# DEEP DATA ANALYZER®

Data To The People

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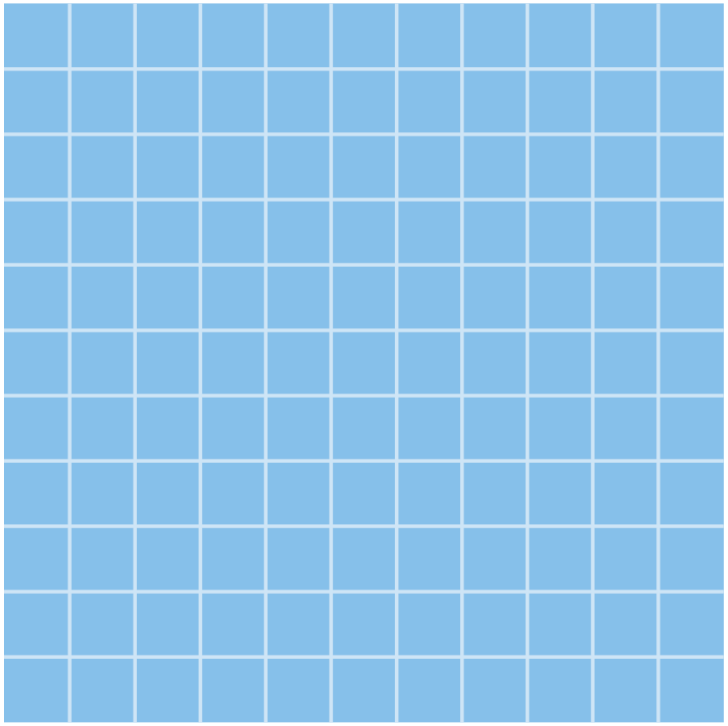
# Big Is Nothing



You litterally cannot read a business webpage or magazine without finding articles about Big Data. About how valuable this data is for companies and about how much money can be made using it.

We think most of it makes no sense. Having big piles of data available is only the first and easiest step of turning it into something valuable. Because data is nothing in itself and big data just means a large quantity of nothing.

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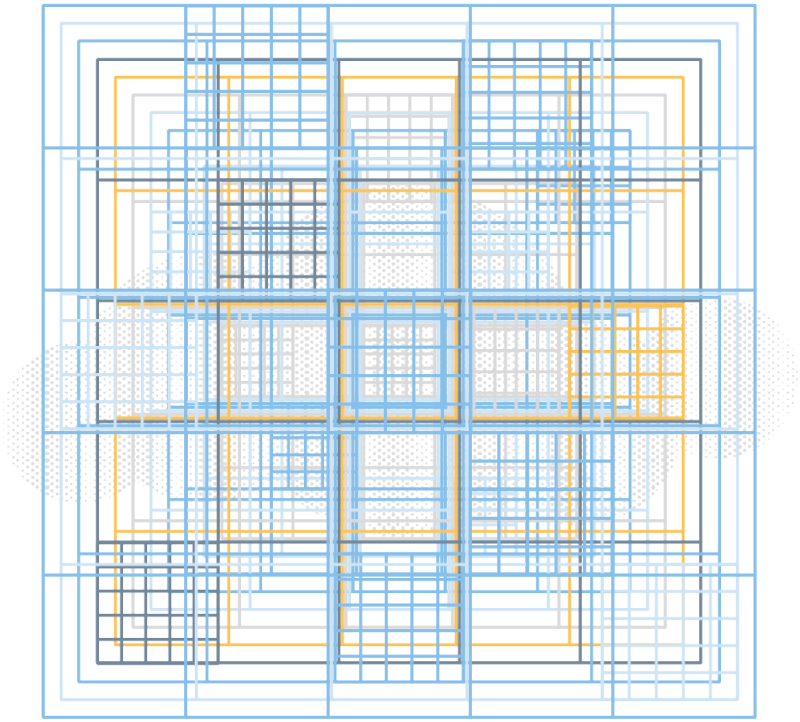
# Deep Is Everything



When Big Data turns into Deep Data it starts making sense to us. And this transformation does not just have to do with organizing and categorizing the data.

It is even more important to work with several layers of data from a range of sources. And having the right tools to dive deep inside the data. And that is where we come in.

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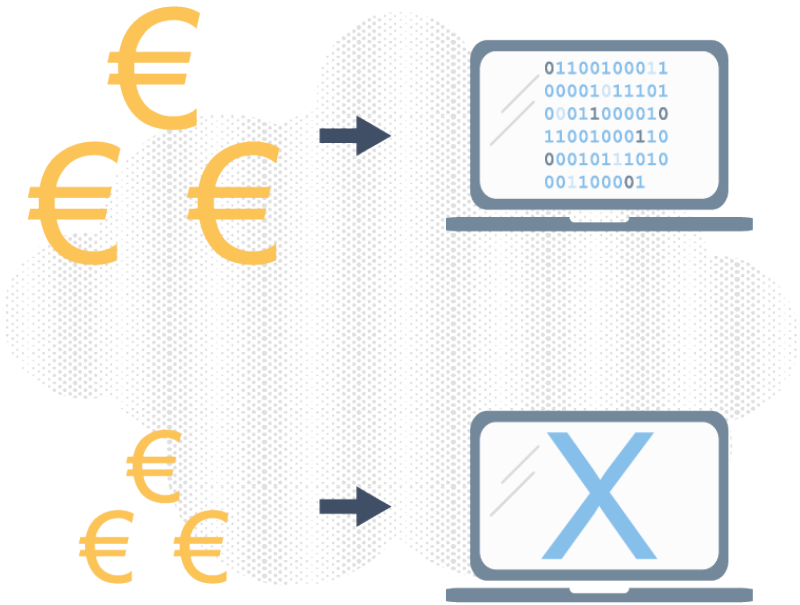
## Size Matters Though




Even though Big is Nothing, the real game changer for a future with Deep Data as the driver for improvements and new levels of service is still size.

Only large companies and fields of business with huge profits can afford to develop tools that are precise enough. We think that is plain wrong and our goal is to change that.

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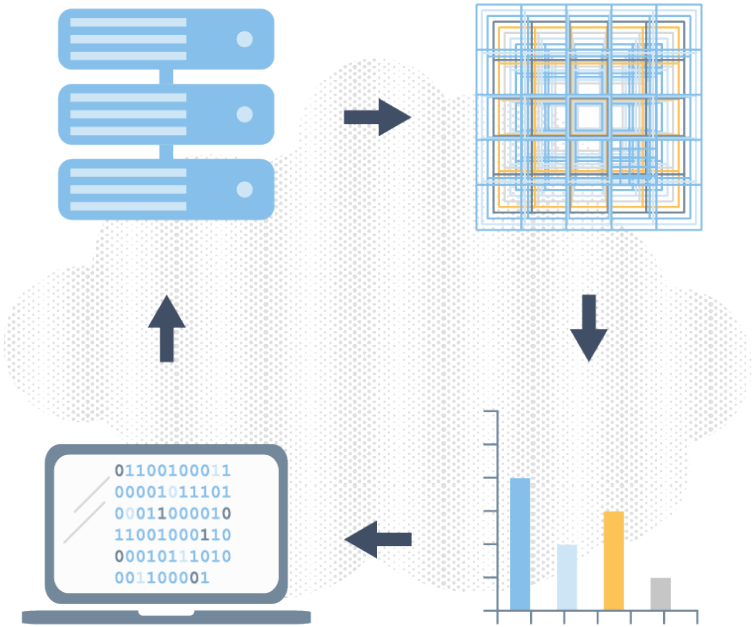
## Analysis As A Service




We believe even small and midsized companies should make use of Deep Data without having to hire a bunch of IT-people and without hosting an expensive and complicated hardware solution themselves.

That is why we retrieve, host and calculate the raw data companies are using on our servers. The only thing the client needs is a flow of data we can pick up and an internet connection for the analysis tool.

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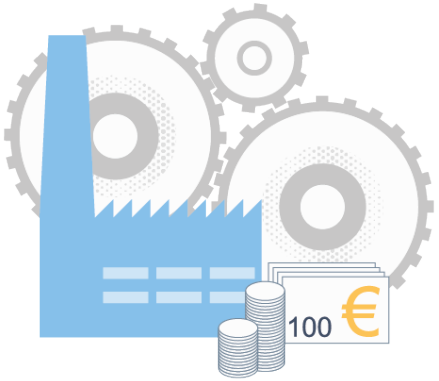


## People Over Money

Lots of large software companies have developed tools to analyze data. And there are some really powerful ones out there. But they focus on the flow of and correlation between money, workforce and goods.

And sure, that is useful in many cases. But we think a solid focus on people; their reaction patterns, their habits, their usage of services and goods is being overlooked. So we specialize in people over money.

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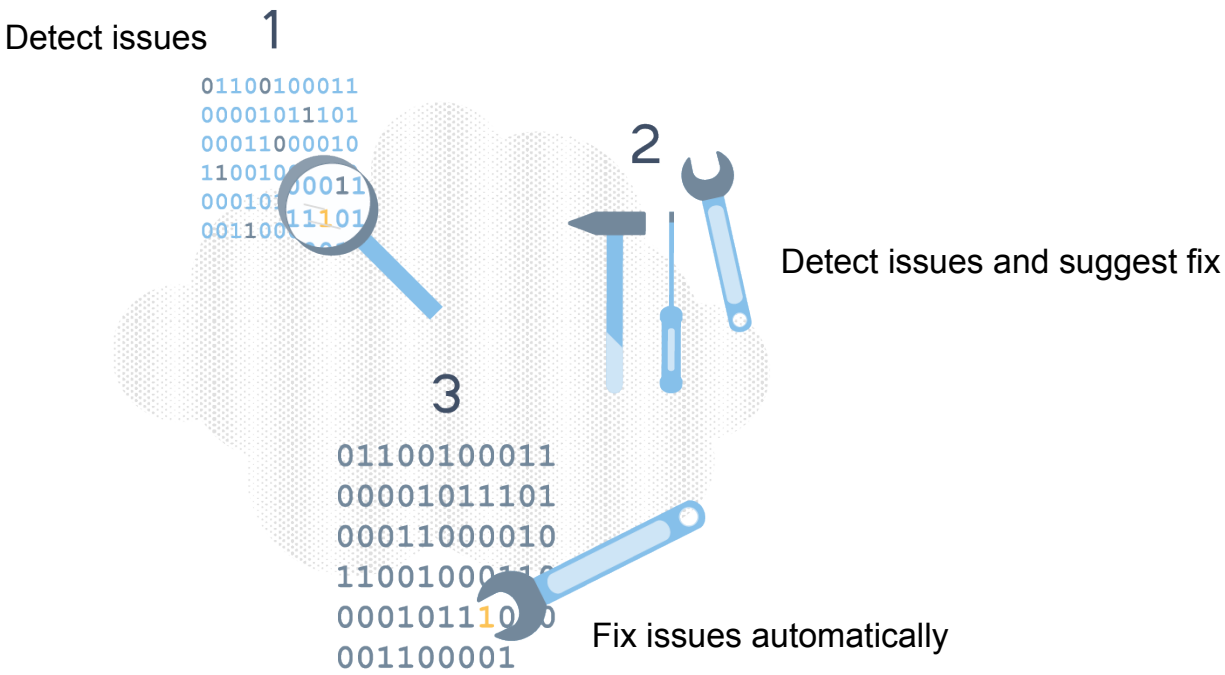
# Practical Automated Decision Making




Using Deep Data is a shortcut to deploying automated decision making in many processes, not only to save money and time – but also to make more consistent and rapid reactions to problems.

With us, the path to automated decision making is laid out in small steps to ensure the system is right when it starts calling the shots and to make the users trust the system gradually.

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## We Read Anything


One of the first bumps companies meet, when they want to deploy a data analysis tool in their workflow, is how to format the raw data. Some even have to invest in new systems to satisfy the tools.

Working with numerous kinds of live and delayed data for years, we have taught our servers to read any source and transform the data into whatever is needed in the individual company.

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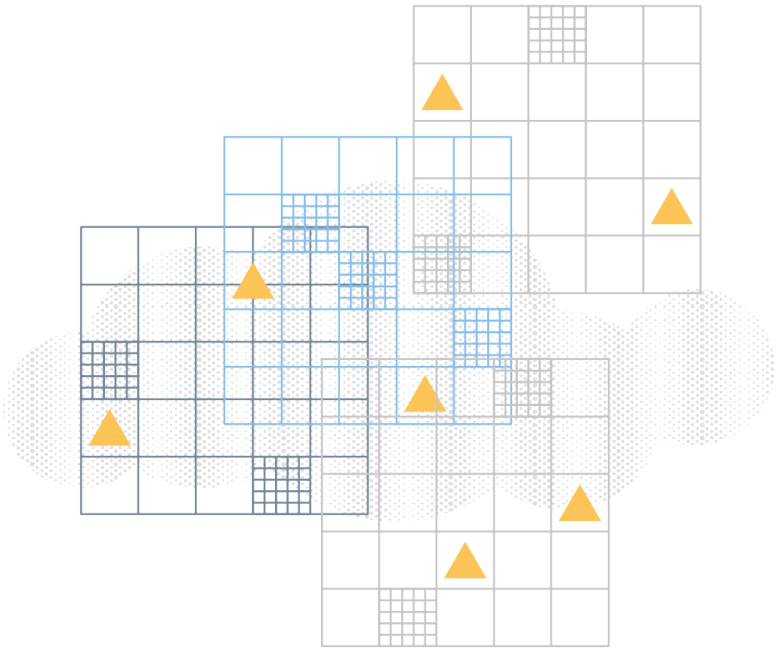
# Delta Analysis



Our system can perform any kind of analysis but we specialize in identifying the difference between average and current data in several layers. That way we create an early warning system for issues.

The possibilities are endless using Delta Analysis because our servers are not picky. They don’t care if they are idenfifying new patient needs in a hospital or making sure a football club fields the strongest possible team.

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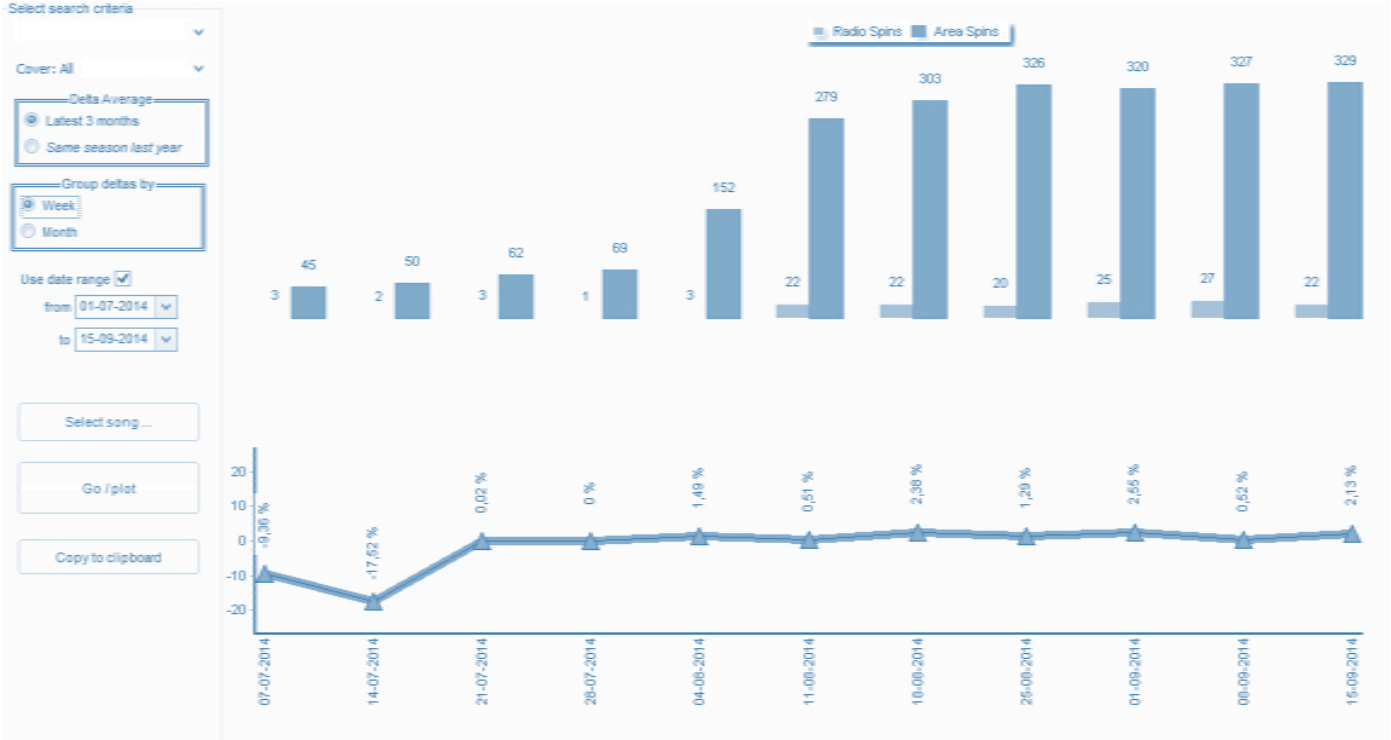
# Multi Layered Visualization




Having made the multilayered analysis we need to make sure the user understands the correlation between the layers the analysis consists of. So we have invented several visualizations to do that.

The example shown here consists of three layers of data for a radio stations on two axis. It shows how much a song has been played in the whole market and on one radio station. Combined with information on how listeners reacted to the song over time.

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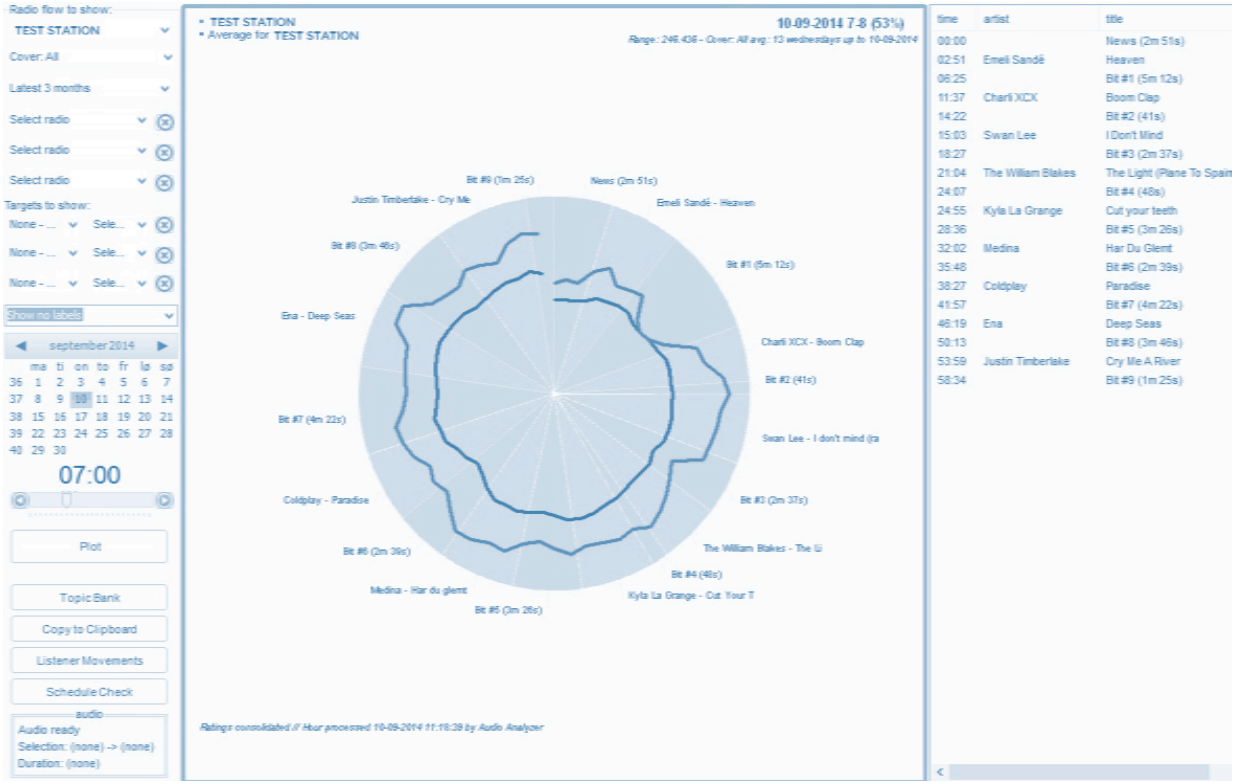
## Linear + Circular Visualization




We have found that symbols and mindframes that are recognizable to everyone works best when trying to visualize complex sets of data with many layers. The higher the recognition the better.

So we dusted of the old clock and have found it to be very useful to show developments over time. By putting a set of linear graphs and a pie chart in a circular environment, users understand the data better.

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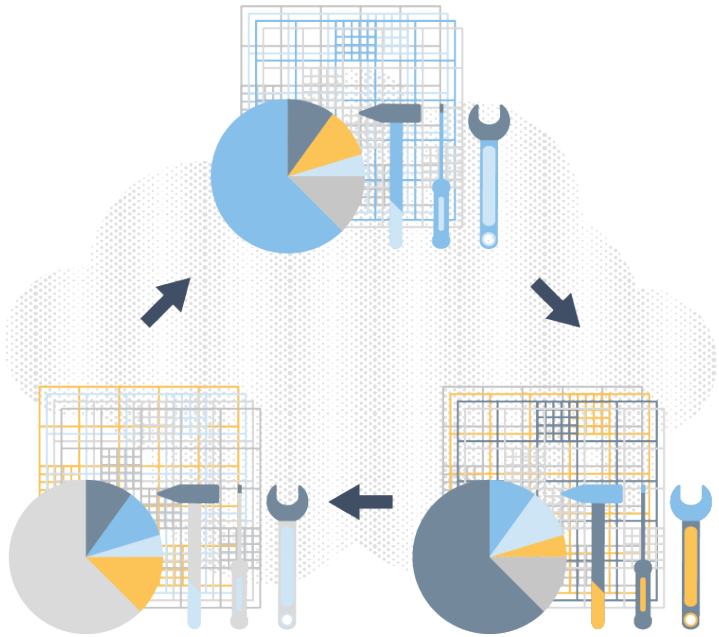
# Environmentally Friendly



On todays market for data analysis tools you can choose between an expensive and especially developed solution tailored for just one purpose. Or you can use a standard solution that doesn’t quite fulfil the needs.

In the name of progress and to be environmentally sound we have found the middle ground. So we tailor build solutions by recycling methods, visualizations and system core. Saving power, time and money all at once.

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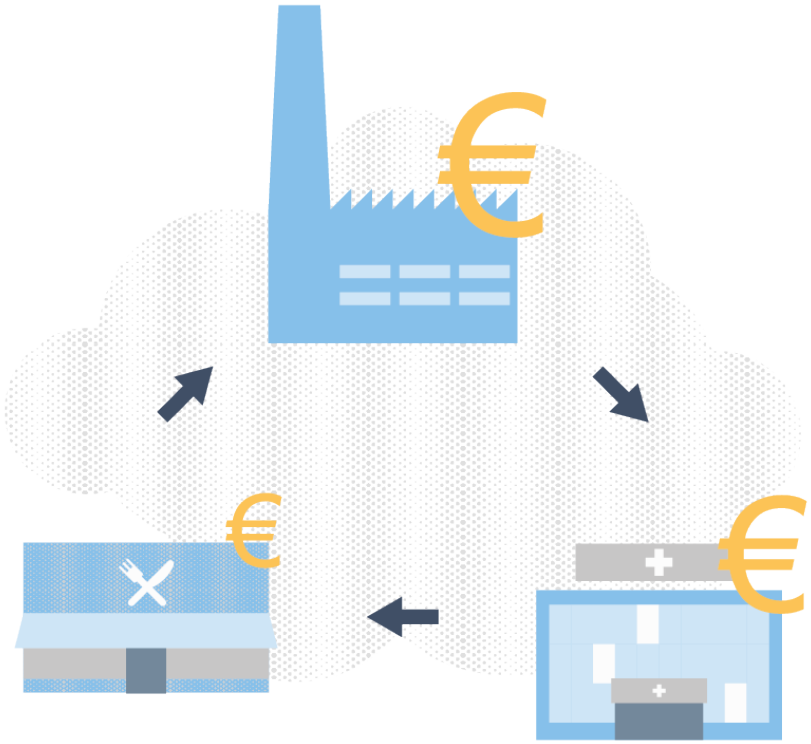
## Financially Friendly



The recycling does not stop with the individual development of a tool. Once the tool is deployed at a client we offer the same system to more clients in slightly different areas of business or in other countries.

That way smaller companies can benefit from the already cheap developent larger companies have paid for and afford systems they would normally never be able to use.

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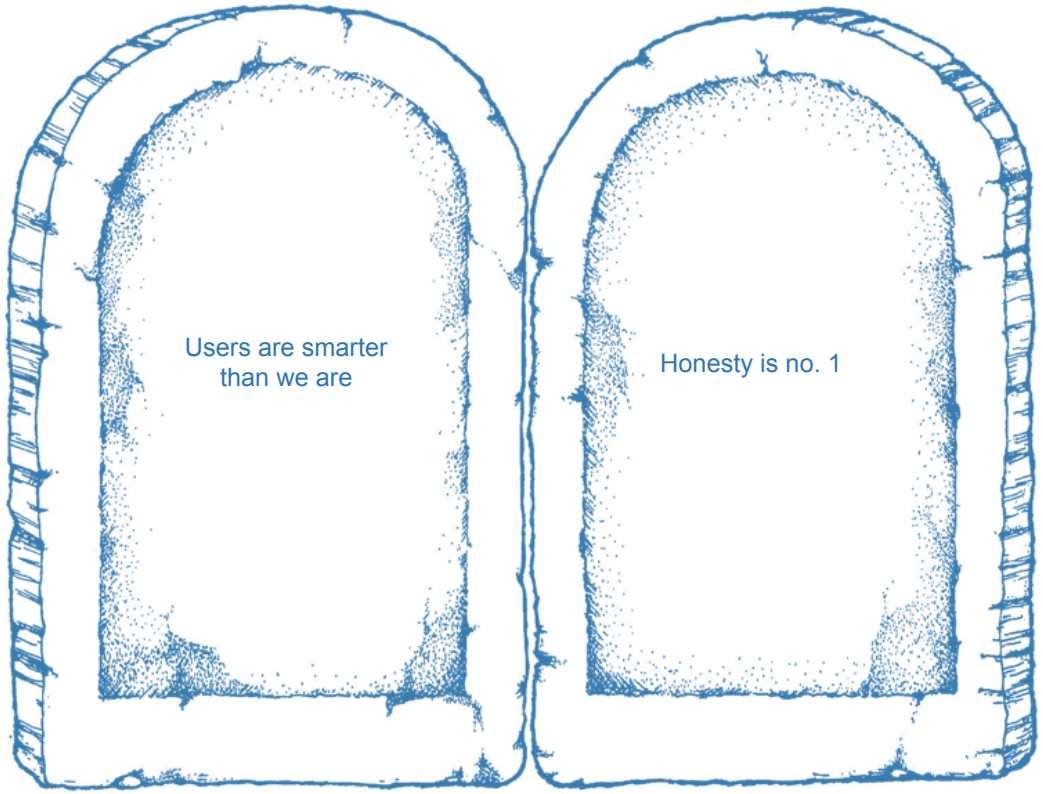
# Dogmas




Deep Data Analyzer is a Denmark based tech company founded on a market proven succes. We have already sent an analysis tool to market for radio stations under the name RadioAnalyzer.

We do not have a lot of rules. We work with a high degree of agility and are as change prepared as anyone. But we do base everything we work with on these simple dogmas. And we mean everything.

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