

# OBSERVATIONDECK

for  Microsoft

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A paradigm shift in how executives drive and control business performance through collaborative, data-driven decisions.

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As enterprises evolve through their digital transformation programs, executives are increasingly eager to see the results they are delivering in terms of measurable business performance improvement.

The OBSERVATION DECK framework has been developed to deliver business performance insight in a visually impactful, engaging and interactive way.

We have set out to replace all the rigid executive management report books and packs, typically presented on static, labour-intensive slideware.

Our framework provides a clean, simple and interactive insights experience designed to encourage management collaboration and drive meeting-room decision-making centred around up-to-date, factual KPIs and data, whilst seamlessly leveraging all the existing investment made in your Microsoft Azure/ Power BI content and data platforms.



## EXECUTIVE INSIGHT TAKEN TO NEW HEIGHTS

The Observation Deck framework delivers business insights in a boardroom setting, through a modern, collaborative, and interactive interface.

## DESIGNED WITH THE EXECUTIVE DECISION-MAKER IN MIND

Classic industry BI technologies serve data analysts through mid-management well, but our platform has been designed for the senior executive, providing a carefully crafted, simplistic, and high-impact data experience.

## MODERN, INTERACTIVE DATA EXPERIENCE

The framework enables executives to interact with and present business KPIs, dashboards, and data on large touch-screens or boardroom wall-boards – simply and securely, whilst ensuring maximum audience collaboration.

## GET BUSINESS INSIGHTS INTUITIVELY

With simple finger-touch interaction, the user can navigate and drill from global, consolidated insights into the details of their business operations across functional areas, regions, product lines, etc.

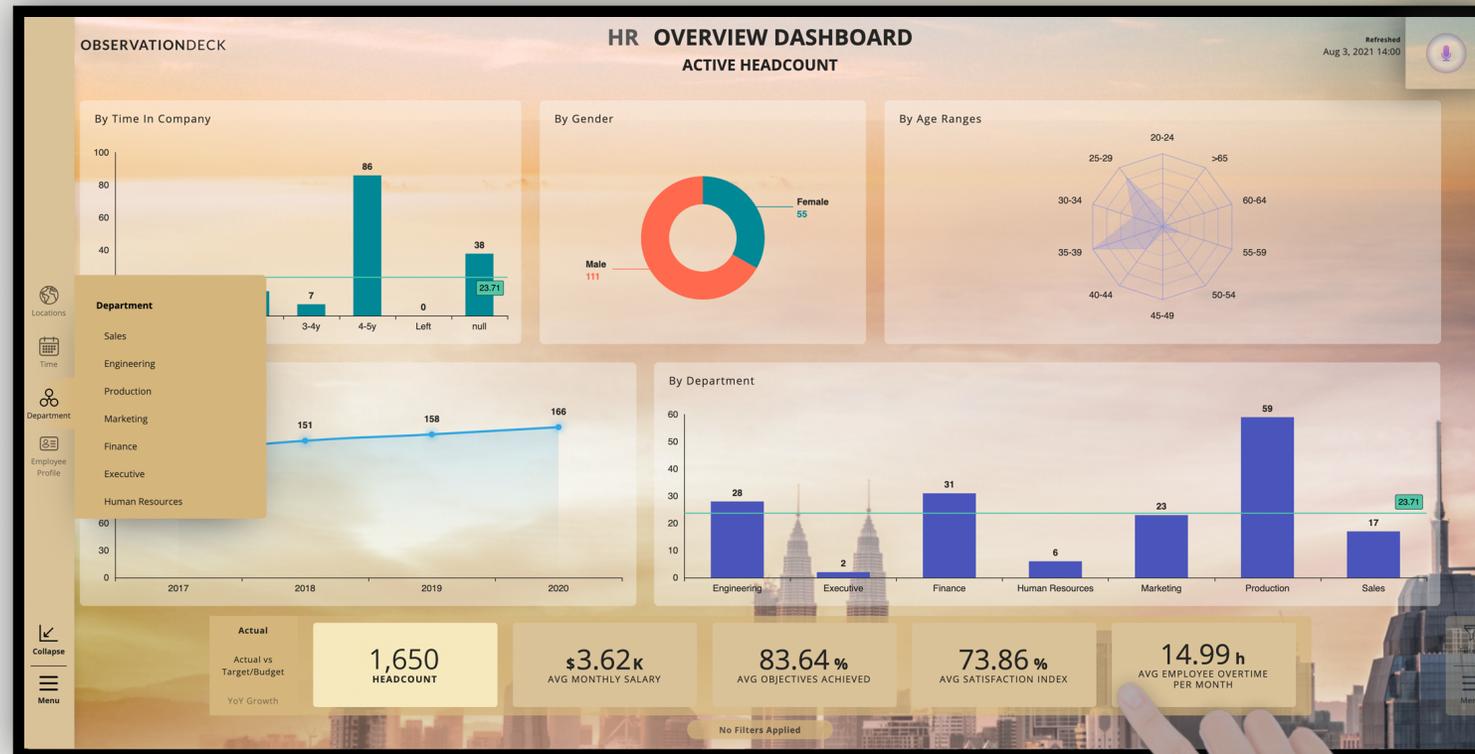
## BUILDING ON YOUR AZURE & POWER BI INVESTMENT

Most importantly, Observation Deck builds on and leverages your existing BI investment, whether dashboards or reports; integrating seamlessly with your corporate BI platform, metadata and security. Just embed your Microsoft Azure/Power BI content with some simple clicks and you are on your way.

## MODERN EXPERIENCE WITH INTUITIVE INTERACTION

Designed for large screens and wall-boards to encourage team collaboration, facilitate decision-making, and identify possible business performance issues and resolutions.

Interactive maps and custom-developed visuals to enrich data stories, identify geographical hotspots, and easily identify areas for business optimisation.



Built-in voice recognition functionality to drive collaboration and presentation flow.

Immediate finger touch responsiveness, with a simple smartphone-like interface.

## TAKE BUSINESS PRESENTATIONS AND REAL-TIME KPI ANALYSIS TO THE NEXT LEVEL

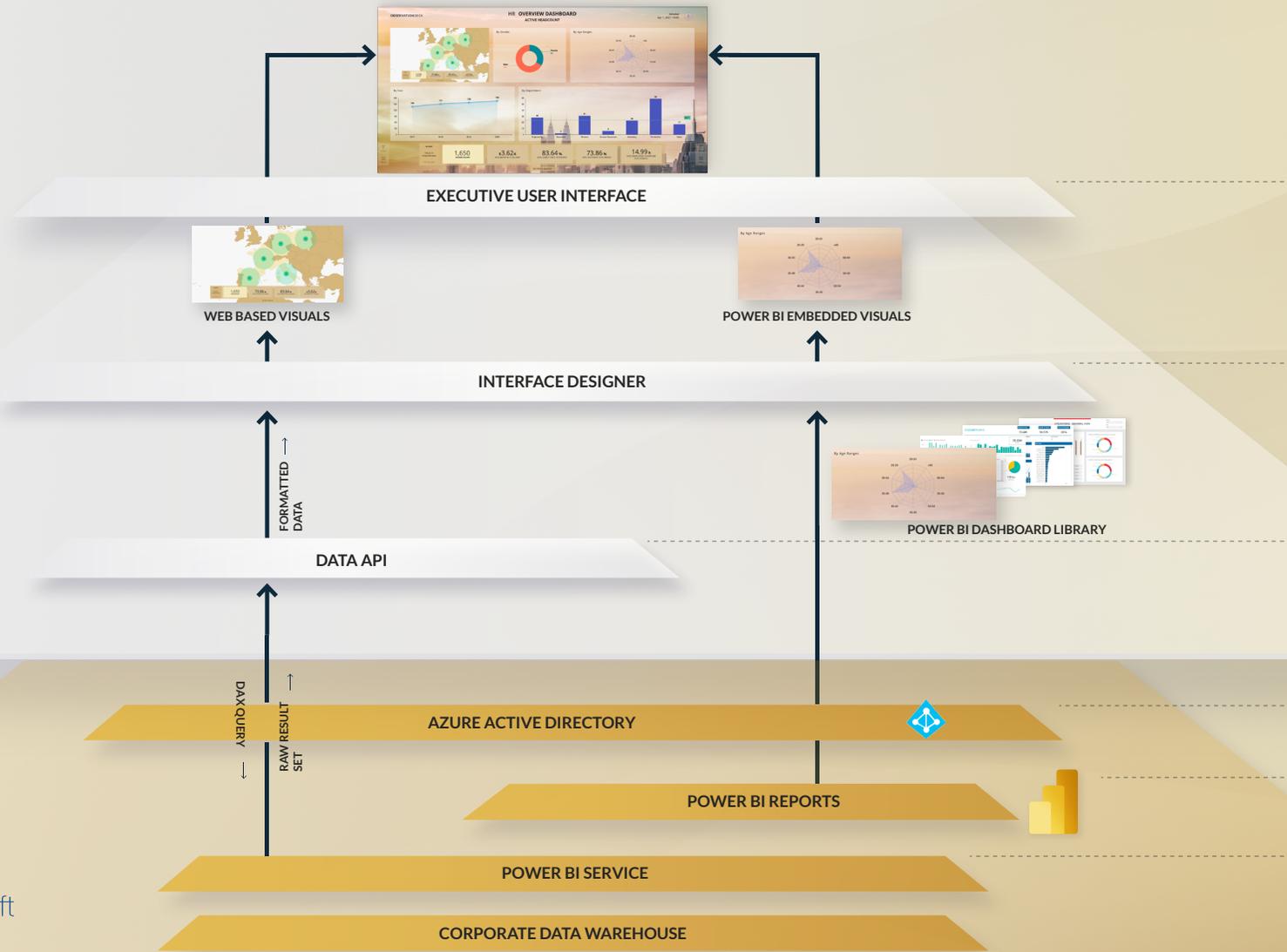
Present up-to-date business findings live in your daily meetings, without disrupting the usual presentation flow that you are familiar and comfortable with.

## CONTENT SMART SHARING

If you detect anomalies in the metrics, simply highlight, comment and share your thoughts with your colleagues using the embedded *Smart Sharing* functionality – in a couple of finger touches, all parties are alerted to a performance topic.



**EMBEDDED POWER BI  
TECHNOLOGY AT AN  
ENTIRELY NEW LEVEL**



Once the Content Design is complete, your executive experience is ready to go!

The Executive User Interface makes navigation and data discovery easy and intuitive.

Select the Power BI or custom web visualisations that meet your business management needs; and using the Experience Designer, simply pin the content into the Observation Deck to create a high impact executive experience.

In specific cases where the user experience demands the need for non-Power BI style visualisations, the data API enables the ability to create modern, web-based content; respecting metadata definitions and ensuring that business rules and definitions are in sync across all layers.

All security and role-based access rights are leveraged by Observation Deck, ensuring a secure and consistent user experience.

The dashboard developer simply creates their dashboard in Power BI, and it immediately becomes available to Observation Deck for use.

Once business rules & KPI definitions are set in the Corporate Data Warehouse, all data requests by Observation Deck will align to those rules, ensuring one single source of truth.

## SIMPLE, FAST & SECURE DEPLOYMENT

Enable your key management to interact with their data in record time.

Our framework deployment methodology is quick, efficient, and guarantees early adoption. The deployment phases consist of:

-  **DISCOVERY PHASE:** Understanding the business need, defining what your executives want to see through the experience.
-  **ADAPT OR BUILD PHASE:** Adapting or building BI content to meet the needs.
-  **PILOT PHASE:** Releasing the Observation Deck to receive final feedback on the experience flow, content, interactivity, voice control tuning etc.
-  **RELEASE PHASE**

Easy to deploy:  
On-Cloud or On-Premise.



Securely integrates  
with Azure through  
Azure Active Directory.



Easily configure your content  
and look & feel to align with  
corporate standards.



## CONTACT US FOR A DEMO NOW

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