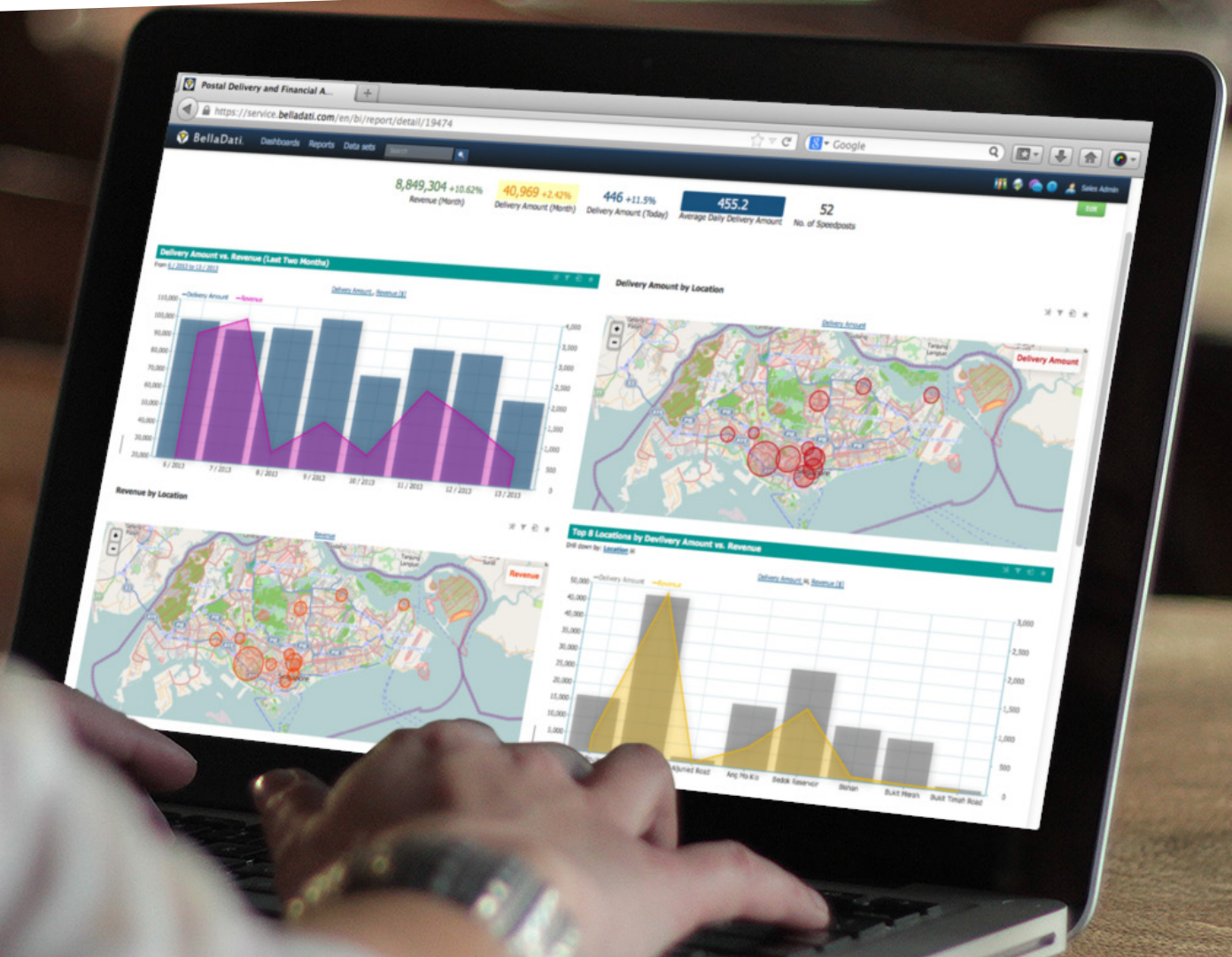
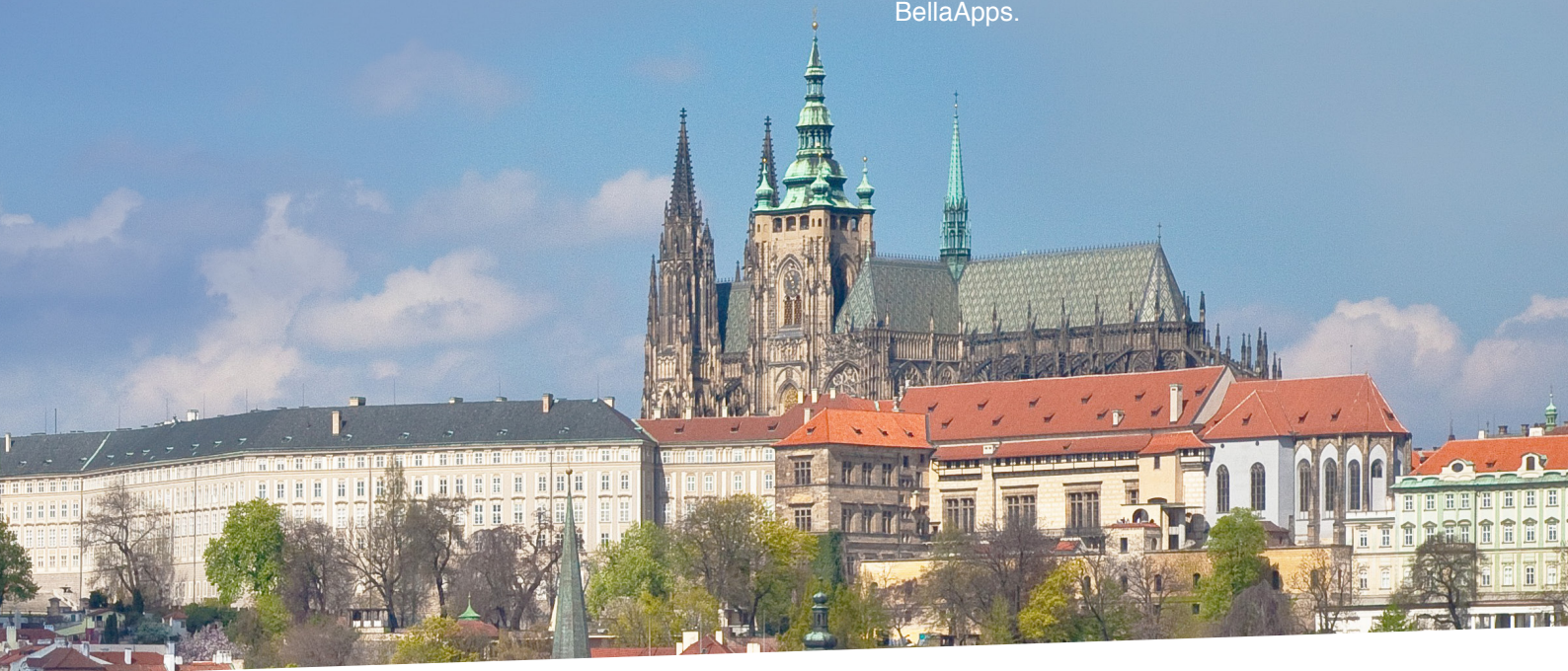


# AGILE BUSINESS DATA ANALYTICS WITH A HUMAN TOUCH



# ABOUT BellaDati

BellaDati is an agile analytics and reporting tool reinventing the way in which business users interact with business data. Equipped merely with web browser or mobile device, data can be instantly visualized in beautiful reports and turned into eye-catching dashboards. BellaDati offering includes both on premise and cloud BI application, platform, native mobile apps and BellaApps.

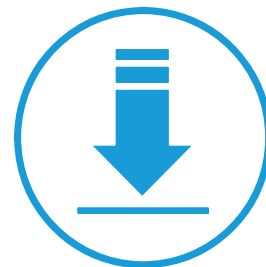


## BellaDati AGILE BI

All you need is web browser or mobile device



**BellaDati Cloud**



**BellaDati On-Premise**

# BellaDati APPLICATION

## AGILE ANALYTICS WITH A HUMAN TOUCH



### Agile Reporting

- Over 240 data visualization options via KPIs, charts and tables
- Location and region-based GEO analyses
- Adaptive data discovery layouts
- Predefined and custom conditional formats
- Built-in multimedia gallery for info graphics

### Lean Analytics

- Single click data slicing, dicing and drill-downs
- Own formulas, functions and calculations
- Master/detail relations filtering with drill-through
- What-if analyses and scenarios modeling

## Ready Connectors for +100 Structured and Unstructured Data Sources



### Super Connectivity

- Over 100 database connectors with database discovery wizard
- Predefined connectors to social networks and SaaS applications
- Unlimited connectivity with API console
- Unstructured and Big Data support via MongoDB and Hadoop
- Visual ETLs, data transformations and cleaning
- Automatic import scheduling and notifications

### Data Management

- Built-in data warehouse and data marts
- Visual dimensional modeling and data management
- Built-in data consolidation and mapping
- Row level security and user-based data access
- Data collection forms



## Collaboration and Sharing

- In-chart comments and real-time chat
- Easy report sharing and access level definition
- Automatic email report delivering and scheduling
- PDF, PowerPoint and Excel exporting
- Live external embedding via iFrames
- Single-click dashboard pinning

## Customization and Creativity

- Adaptive application design via CSS and custom HTML
- Built-in multimedia and apps gallery
- Personalized dashboards and activity feeds
- Modifiable data collection and login appearance
- Complete scripting language for transformations and cleaning

**SOCIAL  
NETWORK  
FOR  
BUSINESS  
DATA  
DISCOVERY**



# BellaDati PLATFORM

## EMBED ANALYTICS INTO YOUR SOLUTION



### Application Development

- Create web or mobile apps using BellaDati SDK and REST API
- Develop analytical applications hosted in BellaDati
- Use scripting language for data transformations and cleaning

### BellaDati Whitelabeling

- Customize BellaDati design via CSS and custom HTML
- Built-in multimedia and apps gallery
- Modify data collections and login form appearance
- Develop own connectors with API console

### Data Integration

- Over 100 connectors and API consoles
- Built-in data warehouse with visual ETLs
- SQL and No-SQL data store using PostgreSQL or Hadoop
- Build on Java technology and over 300 frameworks
- Scalability across multiple servers
- BIG DATA analysis within web-browser

# BellaDati MOBILE

## BI FOR ANDROID AND iOS

### Native apps for iOS and Android

- Easy download from Apple and Android marketplace
- Optimized and fully-featured mobile experience
- Online and offline mode supported

### Mobile Reporting

- Browse library of online reports and dashboards
- Download data and browse in offline mode
- Apply filter, change scale or leave comments



### Data Harvesting

- Publish data forms for real-time data collecting on the go
- Auto-generate forms or use visual data mapping
- Automatically recognize date, user and location
- Add photos, images and multimedia

### Enterprise Strength

- Connected to powerful BellaDati server
- Suitable for BellaDati Cloud and On-Premise.
- Password protected and SSL encrypted data.
- Available SDK and REST API



# BellaDati APPS

## DON'T START FROM ZERO, BE ANALYTICAL HERO

Social  
Media  
Analytics



Gaming  
and  
On-Line  
Games



Car  
Dealership



Beverage  
Production  
and  
Distribution



Project  
Management

Transportation



Hospitality,  
Hotels,  
Restaurants



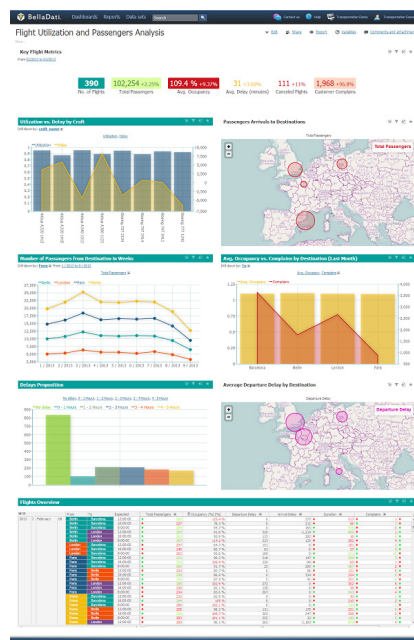
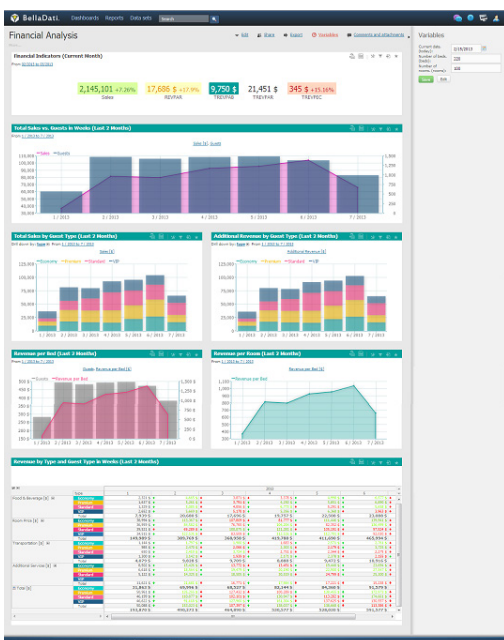
Education  
and Training



Logistics



Cost  
Analysis

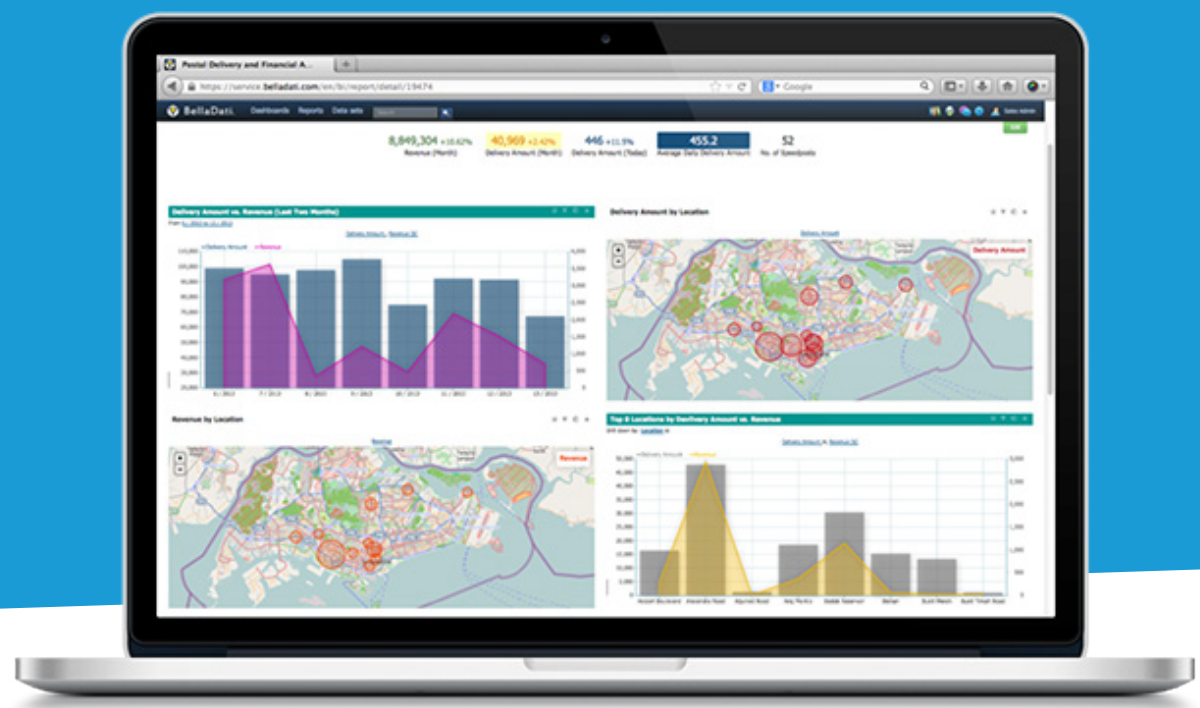


### Take the fastest path

BellaDati Apps are industry related packages of reports and dashboards with pre-defined best-practice KPIs and analyses, which significantly lighten and decrease analysts' efforts when developing BI solutions.

# BELLADATI COMPETITIVE ADVANTAGES

Learn more about BellaDati  
most unique features and innovations



## Empowering Business Users

- Removing heavy burden from BI department
- Self-serving agile web-based interface
- No data wizard or coding hero required
- Wide palette of visualization options
- Tearing down premises of complicated licensing policies
- Fraction of the cost of traditional BI

## Lean Analytics

- Modeling scenarios and conduct what-if analysis
- Tweaking and twisting variables and data
- Single click drill-downs and drill-through
- Rich media gallery to build infographics
- Built in social collaboration layer

## Super connectivity

- Over 100 databases, SaaS solutions, API and social networks
- Built in data consolidation and management layer
- Supporting structured, unstructured data
- Embedded visual ETLs, data cleaning and scheduling

## Analytics Apps

- Avoiding long report development time and service costs
- Providing best measures and KPIs in your business
- Analyses that industry leaders and competitors look at
- Understanding data you really need
- Designing more comprehensive and user friendly reports



# Market Overview

## BellaDati Offices

Chicago  
USA HQ

Prague  
Europe HQ

Singapore  
Asia HQ

## Selected customers

Retail

Insurance

Government

Industrial

Banking

**Red Bull**<sup>®</sup>

Wholesale Production

**ERSTE** BANK

Banking

scribbler

Retail & E-Commerce

inter cars

Automotive

**NWR** NEW WORLD RESOURCES

Heavy Industry

kt

Telecommunication

alive

Retail & Services

**RICOH**

Production/Services

**PROTEL**

Hospitality



Education

Renuva  
BACK & PAIN CENTER

Healthcare



Fire Rescue

**NtV**

Education

**make retail**

Retail

**TREXIMA**

Human Resources

REVÍRNÍ BRATRSKÁ POHLADNA  
ZDRAVOTNÍ POJIŠTOVNA

Insurance

**NUS**  
National University of Singapore

Education

**OKK**

Heavy Industry

**CHOOSE ENERGY**  
EMPOWERING CHOICE

Energy Market

**SunView**  
Software Inc.

Service Desk

**CLICKREST**

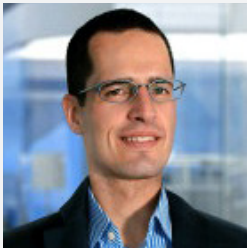
Hospitality

# Useful Links

BellaDati: <http://www.belladati.com/>  
Cloud free trial: <https://service.belladati.com>  
Download for Mac and Windows: <http://www.belladati.com/resources/download>  
Licensing cloud / on-premise - <http://www.belladati.com/product/pricing>  
Documentation and tutorials - <http://support.belladati.com/doc>  
Developers: <http://support.belladati.com/techdoc>

# BellaDati in Media

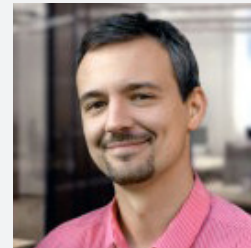
BellaDati at DEMO Europe: <http://goo.gl/osyy3J>  
Analytics for everyone: <http://goo.gl/1rjzL>  
BellaDati at Yahoo Finance: <http://goo.gl/l6DgIX>  
BellaDati expands to Asia: <http://goo.gl/zqRIK8>  
BellaDati at CIO Review: <http://goo.gl/n7IxBP>  
BellaDati at Chicago Tribune: <http://goo.gl/OH7tdX>



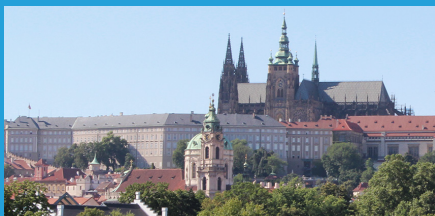
**Martin Trgina**  
CEO & Founder



**Miloslava Trginova**  
CFO and Shareholder



**Lubomir Micko**  
CTO



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