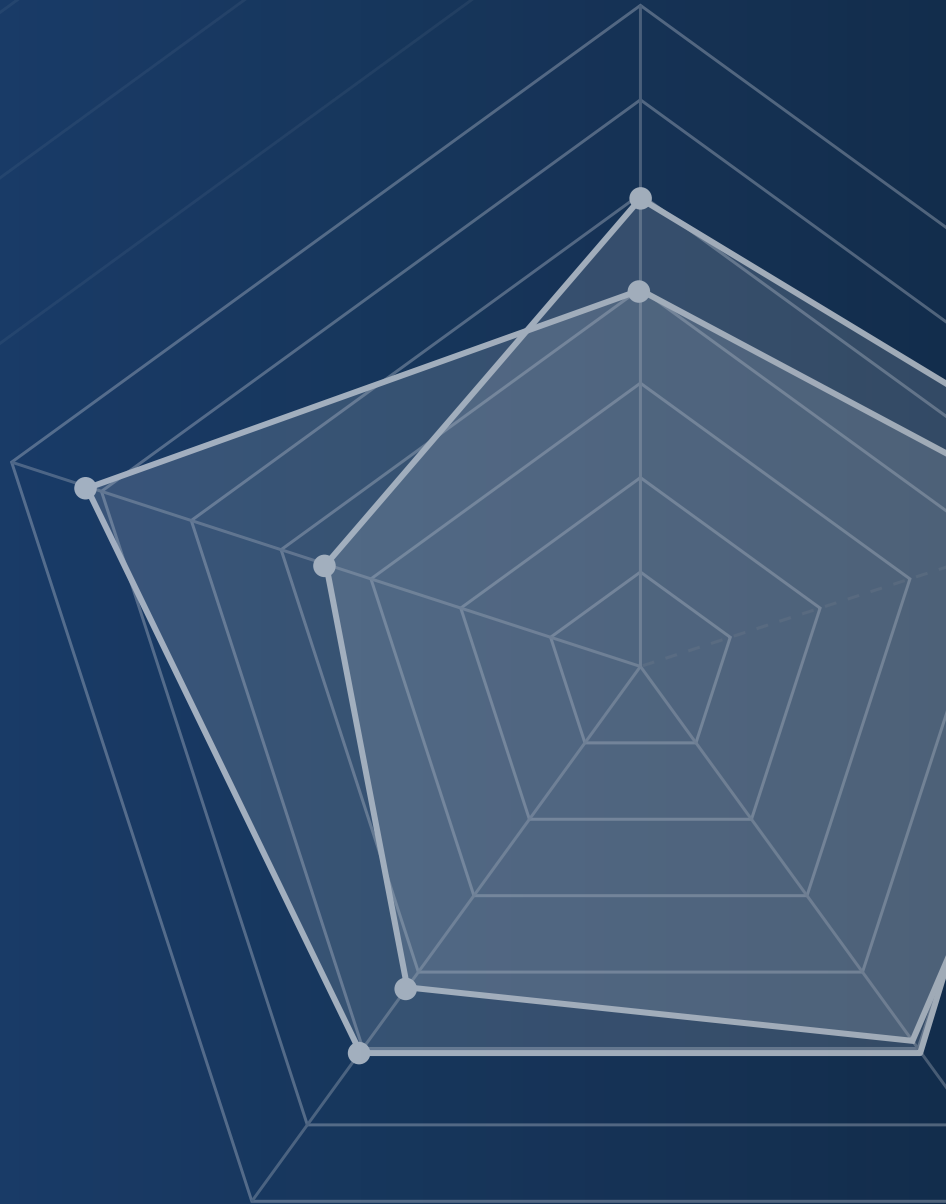




A Solution for Optimized Business Intelligence

CALS Analytics

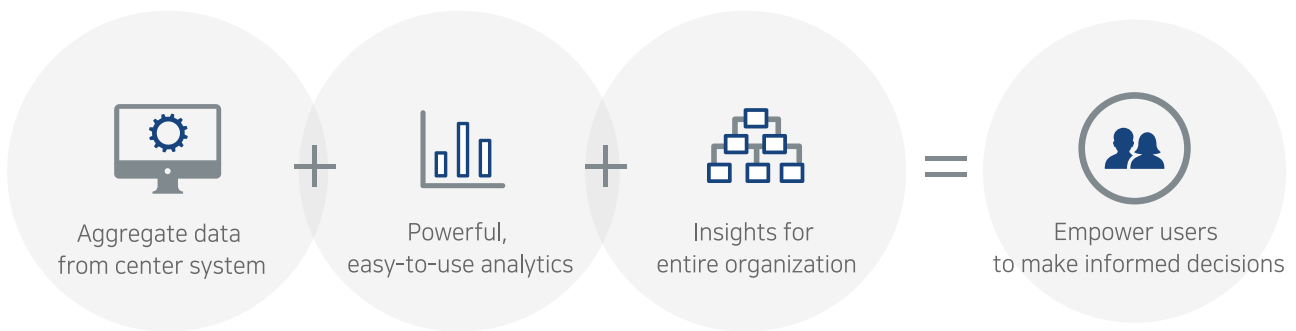


Adopting a data analytics environment is a key to increase business value.

- Understand customer and market trends
- Gain business insights
- Improve analytics efficiency
- Effective marketing with market analytics
- Resource to make key decisions
- Discover new business opportunities

CALS Analytics

CALS Analytics is a BI analytics tool that meets the needs of business operations in an IT environment. It provides data visibility so that employees can understand data and gain insights, enabling them to make quick and accurate decisions.



Conveniently Obtain Business Insights

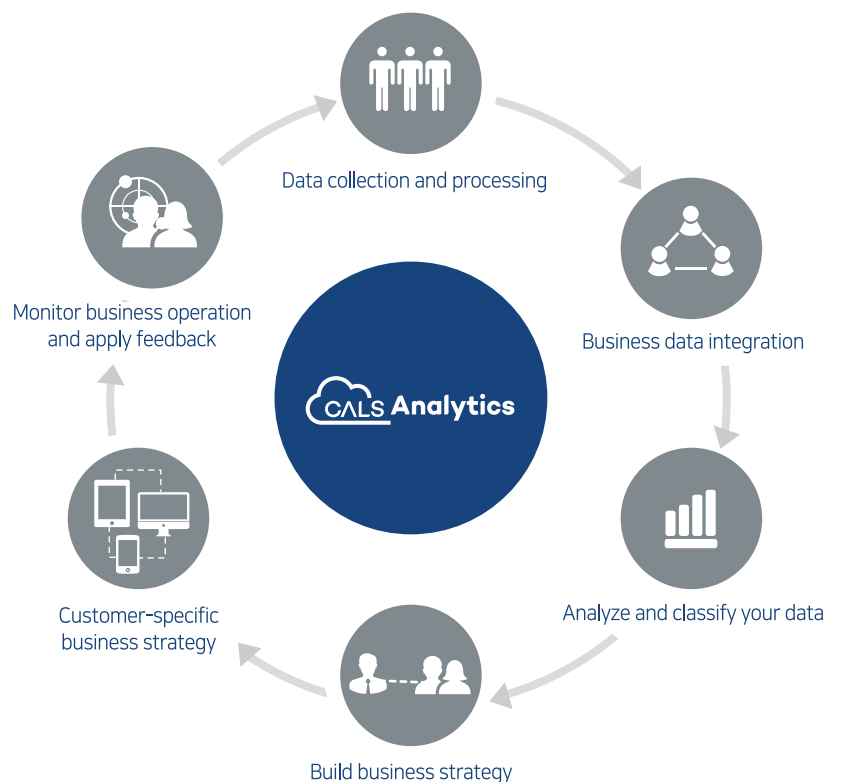
- Quick and easy analytics
- Pre-built templates for integrated analytics
- End-user computing (EUC) environment

Build Powerful Analytics Features

- Provide metadata-driven subject areas
- Customizable integrated dashboards
- Multiple data source interfaces

Strategic Business Tool

- Provide deep insights to customers
- Flexible integration with marketing data
- Automation features for report creation, customization, and deployment





Broader analytics experience

Provide analytics across data sources and systems



High usability and accessibility

Increase user-friendliness with an intuitive UI, Affordable licensing



Real-time Just-in-Time Intelligence

Real-time, data-driven, and immediate analytical insights

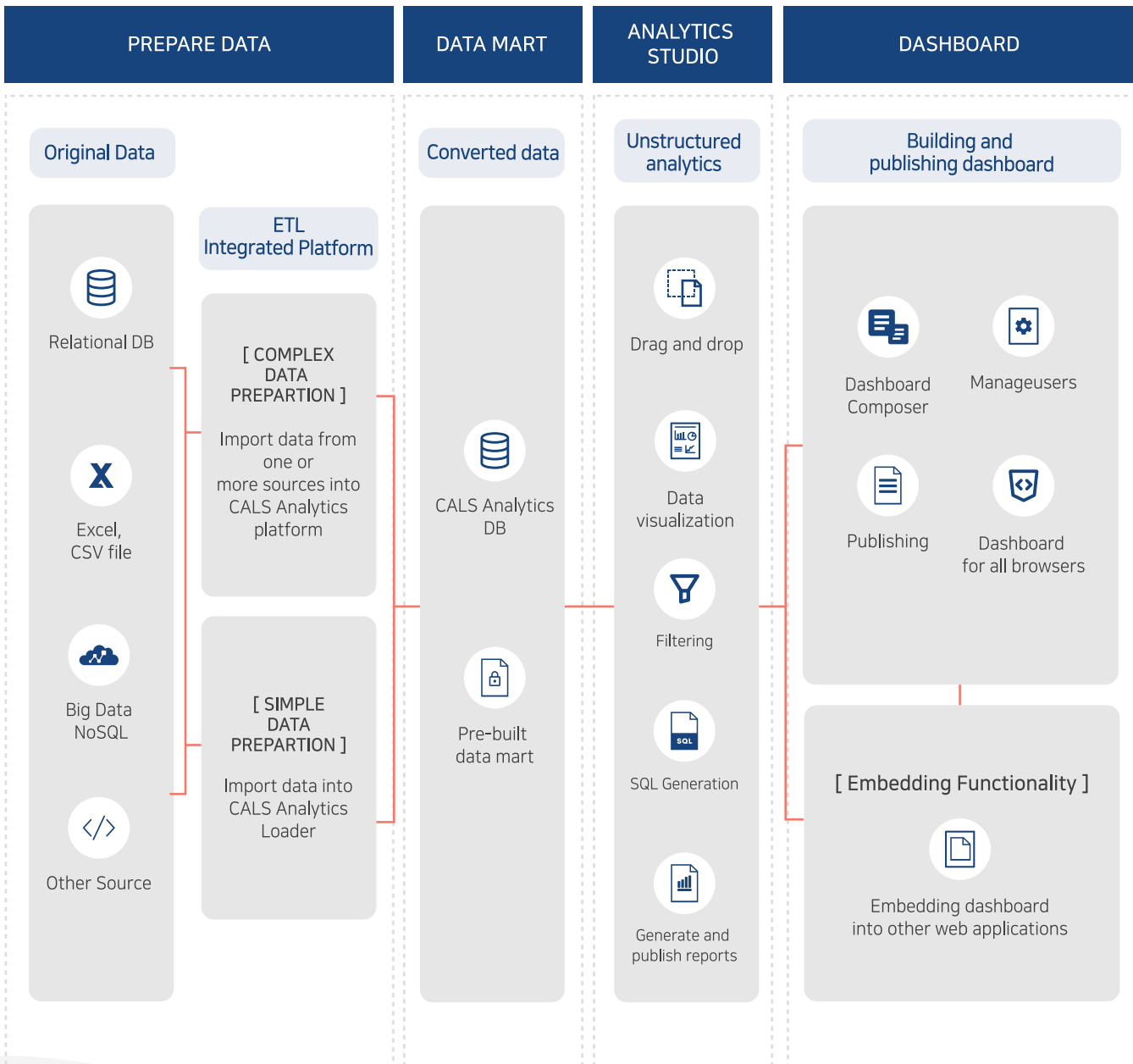


Flexible analytics solutions

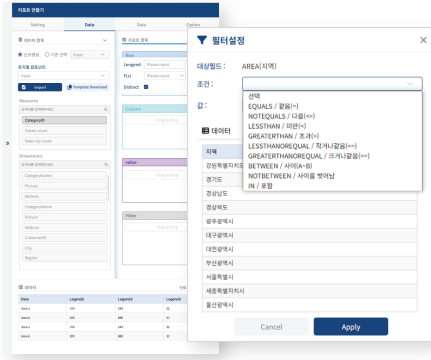
Broad business scope - Finance, CRM, digital marketing, and more

| CALS Analytics collects data and generate data analytics report at once so that your staff conveniently work and decision-making efficiency increases.

| CALS Analytics Data Analysis Process



CALS Analytics Logical Component



Manageability

- Manage multiple tables as a single logical table for easier data management

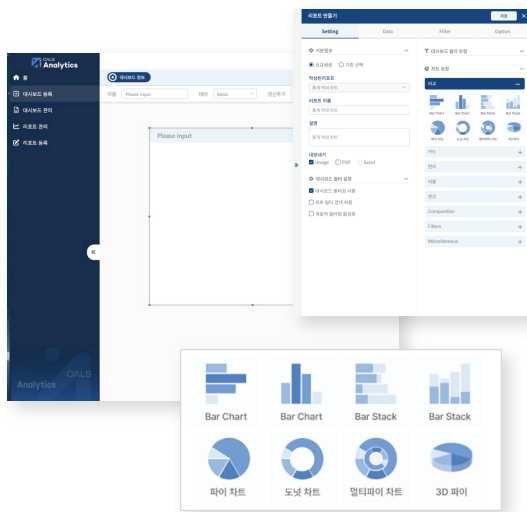
Data Combination/Utilization

- Easily combine and utilize data by creating logical associations between data mart tables

Logical Level Management

- Expand usability by managing elements used in reports at the logical level

CALS Analytics Studio



Unstructured Analytics (Ad Hoc Query)

- Configure your own analysis type for real-time analysis
- Additional analysis/exploration by changing conditions
- Pivot table supported
- Save and share by analysis type

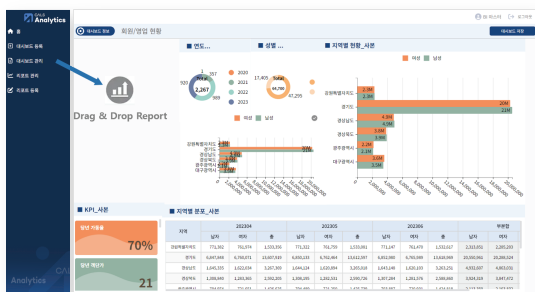
Data Visualization

- Apply options to components for differentiated chart visualization
- Provides various resources for business reports such as charts, gauges, tables, matrices, lists, metrics, and maps

Application Integration

- Embed reports into other applications
- Extract reports to PDF, Excel files
- Provide an integrated environment between applications by applying authentication and security

CALS Analytics Dashboard



Dashboard Configuration Features

- Create dashboards based on metadata
- Ease of dashboard design
- View, manage, and share dashboard through web interface

Directory-based User Management

- Organize users in different tiers
- Support application-specific directories

Flexible Utilization of Dashboards

- Easy to integrate with other applications
- Extract to PDF, EXCEL, and images
- Real-time analysis by directly configuring your own analytics type

