





# Incorta for The Modern CFO

The modern CFO is relied upon to be a strategic leader, understanding performance, and applying resources wherever they'll be most effective in the business. Data is essential to making the right decisions.

 <p><b>Supply Chain &amp; Distribution Center Analysis</b> Combine all your data</p>	 <p><b>M&amp;A Data Integration</b> Connect siloed data</p>	 <p><b>Profitability &amp; Gross Margin</b> Transaction-level detail</p>	 <p><b>Single Source of Truth</b> Accurate, up-to-date, &amp; in one place</p>
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**Incorta analytics power fast, effective CFO decisions.**

No data projects, no modeling, no complicated extraction processes, and above all — no waiting for IT when you want to explore new ideas and interrogate the data in a new way.

<h3>1. Fast to Implement</h3> <p>Only Incorta can be implemented in a day. We skip the complicated, oldschool steps that everyone else requires you to perform for their solution to work. No ETL, no reshaping of the data, and no modeling mean that you'll be analyzing data for business insights while they're still planning the implementation.</p>	<h3>2. Fast to Change</h3> <p>With other platforms, every change to your business means re-work. New data source? Rewrite your ETL and remodel. New question to answer? Rebuild connections, and remodel. With Incorta, users can adapt to changing business needs without breaking existing analytics and without expensive and time-consuming rework. Welcome to the new analytics reality.</p>	<h3>3. Fast to Perform</h3> <p>They need to create complex data models with subsets of your data in order to perform. We use your entire dataset, not aggregates or rollups, and still run circles around the others in raw analytic performance. We've helped companies like Starbucks and Facebook cut analytic run times from hours to sub-seconds. All without the expensive hardware and lengthy implementation others require.</p>
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Hundreds of complex data sources, thousands of tables, billions of rows. All without headaches.



## Connect to Anything

Whether it's Oracle EBS, NetSuite, JDE, or your own SQL system, Incorta can connect to it in minutes without building (and maintaining) the ETL processes older platforms require.



## All your Data Available

They promise the world, we deliver. Instead of the data rollups and aggregates they require, we give you your entire dataset. The result? Ask any question, be ready for any need without calling the IT department.



## Ready for the Future

When you've only got partial data, rolled-up and aggregated, it's tough to do things like machine learning (ML) and AI applications that need lots of data. Incorta lets you perform advanced ML — from a single platform.

## THE OLD WAY

I have a new question! >>

Call IT >>

Wait to get on the priority list

Build all the connections >>

Weeks of expert work

Reshape the data so queries perform >>

Weeks of expert work

Create the data marts & security >>

Hope your data is still accurate!

Start analyzing >>

Only a few short weeks later!

⤴ Do it all again for every new question ⤵

## THE INCORTA WAY



I have a new question! >>



All the data is already available in Incorta — new questions are fast & easy >>

(and accuracy is ensured since your data isn't altered)



Start self-service analysis within minutes



*It used to take 8 to 12 weeks to get a report from request to production. With Incorta, business users can do that on their own, instantaneously. It's been a huge surprise to the business community that they can do more—with less IT support.*



AJIT OAK, SENIOR MANAGER, BUSINESS INTELLIGENCE



### ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.