

# clario<sup>®</sup> Analytics

October 29, 2009



"I keep saying the sexy job in the next ten years will be statisticians."

Hal Varian, Chief Economist, Google, Inc.  
McKinsey Quarterly, January 2009



COMPANY	REVENUE	SHARE
SAS	\$506M	33.2%
SPSS	\$217M	14.3%
Microsoft	\$ 25M	1.7%
Teradata	\$ 24M	1.5%
TIBCO	\$ 21M	1.4%
Other	\$729M	47.9%
<b>Total</b>	<b>\$1.522B</b>	



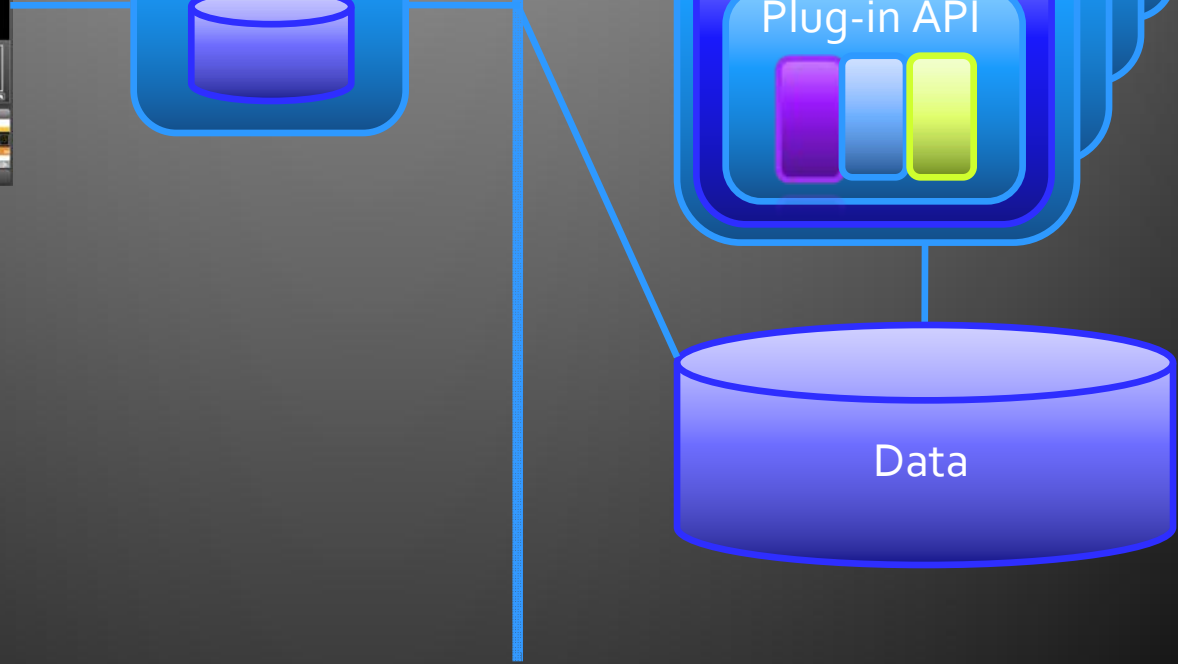
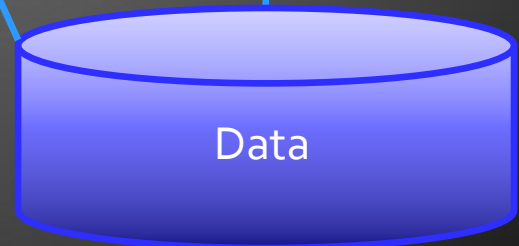
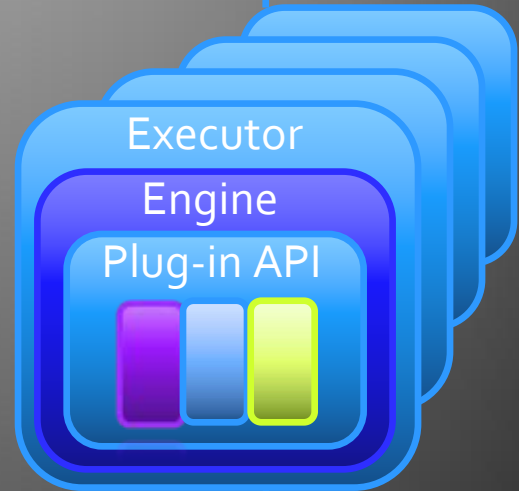
IBM Expands Global Business Services  
With New Analytics and Optimization  
Services

April 2009

IBM to Acquire SPSS Inc. to Provide  
Clients Predictive Analytics Capabilities  
[For ~\$1.2B in Cash]

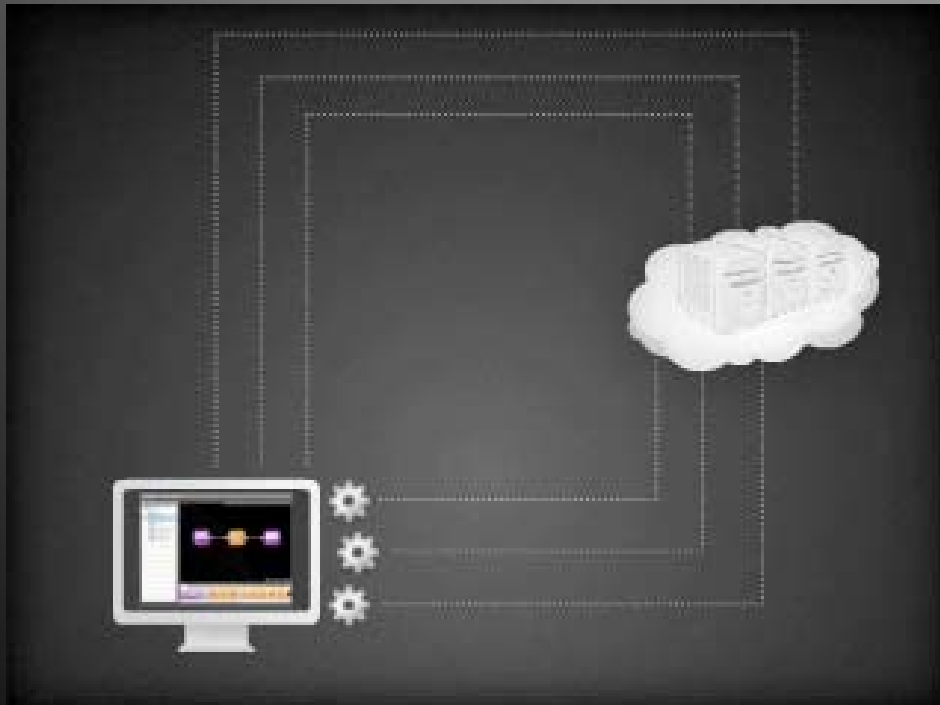
July 2009

Web Services



# multi-processing

Traditional analytic tools require computationally intensive workflows to be run on your local PC, requiring analysts to run multiple PCs with expensive software licenses on each.



clario's unique web architecture allows analysts to submit an unlimited number of analyses concurrently, **vastly enhancing their productivity.**

# intuitive interactions

The screenshot displays the Clario Analytics software interface. On the left is a navigation pane with a tree view under 'clario Analytics'. The main workspace shows a workflow diagram for 'Sales Modeling: COMBINED MDL 3.0'. The workflow consists of several steps: three 'read file' nodes, two 'transform' nodes, two 'score' nodes (each displaying '13 37'), two 'sort' nodes, a 'join' node, another 'transform' node, and an 'evaluate' node. A toolbar at the bottom provides icons for various operations: read file, write file, univariate, bivariate, aggregate, append, indicators, filter, join, sort, transform, and evaluate. A category menu above the toolbar lists: all, read, write, explore, manipulate, sample, cleanse, reduce, and model. A small preview window in the bottom right shows a thumbnail of the workflow.

clario Analytics

- clario Analytics
  - Census Data
  - CRM Analysis
  - Explore clario
  - Sales Modeling
    - CUST ATTRITION 1.0
    - CUST ATTRITION 2.0
    - CUST ATTRITION 3.0
    - CUST ATTRITION 4.0
    - AOS MDL 2.0
    - AOS MDL 2.1
    - AOS MDL 2.2
    - AOS MDL 2.3
    - COMBINED MDL 3.0**
      - 04/30/2009 @ 09:35
      - RESP MDL 1.0
      - RESP MDL 1.1
      - RESP MDL 1.2
      - RESP MDL 1.3
    - Sample Project

# extensible node library

## input/output



read file



write file

## data manipulation



sort



transform



join



filter



score



rank



indicators



append



aggregate

## core statistics



univariate



sample



bivariate



factor



linear



logistic

## best practices



outliers



missing



reduce



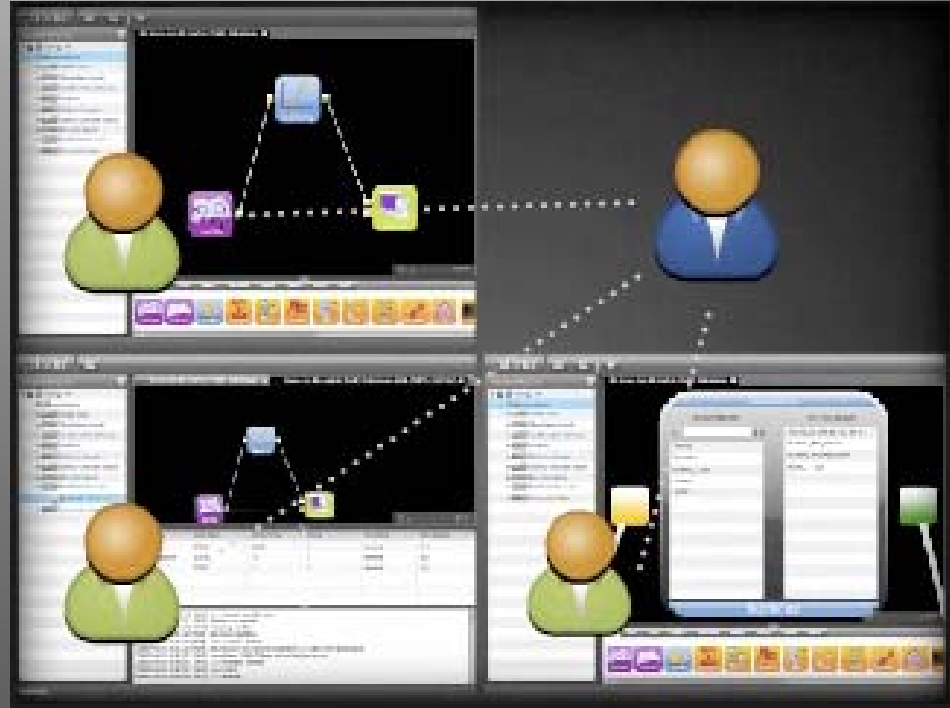
candidates



evaluate

# collaboration

For the first time,  
analysts can share  
their entire project  
workspace with other  
authorized users at  
their company: all the  
data, workflows and  
historical runs.



Training in new analysts for **quick productivity** or sharing a tricky data manipulation or statistical analysis with peers around the world is vastly simplified – a few clicks and the old analytic silos melt away.

# commitment free value

With each seat of clario® you receive:

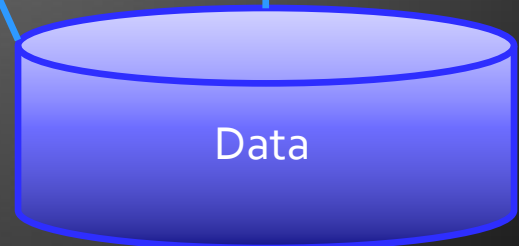
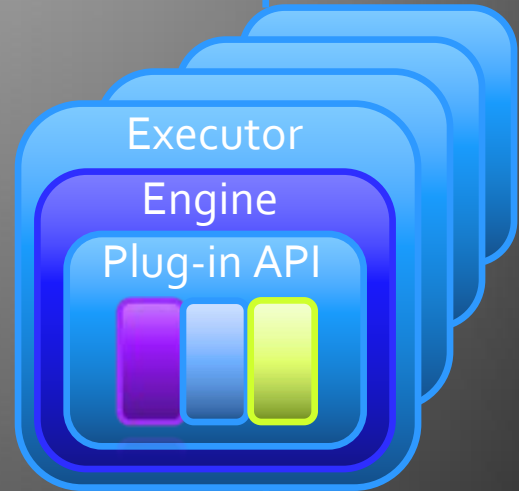
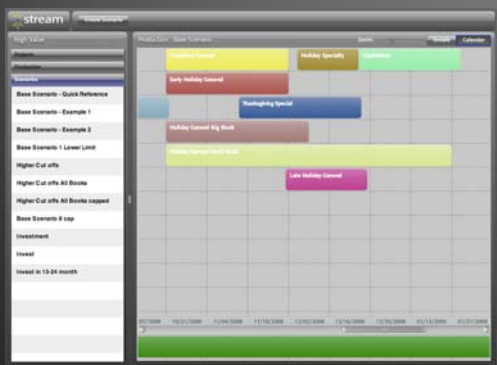
- **720 hours** of data processing time.
- **50 Gb** (compressed) of secure storage.
- **100 Gb** (compressed) of data transfer.

**\$298 per month**

Additional GB and/or hours: \$0.50

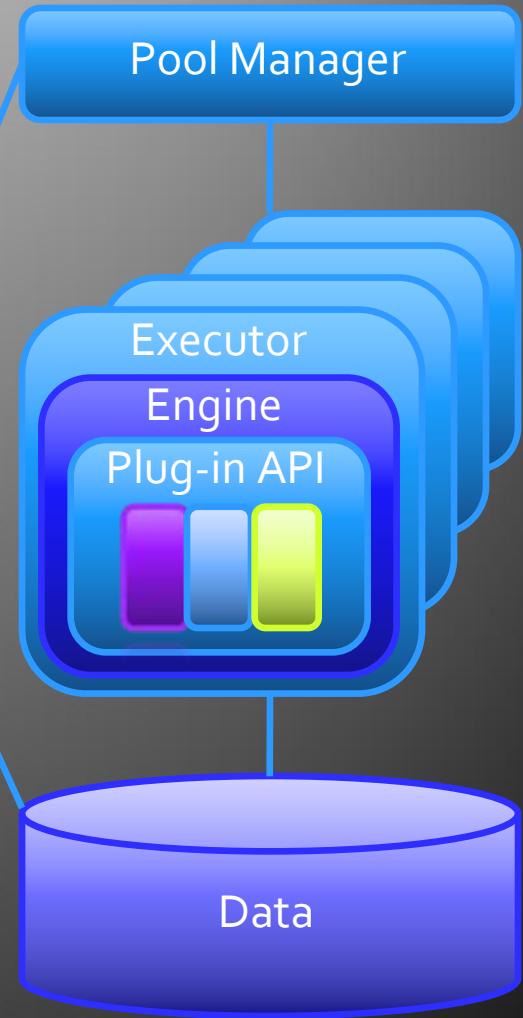


Web Services



**VERTICAL SOLUTIONS**

Web Services



# ANALYTIC WEB SERVICES



**mission:** to disrupt the advanced analytics market, becoming to market leaders SAS and SPSS what Salesforce.com was to Siebel Systems.

## ADOPTION

700 Free Trials

**MULTICHANNEL  
MERCHANT**

20% of MCM 100

## ROADMAP

