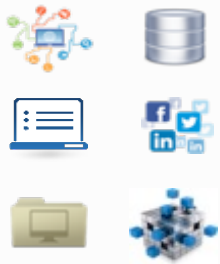
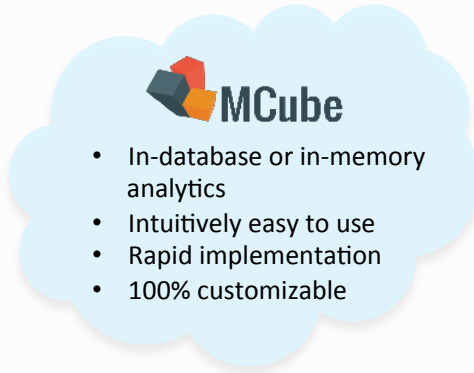


Up to 800 analytics turn raw data into actionable insights

Simple and intuitive, MCube even has a Google-like search bar

Petabytes of Raw Data

- In-database or in-memory analytics
- Intuitively easy to use
- Rapid implementation
- 100% customizable



Actionable Insights



Raw Data Transfer Into MCube Takes About 48 Hours

- Unstructured
- Structured
- Big data
- Streaming data
- Petabytes of data
- Voluminous amounts of data does not slow down performance significantly
- Multi-lingual
- Highly secure, cloud storage

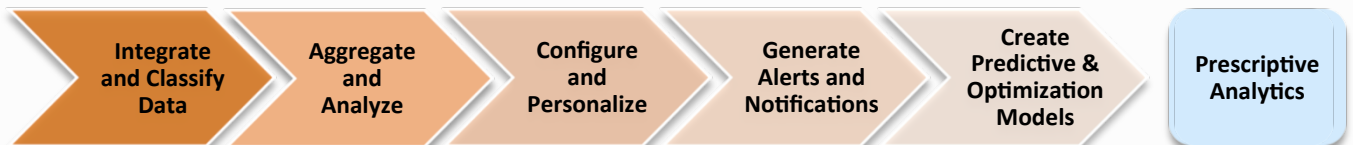
MCube Lets You Discover Insights Quickly

- Interactive, Google-like search bar for instant searches
- Lightning speed, real-time analytics
- Elasticsearch in-memory engine
- Up to **800** prebuilt statistical functions (# depends on the MCube version)
- **40+** pre-stored visualization choices
- Near instantaneous results after data transfer
- Context aware, descriptive, predictive, and prescriptive analytical models
- User-created dashboards and reports, which do not require IT assistance
- Rapid, multiple "if/then" scenarios sent to any desktop, laptop or mobile device
- Robust and highly scalable

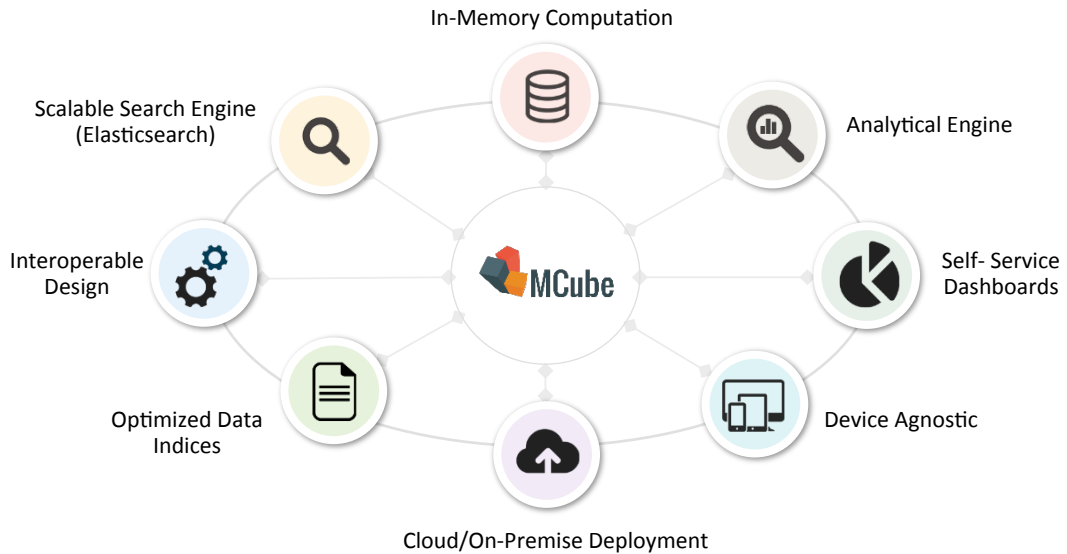
Sample Insights Using MCube's Intuitive Dashboards

- **Major airline:** Forecast and monitor revenue
Findings: Skewed aircraft utilization across months and specific events
Actions: Modified pricing to optimize revenue
- **Major retail chain:** Improve sales forecasting
Findings: Analysis of product/store/sales data identified inventory misallocations
Actions: Eliminated stock-outs and overstocking, particularly on heavy shopping days
- **Government:** Improve effectiveness of a special government program
Findings: Program specific issues around delay and quality identified
Actions: Changes implemented

MCube's Approach



Key Features



MCube Provides Smart Answers to Business Questions

Big Data Analytics...Real Time Analytics...Social Media Analytics...HR Analytics...Mobile Analytics



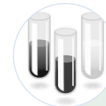
Aviation

- Customer Booking Analytics
- Fuel Analytics
- Flight Inventory Allocation
- Flight Disruption Management
- Compliance and Safety
- Competitive Analysis



Consumer and Packaged Goods

- Channel Partner Analysis
- Revenue Trend Analytics
- Trade Spend Effectiveness
- Marketing Mix Optimization
- Supply Chain Analytics
- Product Demand Forecasting



Life Sciences

- Optimal Site Selection
- Risk Based Site Monitoring
- Trial Timeline Predictions
- Adverse Event Analytics
- Hospital Operations Monitoring
- Pay for Performance



Finance

- Telematics Risk Profiling
- Customer LTV Analytics
- Transaction Analytics
- Service Request Analytics
- Cash Flow Analysis
- Wallet Share Analysis



Retail

- Price Optimization
- Assortment Optimization
- Store Operations Analytics
- Sales Forecasting
- Store Workforce Optimization
- Inventory Management



Data Centers

- Asset Intelligence
- Traffic Analytics
- Infrastructure Capacity Planning
- Resource Outage Analytics
- Maintenance Scheduling
- Asset Performance Analytics