

Embedded analytics

Actionable
client-facing analytics
in-product



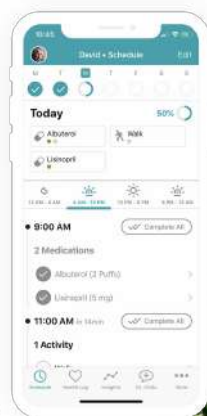
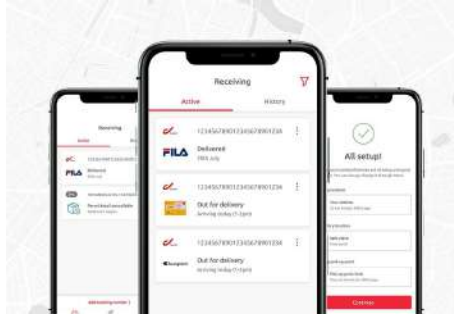
Karel Callens

CEO Cumul.io

ThinkThings Conference

25 Nov, 2021

Love it or hate it ... data is here to stay



Adapt your office space using desk utilization data

Safely distance your floor plan
Control office capacity by limiting it at any given time.

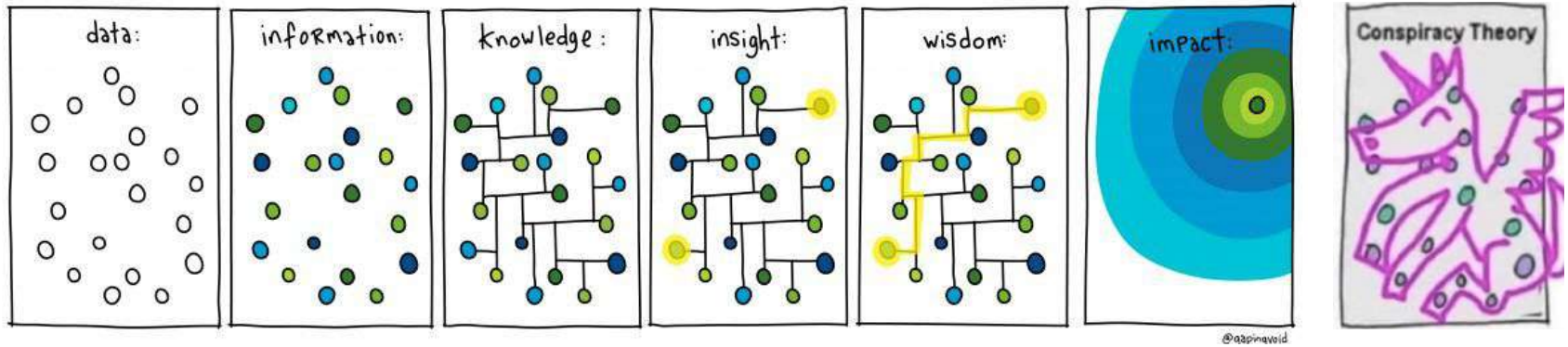
Get daily and historical utilization
Understand desk booking trends and improve your space.

Jumpstart contact tracing



The key is to make data human & impactful

... and enable smart data-driven decisions in a blink of an eye



Dashboards a good 'visual data language' ...



Real-time
updates



Self-explainable



Interactive



Personalized,
relevant insights



Performant



Scalable



Geo-spatial



Secure

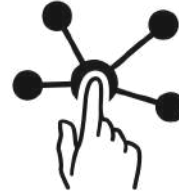
Democratization data-driven decision making



Stunning,
appealing visuals



Extremely easy to
use & understand



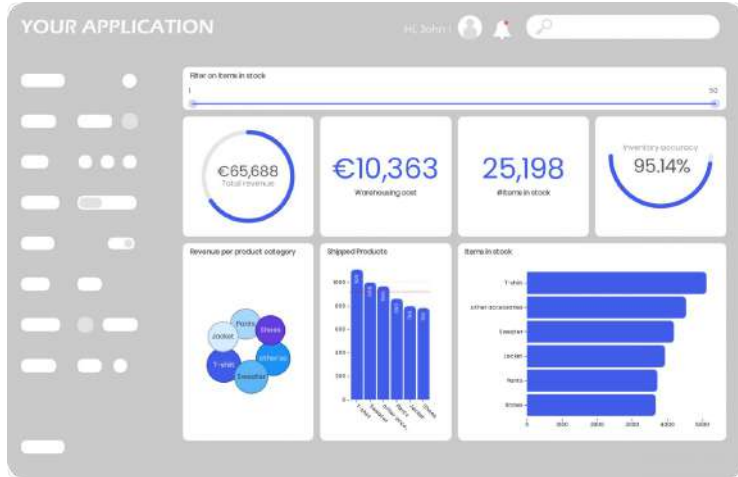
Interactive &
instant actionable



Easy accessible

**“Exactly where the
action is needed in
your product”**

Embedding Client Facing Analytics is Powerful



Consumers expect *in-product analytics*



- Data is commodity
- Premium user experience
- Instant value, close to action
- Better decisions, smarter users

For product companies, *data* is the new *battlefield*



- 'Stick' users with insights
- Competitive advantage
- Innovative, premium add-on
- Grow business & revenue

Embedded Analytics, a Match Made-in-Heaven for IoT



Instant in-product data-driven **decisions**



Intuitive, easy-to-understand stunning dashboards



Interactive & actionable platform



Offer a **customer specific** insights & user experience



Seamless integratable in your stack, exactly where needed



Quickly & flexible to deploy and scale up



Versatile in use:
Multi-tenant
Multi-language
Multi-device



Hassle-free user rights management

'Things' to 'think' about for Embedded Analytics Solutions



TIME MATTERS:

SPEED OF DEPLOYMENT

- Composability & openness of platform
- Responsiveness to changing environments.
- Scalability
- Learning curve for non-tech users



ACTIVELY ENGAGE USERS:

USER ADOPTION CAPABILITIES

- Modern look & feel
- Easiness of creating & using insights
- Empowerment of end-users
- Possibilities in customization of dashboards

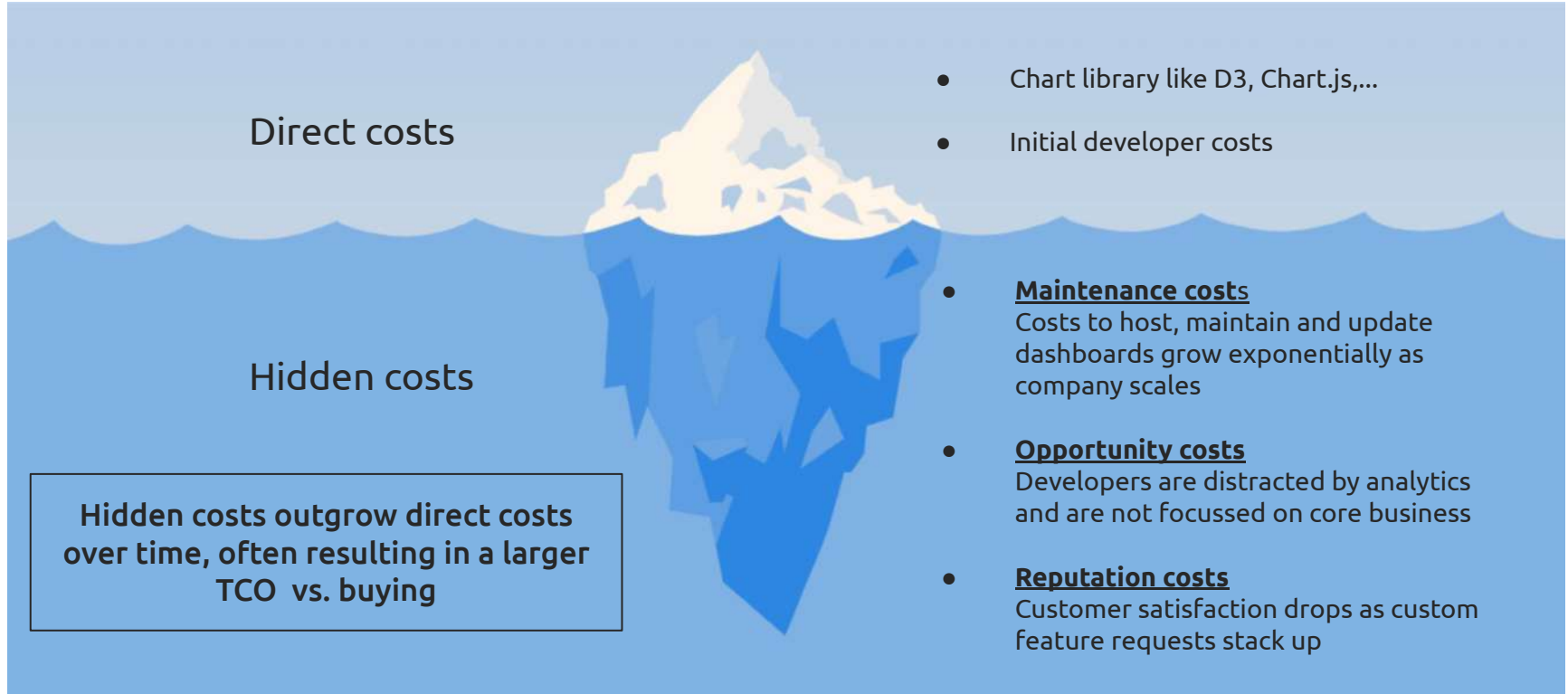


SEAMLESS USER EXPERIENCE:

DEGREE OF EMBEDDABILITY

- As-if native, acting as 1 client-facing app
- 100% mirroring look & feel
- Instant actionability
- User right management, authentication, templating, ...

You can build your own Embedded Analytics ...



... Or Select an off-the-shelf Embedded Analytics solution



- Faster deployment & time-to-market
- Source of Expertise
- Easier for product owners & business users
- Cheaper
- Scalable
- No distraction from core product



40

people



+200

clients



33

countries



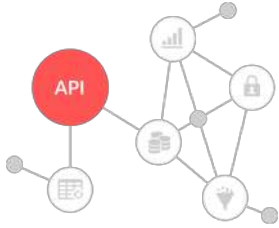
3

offices



Powering
+26.000
dashboards
worldwide

Redefining Embedded Analytics



1

Flexible & Adaptable Platform

Composable, low-code modular building blocks. API-first platform.

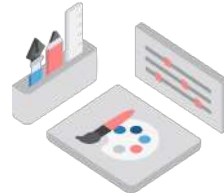
Everything that is possible in the UI you can do via API-calls. Automate dataset creation / update, generate dashboards on-the-fly, hook it to internal processes, etc.



2

Powerful & Easy Interface

Creating powerful, interactive good looking dashboards has never been so easy. **Drag & drop** your dashboard together in no time!
Actionable, powerful analytics at your fingertips



3

Endless Styling Possibilities

End users of Cumul.io's client typically aren't aware they are using an external building block for analytics. Dashboards can be **styled to be seamlessly embedded** in the application.

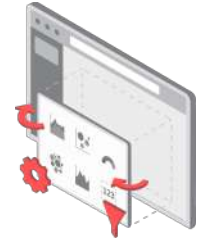


4

Empowering all Users

With Cumul.io, one dashboard can handle **multiple languages**, multiple **adaptive screen sizes** and even multiple **time zones**.

Or, even define the level of freedom & playing rules you give your **end-users to self-mine data & create own dashboards**.

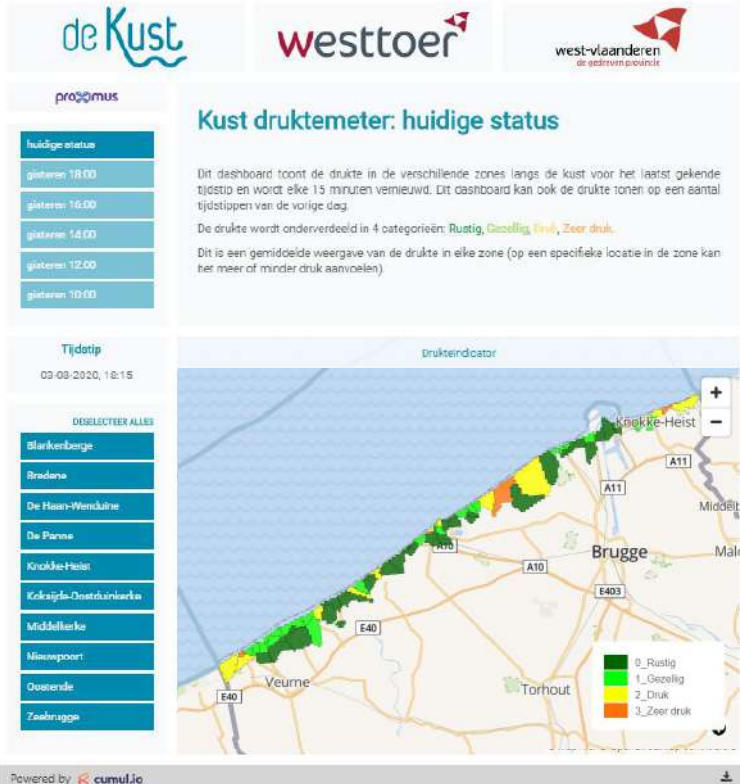


5

Strong Integrated Capabilities

Cumul.io dashboards fit perfectly in any stack and can **deeply integrate with your platform**. Retrieve data, filters and trigger actions in your platform and vice-versa. Dashboards should be **driving action!**

Customer case

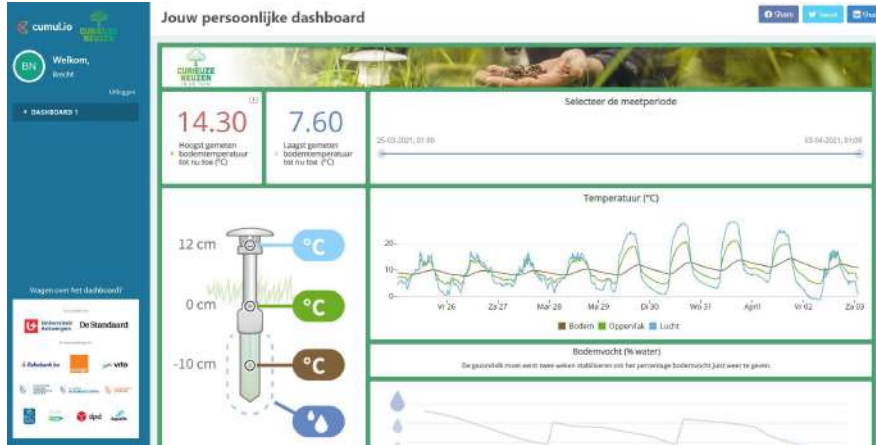


Westtour, Proximus and provincial & municipal governments wanted to balance economic situation versus sanitary conditions during Covid-19 outbreak in the coastal cities and areas via real-time measurement of number of tourists

Solution

Visual data platform accessible for police services, government officials & civilians through live visualization of anonymized Proximus' cellphone tower records, normalized to number of cell phones leading to 4 levels of "busy-ness", and integrated with all prominent Belgian media

Customer case



CurieuzeNeuzen launched one of the biggest citizen-driven research projects in Flanders: 5,000 Flemish citizens have implemented a soil sensor in their garden, connected to the Orange IoT network, to measure the effects of heat and drought.

Solution:

A personalized, visual & interactive dashboard for every single one of the 5,000 participants, using Cumul.io to power the dashboards showing insights into: soil, surface & air temperature, soil humidity, how their garden's temperature level compares to other participants, ...

Customer cases: logistics & real estate



A company in **cold chain monitoring** and food safety solutions ensuring goods are transported and stored at safe and compliant temperatures uses Cumul.io dashboards to monitor and report real-time temperatures in trailers, storage, in-store and at the product level. And when passing certain thresholds immediately act upon it.



A **smart, digital property management app** embedded Cumul.io dashboards to visually monitor energy consumption, temperature, CO2, air quality, occupancy, humidity, ... within the buildings. Real-time data from sensors helps to optimize operations, efficiently use energy sources, reduce costs, support investments and the tenants' sustainability and wellbeing goals.

Customer cases: sustainability & operations



This company's product is used to **lower carbon footprint of data centres** and decarbonize the internet by measurement of Voltage, Power, kWh, Residual Current , ... via smart sensors in data centres.

Data from hundred of sensors are made tangible in a cloud Cumul.io dashboard for their customers allowing to reduce cost, use less energy, manage power capacity while lowering their carbon footprint

An **enterprise software to scale & streamline business processes** in 1 platform, wherein Cumul.io is embedded to leverage data into compelling, easy-to-use and intuitive dashboards: track & trace products & processes, quantities, customer needs, quality standards, ... all in 1 client facing application.

Customer case



Cumul.io allowed us to reduce the time to produce a dashboard from days to hours.

Intent Technologies, a French SaaS platform, helps property managers to operate the services in their buildings more efficiently.

Solution

Completely custom dashboards for every specific use case, seamlessly embedded in Intent's platform. Cumul.io's API-first platform was crucial and developers drastically lowered the amount of effort they put into creating customized dashboards on energy consumption, heating & air conditioning performance, elevator maintenance & other facility parameters.

Thank you!



More questions?

Karel Callens, CEO Cumul.io
karel@cumul.io

<https://cumul.io/>