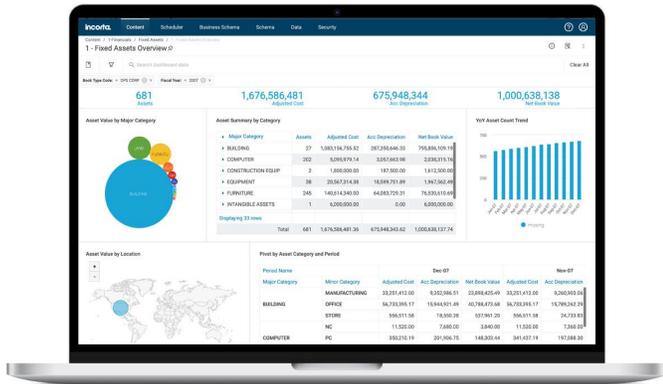


# INCORTA 5

## One platform. Faster insights. Incredible results.

The Incorta Direct Data Platform™ is a breakthrough in data analysis technology that delivers breathtaking performance without the complexity, cost and proprietary lock-in of other solutions.

Incorta brings together the most essential data pipeline tools, data science and data enrichment tools, and data analytics tools into a unified data experience in the cloud or on-premises.



### AT A GLANCE

Incorta is a modern unified data analytics platform that delivers exceptional query speed and project agility. With this release, Incorta 5 extends this power to business users, so that organizations of all sizes can analyze critical business data faster than ever before while reducing the burden on IT. The update adds an easier data workflow to help line-of-business teams gather, explore, discover and then act on their own initiative without having to wait months for traditional data warehousing projects to be completed.

Many of the foremost brands in the world rely on Incorta to handle their largest and most complex data problems.

#### Connect to Any Data Source

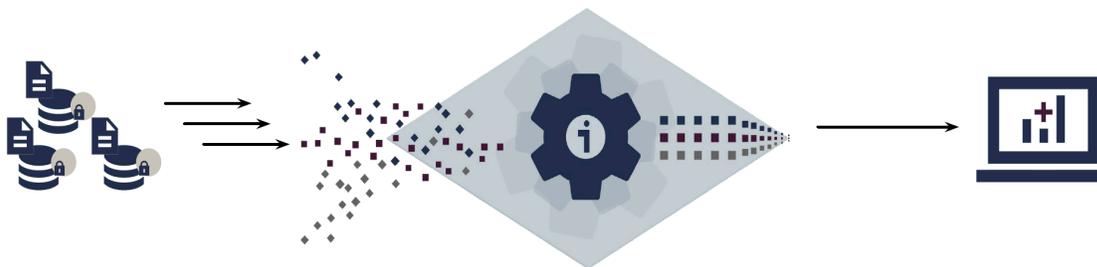
Applications, Databases, Data Lakes, Streams and Spreadsheets

#### Direct Data Mapping

Data remains in original form.  
No modeling. No Data Warehouse.  
Extreme performance.

#### Data Analysis and Storytelling

Use Incorta's visualization and publishing tools or 3rd party tools



### Key Benefits of Incorta 5



#### Access to 200+ New Data Sources

Connect to a much broader variety of systems, databases, technologies and custom sources. From big data solutions like AWS and Azure to collaboration platforms like Gmail and DocuSign



#### Unified Data Experience

The revamped data analyzer provides out of the box tools that are more powerful and easier to use than third party alternatives, making Incorta the ideal choice for universal deployment



#### Faster Data Pipeline

New in-memory SQL engine that makes short work of very complex analytical tasks, such as multi-stage derivations and deeply nested joins.



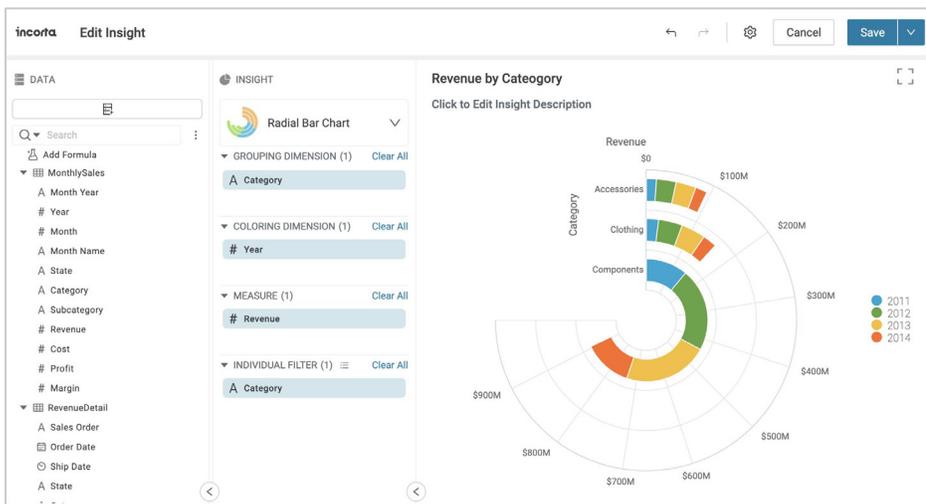
#### More Integration Options

Incorta's unique architecture makes it the ideal "data hub" for machine learning, analytics, portals and applications.

## Ongoing Trends

The current business climate has forced business teams to new levels of creativity, driving innovation and change as they assume the lead role in new data analysis initiatives.

Business teams need data now to make the strategic decisions that will ensure business survival. And they need an accessible, all-in-one platform to be able to explore, drill in, and discover without having to go back to IT every time they have a new question.



### Our Solution:

For the past several years, Incorta has won fans in IT by offering blazing query speed, project agility, and security. And now, Incorta 5, with its improved workflow and accessibility via an all-in-one Web interface is winning over business people as well.

Incorta 5 alleviates the need for traditional data warehouses and ETL processes by providing a single platform that easily delivers the complex analytics required to meet the pace of business today.

## What Benefits can Users expect from Incorta 5?

As always, Incorta 5 provides value to advanced practitioners, data scientists and IT professionals:

- Faster in-memory SQL engine that makes quick work of very complex tasks, such as multi-stage derivations and deeply nested joins
- New REST API for developers, support for Spark 3, and dynamic memory allocation
- New formula editor with access to statistical, conversion, logical, control-flow functions to create new measures, groupings and filters
- More supported notebook languages including Python, R, and Scala for data enrichment and integrated machine learning

- Redesigned Analyzer for business users with visualizations including Heatmapping, Starburst, Sankey, XY Plot Bands, Box Plots, Waterfall Chart, and Radical Bar.
- Extended Dashboard capabilities including personalization, versioning, playlist (for wall displays), and ability to add text and images
- Send dashboards and individual insights to file systems or spreadsheets, and download or schedule delivery of dashboards and reports as PDF files

With this release, Incorta delivers a compelling alternative to the traditional BI component model solutions with a unified data analytics platform that can manage all facets of business data analysis, from data and storytelling to predictive analytics, all in one tool.

But the biggest winners this time around are business users, who can now take the lead in exploring data for the insights they want. Here are some of the highlights:

### ABOUT INCORTA

Incorta is the data analytics company on a mission to help data-driven enterprises be more agile and competitive by resolving their most complex data analytics challenges. Incorta's Direct Data Platform gives enterprises the means to acquire, enrich, analyze and act on their business data with unmatched speed, simplicity and insight. Backed by GV (formerly Google Ventures), Kleiner Perkins, M12 (formerly Microsoft Ventures), Telstra Ventures, and Sorenson Capital, Incorta powers analytics for some of the most valuable brands and organizations in the world. For today's most complex data and analytics challenges, Incorta partners with Fortune 5 to Global 2000 customers such as Broadcom, Vitamix, Equinix, and Credit Suisse.