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**Sisense Marketing Brochure**

**Vertical:** Financial Institution

**Persona:** The business exec that wants to get information from the system in time to make critical decisions.

**The Power of Sisense 7.1: We Deliver Invaluable Data Insights to You—Immediately**

Think of data as a crystal ball. It can tell you almost anything—the state of your company’s past, present, and even possible future. But the question is, how do you get the amazing thing to work?

That’s where Sisense steps in. We transform data management into a seamless experience with new and intuitive ways, so you can connect data, analyze it, and easily manage the related assets.

Let’s face it. You’re not an IT guru. You’re an end user. With Sisense’s sophisticated technology and easy-to-use interface, *you as a direct user can get access to your own data* without the extra barrier of the IT department coming between you and the delivery of potentially enterprise-changing data insights.

**How Sisense Can Boost Your Bottom Line**

You want to know where your profits are coming from, exactly who or what is producing them, and who on your team is contributing to the success of your enterprise. This way, you can discern your organization’s strengths and weakness and plan for the future—to see where there are potential growth areas or areas that require additional support.

By drilling down in your data—in a user-friendly individualized interface that can feature an almost endless amount of correlating charts, graphs, and pie charts—we can reveal new revenue-generating streams for your product or service, thereby increasing your customer value proposition. We can also uncover increased value from data that would otherwise be hidden in subsets and aggregated data.

Using Sisense, you can drill down endlessly into your data to harvest fresh insights. Skeptical? Check [our free demo](https://www.sisense.com/get/watch-demo-3/) and see how we can get you up and running in 90 minutes! It’s that easy.

**The Magic of Sisense Technology**

Here’s how we do it:

* We’ve perfected a system based on Open, Single-Stack™ Architecture. As result, we can combine data from any number of different sources—it’s fine if the formats don’t jibe—so you can work with the data to the limits of your curiosity.
* We’ve created something called In-Chip®Technology. Even though you’re working from your laptop, we’re chewing up the terabytes of data on *our* end. Our best-in-class analytics engine chugs 10-100 times faster than in-memory processing, which is what happens if your computer has to do the heavy lifting.
* Employing artificial intelligence, our Machine Learning easily tears through terabytes of data and figures out what you’re looking for. No waiting.
* Now that you’ve arrived at your insights, you want to share them with your colleagues or other parties. We’ve revolutionized the way users interact with data. With a simple hyperlink, you can easily share, collaborate, and alert other people what’s important, immediately reaching every corner of your business, no matter where you are. And your colleagues and clients can do the same. Because of our robust security architecture, you can exercise fine-grain control across all interfaces and users, so only the people *you* want can view your data and insights.

**The Sisense Advantage**

* **Easy to use:** You can get up and running on Sisense 7.1 wherever you are in less than an hour using your own equipment. That means no expensive hardware needed, no special OS configuration required. Sisense will perform equally well for you whether you install it on your personal laptop or your data center’s heavy-duty servers.
* **Cost-savings:** We save you the expense of an IT department by taking it out of the picture—you’re in total control of every aspect of accessing, organizing, and manipulating your data. That delivers lower operational costs, so you can access your data without additional training or consulting. And that means your company’s IT department can devote more time to value-driven activities.
* **Intuitive dashboards and powerful visualizations:** As a Sisense 7.1 user, you can easily build interactive dashboards, drill into details, filter, or perform ad-hoc analysis. Sisense dashboards are fully interactive with all dashboard components, such as visualizations, filters, and drill-downs, which are enabled to refine the analysis and determine what view of data is presented.

This way, you can graphically represent data to communicate large data sets clearly and efficiently. Sisense offers out-of-the-box data visualizations delivered on the web, including Pivots, Table, Bar, Line, Area, Gauges, Pie, Maps, Scatter, Calendar Heatmap, Bubble Chart, Treemap, Sunburst, and Polar.

You can automatically add text to your visualizations to provide an easy-to-understand description of each widget. Then you can control the placement of the text, verbosity level, and look and feel for maximum impact on your users.

* **Custom dashboard design:** You can customize each visualization’s colors, labels, number formats, and layouts. You can set color palettes and instantly apply them, and you’re able to readjust and size visualizations using an easy drag and drop.
* **Pulse Alerting:** Thanks to our advanced machine learning anomaly detection**,** you receive automated data alerts on your most important KPIs, based on dynamic thresholds you define. Sisense 7.1 will learn what’s normal behavior for your KPIs, so it can alert you when it detects something out of the ordinary in your data.
* **Sisense Mobile:** You can consume insights on the go while using a mobile or tablet device, whenever and wherever they happen—either through any HTML5-compliant browser or a native iPhone or Android app.
* **Smart bots:** Ask questions and get instant answers about your Sisense analytical data via text or image through popular third-party applications such as Slack or Skype.
* **IoT:** Connect your smart light-bulb IoT devices to your KPIs to make you wiser with data-driven insights.
* **Amazon Echo:** With a single voice command, you can make your data come to life by asking questions and hearing real-time results.
* **Comprehensive customer support:** Our dedicated Customer Success Team will be with you at each stage of your business intelligence quest—from onboarding to launch and expansion—available to answer any and all questions and assisting you to strengthen your company by delivering data-driven insights.

**Sisense: Recognized As a World Leader in Business Intelligence Data Analytics**

* In February 2018, Gartner recognized us by naming us as a Visionary and placing us in its Magic Quadrant for Analytics & Business Intelligence Platforms. You can read the full report [here](https://www.sisense.com/gartner-magic-quadrant-business-intelligence/).
* G2 Crowd awarded us top rankings for ease of setup and ROI. You can read the full report [here](https://www.sisense.com/in/comparing-top-bi-vendors/).
* Dresner Advisory Services labelled us “Perfect Recommend” in its 2017 Wisdom of Crowds report. You can read the full report [here](https://www.sisense.com/whitepapers/dresner-wisdom-of-crowds-2017/).
* NASDAQ’s James Ticker told us: “What we love about Sisense is that it offers our customers a way to easily dissect and manipulate the data.” Watch our video case study detailing how we helped NASDAQ [here](https://www.sisense.com/case-studies/).

**How Can We Help You?**

If you’d like to learn more about how Sisense could enable your company to advance and energize its profit picture, we’ll be happy to discuss our software subscription services. We also offer a free trial.

Contact us at [phone number] or [email address], and we’ll be glad to explain how the power of Sisense could launch your company into a new level of success. [Or do you prefer prospects only contact you via the website’s information-gathering mechanism? Please let me know. If so, I can change the copy accordingly.]

[Insert any necessary legal disclaimers/boilerplate advised by Legal and Compliance.]