sales and customer service is available immediately and anywhere.

Customer Intelligence

Customer orientation requires persistent re-thinking

1. Increasing the division-spanning knowledge in your company about its customers: **holistically, dynamically, immediately**

2. Changing common thinking patterns in the company, living new processes – from a product-centered attitude to **customer orientation**

3. Choosing the optimal differentiated **sales approach** in a buyers' market (informed and networked customers)

4. Allowing experts in your own company to **react quickly and independently** based on their understanding of customers and market, without IT support

5. **Identifying control deficits**, e.g. via new, dynamic KPIs from existing data

6. **Identifying and evaluating potentials**, peculiarities, customer value and performance

7. **Low entry threshold** for customer-oriented business intelligence

Understanding the customer in the center – quickly and flexibly, efficiently and effectively



And using the right tools. Infonea® Cube.

Infonea® Cube. For customer intelligence

Your advantage

- Better sales performance
- Higher profitability
- Margin stability and profitable growth
- Efficient use of marketing budgets
- Reduction of production and service costs
- Strong teamwork and high employee motivation
- Professional customer lifetime value management
- High customer satisfaction
- Faster ROI

Keep your target in sight with global transparency

Infonea® Cube supports you on the way to performance- and potential-optimized business.

Without huge technical effort, Infonea® Cube provides access to relevant data in the right places in your company. The software offers any user the tools he needs to prepare and use this information for his specific needs. That way, your experts can answer strategic questions within a very short time and react to customer demands and market developments quickly and flexibly.

With decentral availability of centrally prepared data, Infonea® Cube provides your sales and customer service teams with exactly the information they need and should have access to. This significantly increases your organizational efficiency and sales performance, as customer potentials can be better addressed and utilized. The effective management of your sales channels, too, is supported by Infonea® Cube very intelligently with the required data transparency. This helps you avoid cannibalization effects and keep your margins stable.

A strong team for cost savings and efficiency

Production, process and service costs are reduced by the possibility for expert users to create and distribute reports and perform ad-hoc analyses themselves flexibly and without IT support. At the same time, this increases your employees' motivation and loyalty thanks to a dynamic information basis and interactive reports, uncomplicated exchange and improved co-operation. Teamwork creates success – both individually and on the corporate level!

Long-term customer retention and profitable growth

Customer intelligence with Infonea® Cube provides you with a detailed understanding of your customers. Targeting your organization at your customers' needs and a customer-oriented design and control of your business are supported effectively. The software enables a professional, value-oriented management of the customer across his entire lifecycle (customer lifetime value management). This leads to a better utilization of cross- and upselling potentials, high customer satisfaction and profitable long-term customer relationships. Marketing knowledge turns into profitable growth, and budgets are used efficiently. Thus Infonea® Cube lets you benefit from a faster return on investment.

Experience freedom – provoke innovation

Unlimited combination of dimensions and facts, free navigation and filtering in the data space promote thinking and discoveries beyond known quantities. Quite often this leads to completely new ideas, better products or true innovations in your fields of business.

Infonea® Cube opens up new perspectives in customer intelligence by optimally supporting your customer processes. At any time, Infonea® Cube shows you where your company is heading regarding sales, profitability, customer turnover and efficiency – an indispensable 360° view you soon won't want to do without.

From situation analysis and potential evaluation to strategy development and relationship management: The focus is always on your customers. And performance and costs are under your control at any time

Application areas of Infonea® Cube

- Market research
- Campaign controlling
- Customer value analysis
- Gap and potential analysis
- Product sales analysis
- Customer profiling
- Customer segmentation
- Target group analysis
- Sales controlling
- Multi-causal effect analysis
- Affinity and score calculations
- Management reporting



Infonea® Cube – overview

5 good reasons

- Intuitive interface – easy and fast
- Sophisticated analysis methods
- Flexible visual representations and statistics
- Reporting design for practical work
- High data security



1

Ingeniously simple and simply fast – the intuitive user interface

The intuitive, straightforward and customizable interface supports new views and insights. It allows associative analysis and always “thinks” one step ahead: You receive direct feedback via context-sensitive real-time calculations of attribute distributions. This can initiate possible follow-up questions and actively support a change of perspective by including previous results.

2

Sophisticated analysis methods – effective results

The ad-hoc analysis functions of Infonea® Cube allow for quick and interactive mass data analysis, focusing on exploration rather than statistical methodology. Users can develop and refine their questions already during the analysis based on insights gained so far. This way of proceeding would not be possible without the high system performance, the extreme flexibility and the easy and intuitive operation of Infonea® Cube.

3

Expertise – flexible representations and statistics

Infonea® Cube provides predefined graphics and tabular data representation templates developed on the basis of experts’ daily work (e.g. for multi-causal analysis, trends or benchmark comparisons) as well as domain-relevant statistics.

4

Analytic intelligence – reporting design for real life

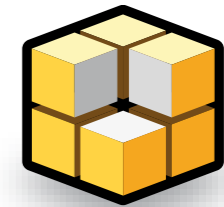
Information gained this way can be turned into customized ad-hoc reports or saved as dynamic report patterns that can be recalculated on the fly at any time with the latest data available on the source systems. Via interactive reports, experts and information users can communicate with each other directly and jointly work on research tasks. The information user, too, can freely filter his data space in predesigned report structures or switch between various evaluations.

5

More security – no risk

Your data are safe. Encrypted client/server communications and role-based restrictions of access to visible attributes, their specifications and functions ensure extensive data protection.

Custom user profiles For any user’s needs



Infonea® Cube offers exactly what the respective user needs – in one tool.

Whether it’s the Dynamic Report Viewer with audience-oriented access to intuitive and dynamic reports, the Dynamic Report Editor with the possibility to generate reports for one’s own needs without external help, the Dynamic Report Publisher with publishing rights for reports, or the Advanced Business Analyzer with free access to

the entire Cube solution with powerful ad-hoc analysis functions: Infonea® Cube involves all users and their knowledge, based on their respective roles, in one consistent application, promotes exchange and teamwork and thus increases employee motivation.

Infonea® Cube The Essence of Business Analytics

Infonea® Cube Client

Advanced Analysis

Dynamic Reporting

Infonea® Web UI Technology

Infonea® Cube Server

Infonea® Information Network Architecture

Advanced Business Analyzer

- » Ad-hoc analysis with free combination and selection of all attributes
- » Dynamic distribution representations
- » Ad-hoc navigation across cubes
- » Definition of custom criteria, group comparisons

Dynamic Report Publisher

- » Publishing of self-created reports for other users

Dynamic Report Editor

- » Free design of reports within an application for own use

Dynamic Report Viewer

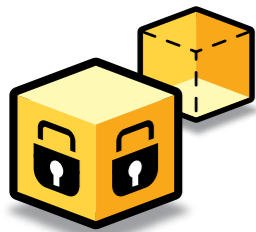
- » Access to audience-oriented reporting applications with tabular aggregation views and diagrams
- » Selection of data, navigation and reports
- » Printing of reports (multi-page)
- » Export functions

The essential step ahead. With Infonea® Cube.

The many advantages of Infonea® Cube that support you professionally with your daily decisions and tasks have already convinced many users. Discover and create new perspectives – for yourself and your business.

Because Infonea® Cube ...

- ... is more intuitive** Analyze huge amounts of data effortlessly. The intuitive user interface with its straightforward information architecture turns highly complex analyses into easy tasks.
- ... is more flexible** The intelligent design of the analysis and reporting functions and the easy configuration allow a flexible use without any special IT or statistics knowledge. You can freely combine any kind of data in your analysis – without any restrictions by predefined management ratios or dimensions.
- ... offers more performance** Infonea® Cube networks huge amounts of high-dimensional data with excellent performance based on the latest in-memory technology. This allows for extremely quick data access and the possibility to perform in-depth ad-hoc analyses.
- ... is ready for use quickly** Our focus on application-centered data modeling helps us to implement your Infonea® Cube solution for you within a very short time – both as a pilot project and as a customized solution.
- ... is less expensive** Your TCO is reduced thanks to efficient and effective reporting that your expert users can perform themselves. You don't need expensive consultants, and no complex programming is required.
- ... is more proficient** We know your tasks and challenges from our many years of experience and lots of customer projects including your industry. The sophisticated, business-oriented analysis ergonomics of Infonea® Cube optimally support your business expertise. Finally you can concentrate on your most important tasks: opening up profitable potentials and creating innovation.



Your key to customer understanding

- » Intuitive, consistent user interface for all users
- » Expert competence – flexible representations and statistics
- » Analytic intelligence – reporting design for practical work
- » Custom user profiles – for any user's needs
- » Security – tailored data protection
- » Quick implementation – challenge us

Product characteristics & main application possibilities

Infonea® Cube

Designed for users, enterprise class



Infonea® Cube ad-hoc analysis

- Power controls for intuitive access to the entire data space with
 - » free attribute selection
 - » dynamic distribution calculation and aggregation
 - » Definition of custom selection criteria at runtime
 - » Definition of exclusion criteria
- Pivot functions and group comparisons
- Many diagram types, including 4-D multi-diagrams
- Geo-analysis
- Powerful time-slice functions:
 - » Temporal development
 - » Cohort analysis

Infonea® Cube navigation

- ScopeChanges branching to semantically connected data spaces
- Criteria catalogs grouped by subject area for selecting attributes
- Start application with graphical representation of the area-specific cube networks
- Interactive action history with non-linear undo function and re-sorting of work steps

Infonea® Cube data export

- Configurable data export of custom selections
- Selection tasks for data export:
 - » Transformation rules
 - » Scheduling
 - » Asynchronous execution in the background

Infonea® Cube dynamic reporting

- Audience-oriented reporting applications
- Dynamic report pages with representation and navigation elements
- Business ratio calculation on the aggregate level
- Traffic lighting
- Export of reports to Microsoft PowerPoint
- Self-service and publication

Infonea® Cube security

- Data access can be restricted to a subset of all data sets via a dynamic role concept. Additional security is achieved within the application via a three-level security system:
- » Access to attribute value level (certain values of an attribute are hidden)
 - » Access to attribute level (certain measures or attributes are hidden)
 - » Access to functional level (certain functions are hidden)

Expertise and passion

Since 1989, Comma Soft AG – a software and IT consulting company located in Bonn, Germany – has been one of the most successful innovation leaders at the interface between business and IT.

We are specialists for the conception, development and implementation of sophisticated solutions for IT and business intelligence in companies.

With innovative products, sustainable IT strategy consulting and a consistent focus on adding value, we work for many medium-sized companies as well as large DAX-listed companies.

Our customers are highly satisfied with us because we realize current trends and market developments earlier than others, which enables us to develop practical, innovative high-quality solutions for our customers more quickly and effectively.



THE KNOWLEDGE PEOPLE

