




Your Enterprise analytics management platform.

A screenshot of the genuz dashboard interface. The top navigation bar includes the genuz logo, a "My Catalog" button, and links for "Store", "Feed", and a search bar. A user profile icon is visible in the top right. Below the navigation, the main content area is titled "My available items" and includes a "Filter" button. A grid of six dashboard items is displayed, each with a preview image and a title: "Sales and Margin Performance", "HydroFlow Monitor", "Google Ads Performance", "Global Beer Consumption Insights", "Patient Cost Management", and "Paid Media Performance Insights". Each item has a "View Info" link and an "Open" button. The total number of items is indicated as "12 items".

**Your company
relies more on data-driven
decisions every day.**



**But keeping track of all the analytics
created across the organization is
becoming increasingly challenging.**



2023 State of Enterprise Analytics survey

Data Analytics
Managers



46%

Disorganization and lack of standardization in analytics

Data Governance
Managers



67%

Lack of knowledge and data literacy across most areas

Data Product
Managers



53%

Challenges in effectively communicating data to the business

+ 200 RESPONDENTS

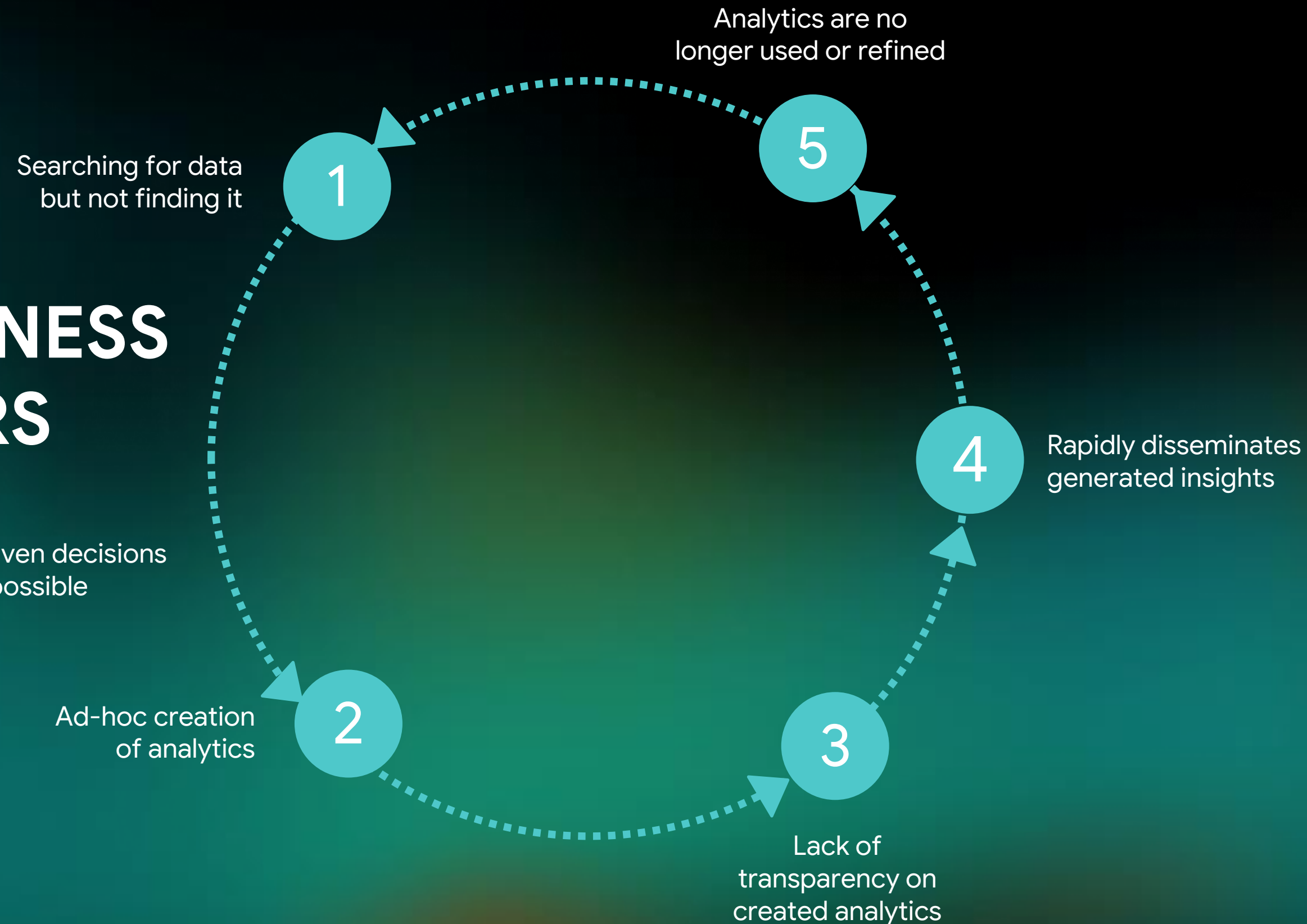


The vicious cycle of enterprise analytics

BUSINESS USERS

GOAL

Make data-driven decisions
as quickly as possible





The vicious cycle of enterprise analytics

BUSINESS USERS

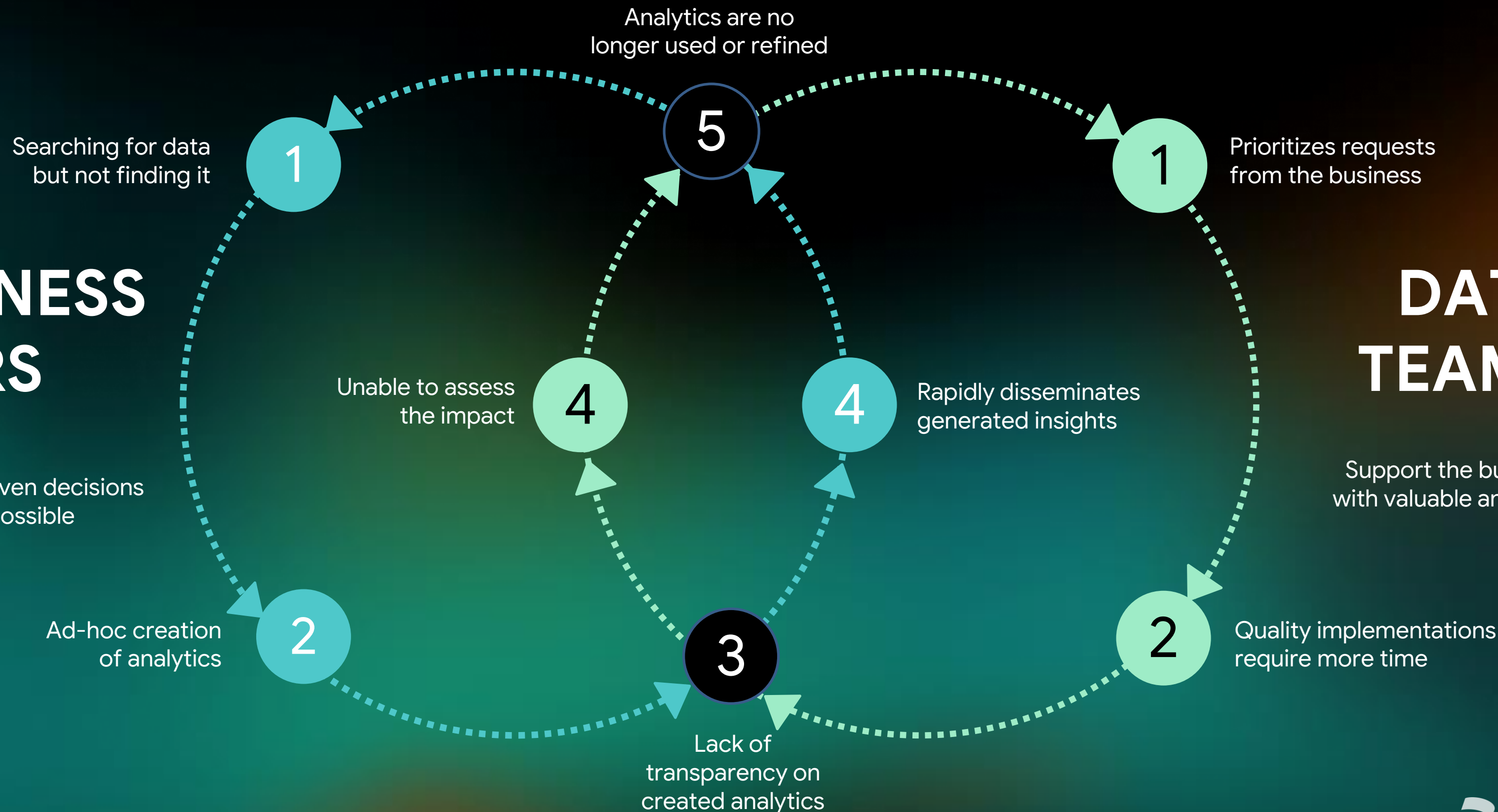
GOAL

Make data-driven decisions as quickly as possible

DATA TEAMS

GOAL

Support the business with valuable analytics





Impact



Waste of time and resources

Approximately 70% of the reports and dashboards generated by companies are never used.

Wisdom of Crowds Business Intelligence Market Study – 2021, Dresner.



High cost with analytics tools

Companies spend an average of \$5,000 to \$20,000 per user per year on BI & analytics tools.

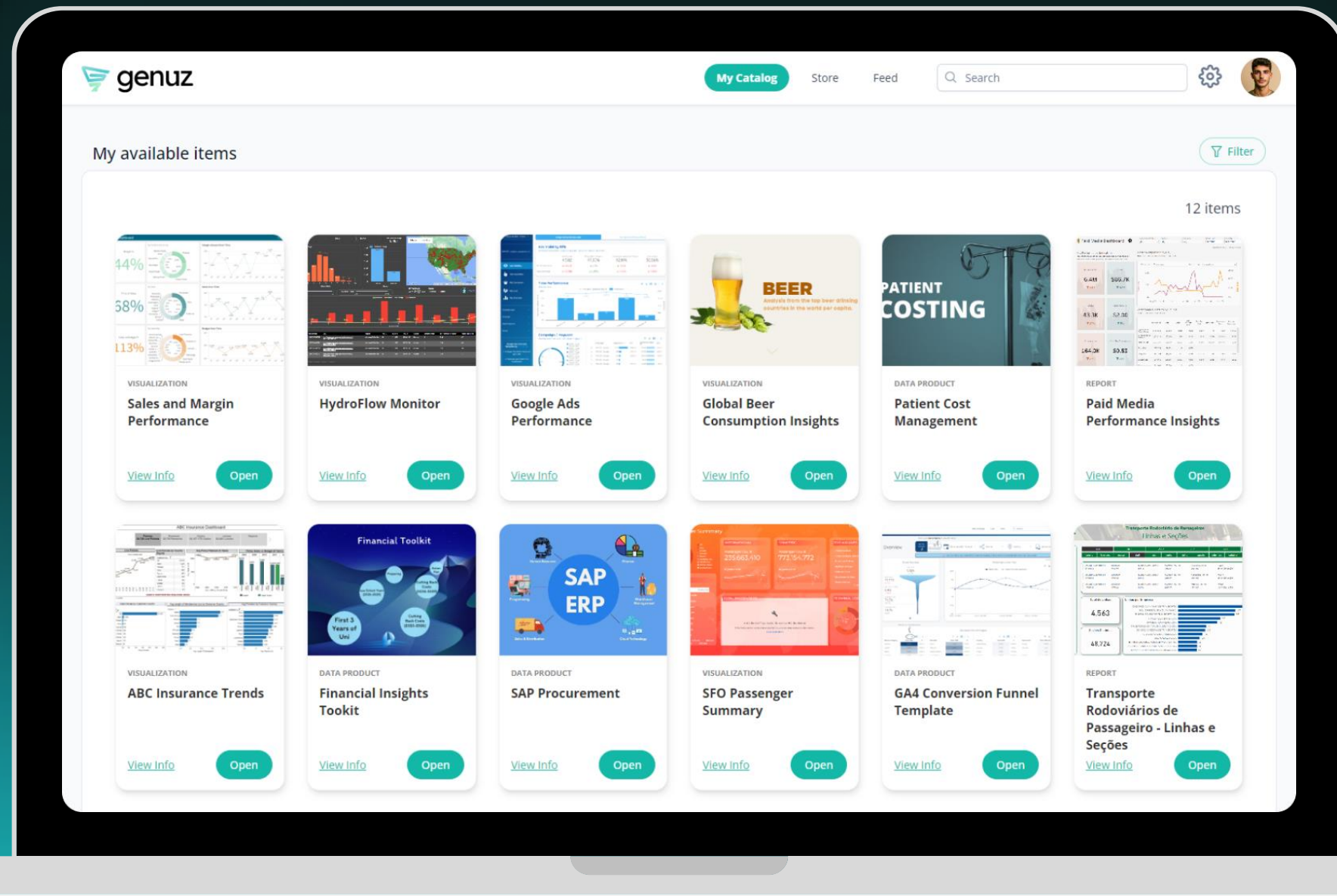
Market Guide for Business Intelligence Platforms – 2021, Gartner.



Lack of credibility in the available data

Organizations lose an average of \$15 million per year due to inaccurate data and unreliable analytics.

Research on data quality and data management – 2023, IBM.



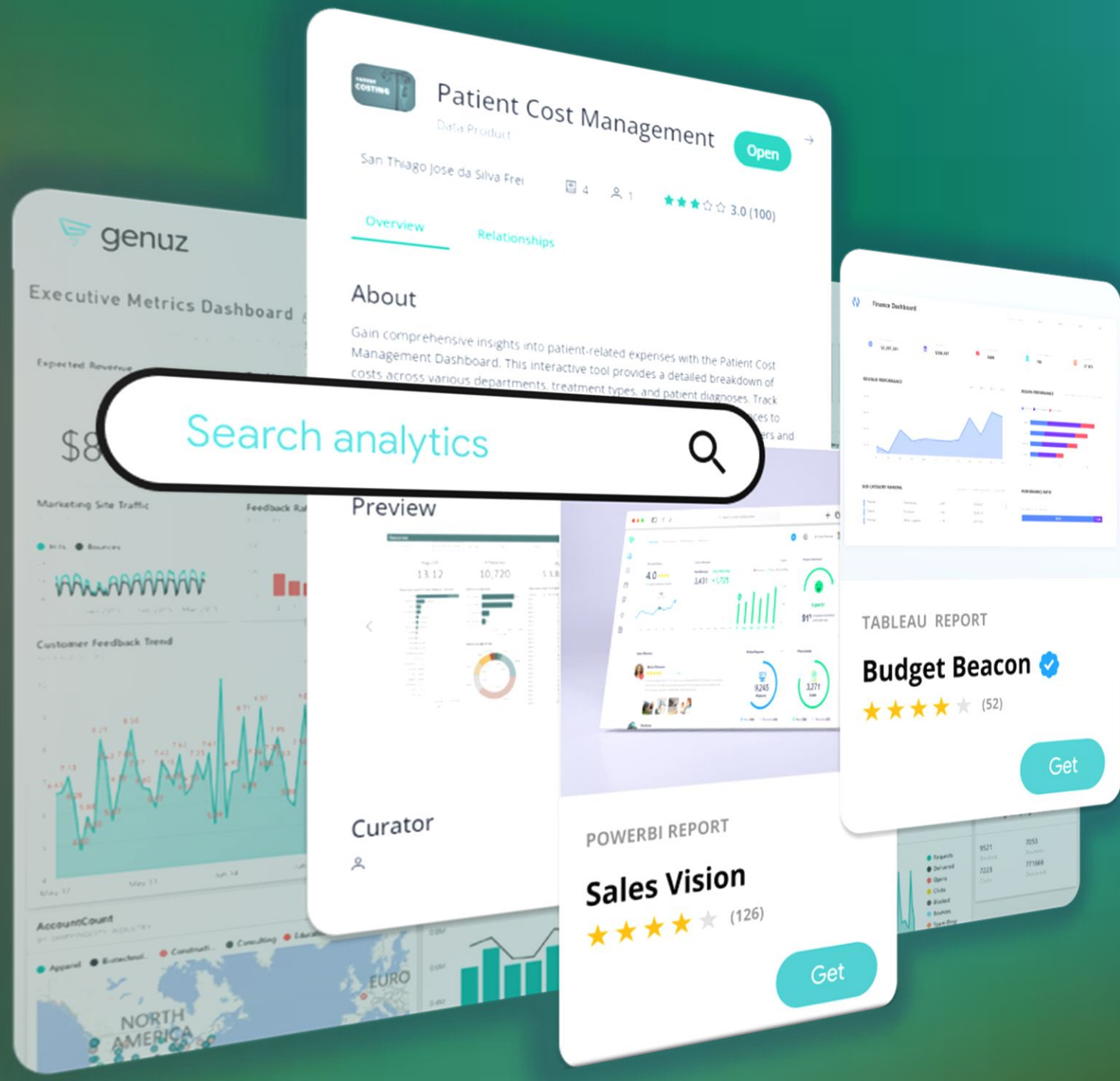
 **genuz**
helps you **govern**
analytics and
democratize data
across the business,
while **reducing BI**
costs.



Find Everything in One Place

Empower your users with a centralized hub for searching, understanding, and utilizing data through a well-organized and vetted **analytics catalog**.

- ✔ Business Glossary for Indexing
- ✔ Analytics Search and Filtering
- ✔ Information and Relationships of BIs
- ✔ User and Group Permission Control
- ✔ Report Viewing and Favorites List

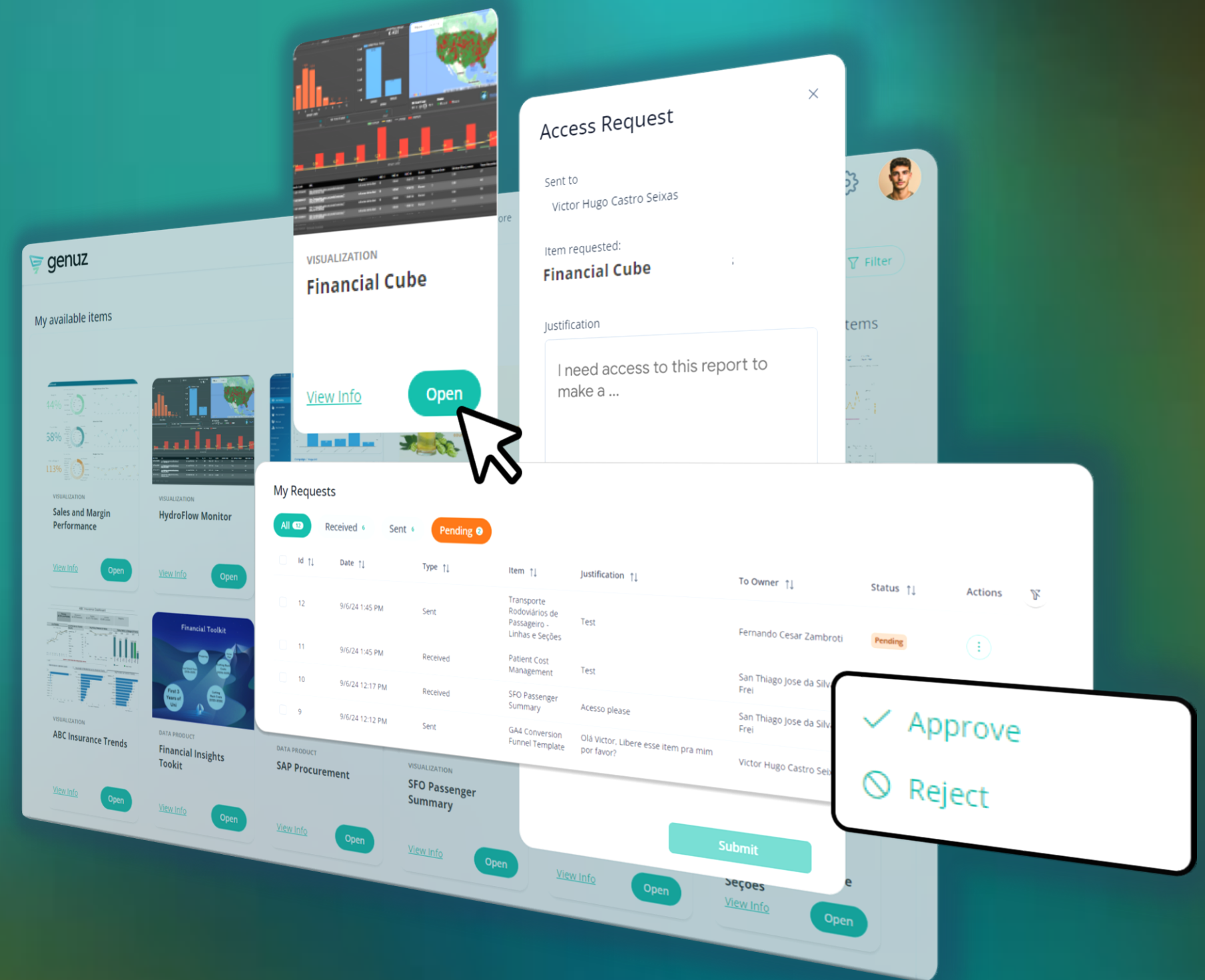




Break Down Data Silos

Unlock new opportunities in your business by delivering data through an **enterprise analytics store**, scaling it as genuine data products.

- ✔ Personalized Recommendation Lists
- ✔ Access Request and Approval Workflow
- ✔ User Ratings and Feedback
- ✔ Activity Notifications via Email
- ✔ Analytics Usage and Adoption Dashboard





Disseminate Knowledge

Effectively communicate updates to your enterprise analytics portfolio through an **activity feed** that keeps everyone informed and fosters collaboration.

- ✓ Filtered Posts Timeline
- ✓ Automated Analytics Notifications
- ✓ User Feedback and Reactions Collection
- ✓ User Activity Dashboard
- ✓ Mentions by Users or Teams





If It's on Genuz, It's Real!

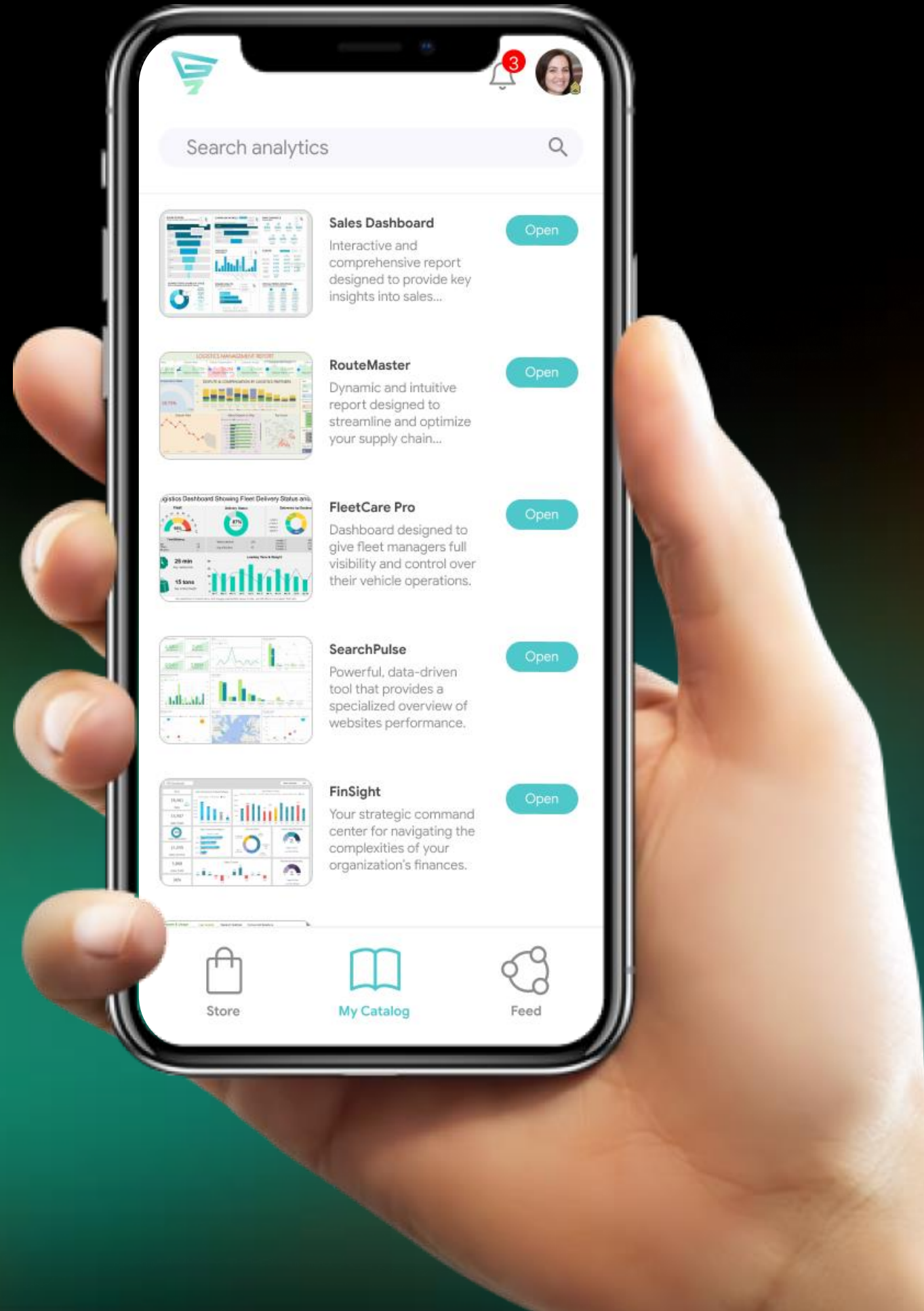
Establish a lean, vetted portfolio by implementing approval flows and utilizing **analytics governance** tools and dashboards.

- ✓ **Catalog Validation and Curation Workflow**
- ✓ **Analytics Usage Metrics and Heatmap**
- ✓ **User Feedback Dashboard**
- ✓ **Overall Portfolio Health Scoreboard**
- ✓ **Group Control and Access Permissions**





- ✓ Responsive Web Design (Desktop and Mobile)
- ✓ Microsoft AD/Entra Authentication
- ✓ Customizable Theme (colors and logo)
- ✓ Multi-Language Support
- ✓ Specialized Add-Ons



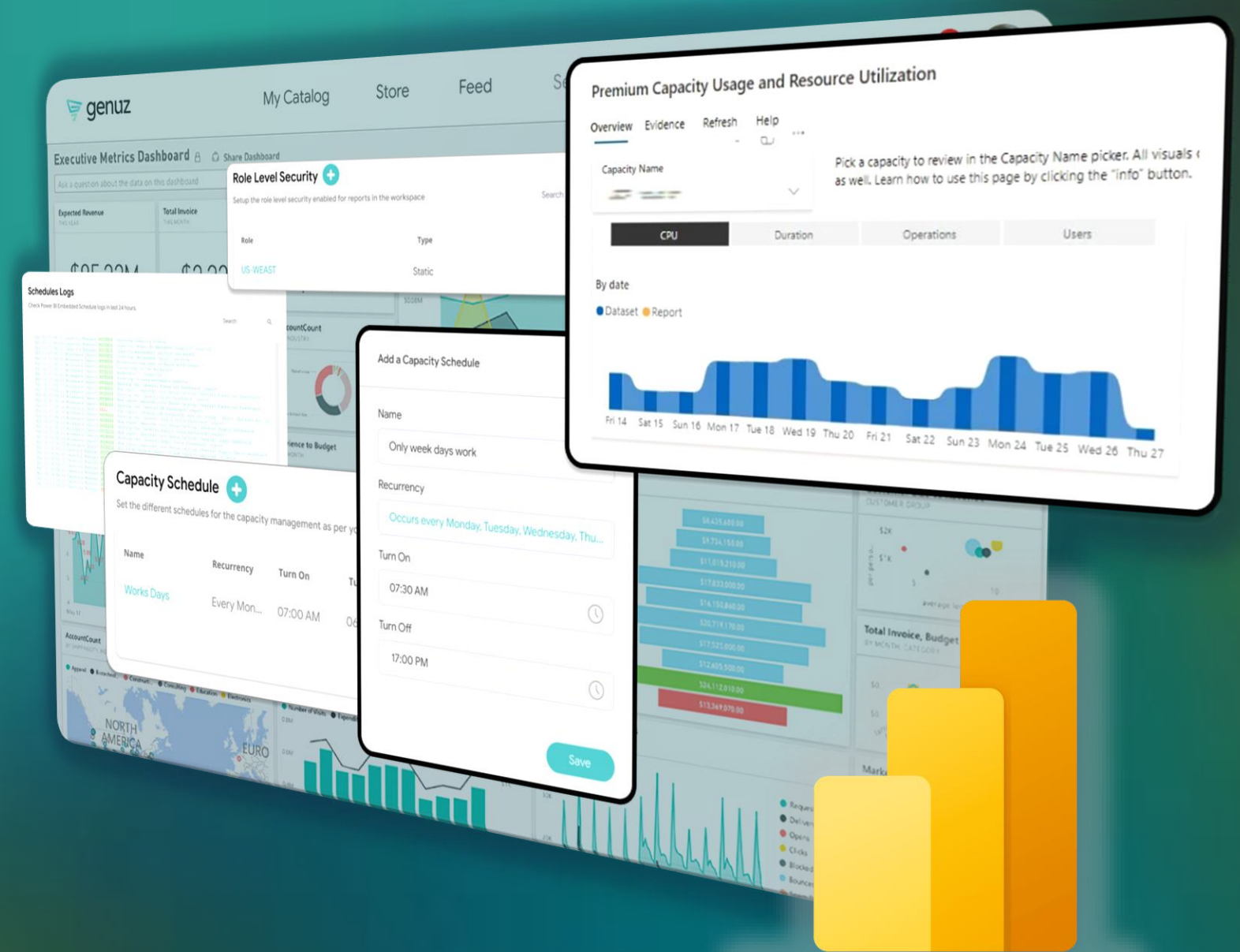


Genuz Add-On

Unleash the Potential of Power BI

Enable enterprise-wide Power BI reporting without per-user licensing costs! Additionally, reduce expenses with the **Power BI Embedded add-on**.

- ✔ Automatic Import of Workspace Reports
- ✔ Embedded Power BI Reports Visualization
- ✔ Role-Level Security (RLS) Control
- ✔ Power BI Capacity Management
- ✔ Consumption Control and Auditing Dashboards



Power BI

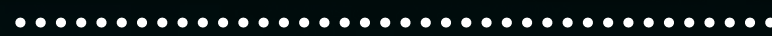


Empower Your Analytics: Reusable, Reliable, Scalable



Reusability and Effectiveness

Encourage your team to avoid duplication of effort by providing reusable analytics throughout the organization, promoting continuous improvement.



Quality and Governance

Guarantee the accuracy and reliability of your data while effectively managing access and standardizing analytics practices across the organization.



Empowerment and Scale

Streamline and automate the delivery, distribution, and communication of analytics capabilities across the enterprise, leveraging metrics and insights for continuous enhancement.



At the Heart of Your Virtuous Data Cycle

