

*What do they*  
**THINK AND FEEL?**

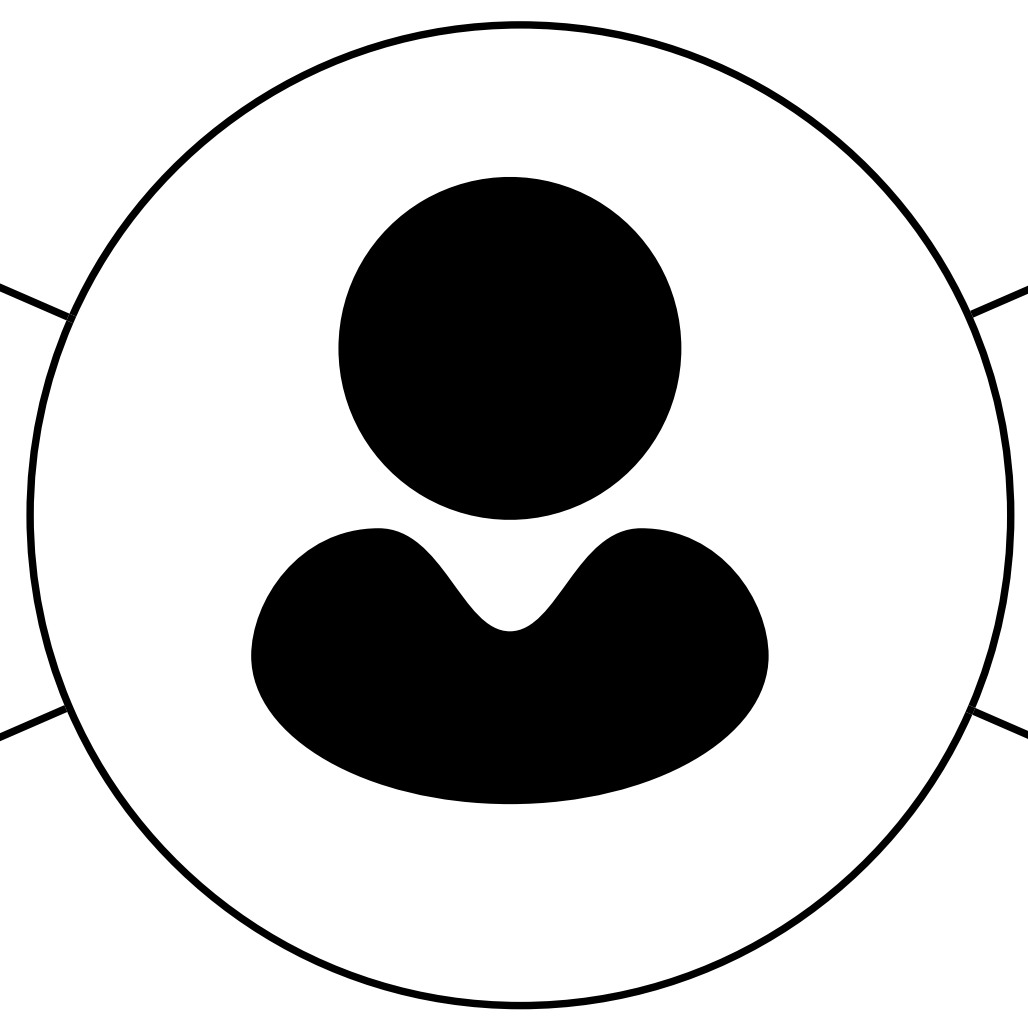
what really counts  
major preoccupations  
worries & aspirations

Optimize  
performance

Analyzing  
raw data to  
make  
conclusions

Losing  
control of  
data  
storage

Accurate  
output



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Eliminates  
manual  
tasks.

Saves  
money, and  
boost  
production.

Make better  
business  
decision

Proactive  
analytics

*What do they*  
**SEE?**

environment  
friends  
what the market offers

Target  
precision

Finds  
business  
trends

Make  
informed  
decision

Better  
decision  
making

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Gives  
valuable  
insights.

Draw  
conclusions  
about data

Identify  
data-driven  
insights.

Anticipating  
customer  
needs

Greater  
Agility

Increasing  
in Efficiency

**PAIN**

fears  
frustrations  
obstacles

Compliance  
Headaches

Privacy of  
the  
customers

Influxes of  
data

Low quality  
of data

**GAIN**

"wants" / needs  
measures of success  
obstacles

Improve  
operational  
efficiency.

Increase  
revenue

Informed  
business  
decisions.

Minimize  
financial  
losses.