

BIZDATA

# WHO WE ARE

Bizdata has been founded with the mission to make Bigdata analytics easy, quick & affordable using Bizdata Analytics Platform.

Any advanced analytics initiative in an organization requires up to three layers of technology for proper implementation: ETL, Datawarehouse & Visualisation. All these technologies require different software tools and skilled resources making advanced analytics projects complex and prone to failure.

Bizdata addresses these through its Data Analytics Platform that incorporates Data transportation, Data warehouse & Visualization. All three modules rolled into one single product thereby addressing the challenges in Big Data implementation. The platform allows users to communicate with these three layers which are self-service, making data collection, transformation and visualization super easy & fast.

Bizdata as a company focuses on innovation in analytics & integrations with its cutting edge technology thus helping organizations implement big data in an easy manner thereby helping them to make informed decisions about their business processes.

# PRODUCTS PORTFOLIO



A self-service SaaS bigdata analytics application for enterprise.



eZintegrations

A self-service SaaS based data transportation platform that can connect any system to any system quickly and without programming.

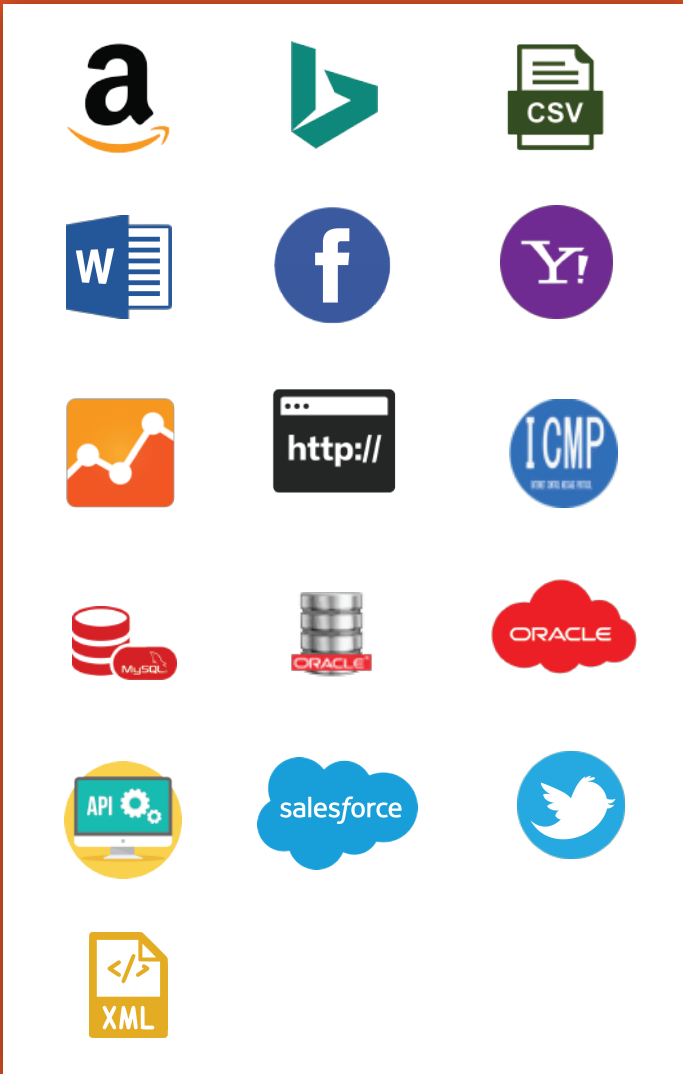


A self-service SaaS based Product Lifecycle Intelligence software for process industry.



BizIntel360 is self-service analytics solution that provides actionable intelligence across the industry by utilizing it's proprietary technology thus enabling stakeholders to get real-time insights helping them to take decisions, that propels them to stay ahead of the competition

## Connect Any Data Sources



# What's Unique About Bizintel360?



No ETL



No Datawarehouse



No Data Models



Connect Data Source of different formats



Decision Making in Real Time & On The Go



Source to Target



Identify Root Cause with 360 degree view

## Product Features

- Powerful Search Engine
- Connect Multiple Data Sources
- Auto Relationship between Data
- In-Built Time Dimension
- Live streaming of varied data source
- Analytics without Programming Knowledge
- Real Time Data Analytics

# CASE STUDY

## Digital Marketing Analytics

Runs on Bizintel360

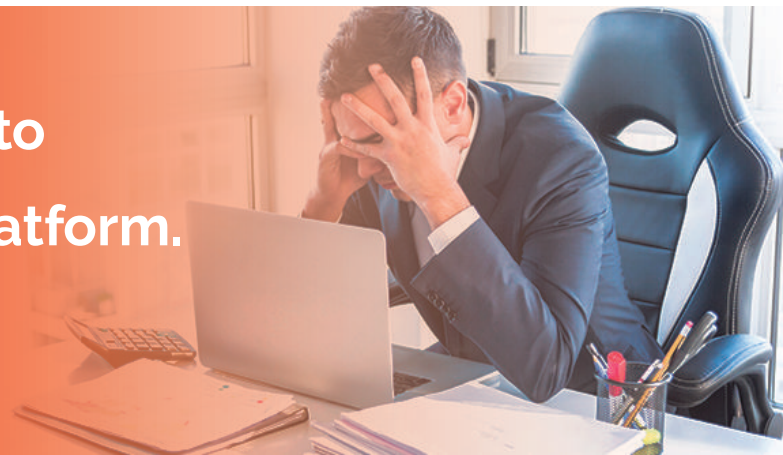
Monitor, measure and improve your online sales & marketing campaigns with Bizintel360

Collect Accounts, Campaigns, Ad Groups, Ads, Impression, Interactions, Click, Conversions, Revenue and Budget from various digital marketing platforms

### Digital Marketing Analytics Helps You To

- Make your marketing channels productive and understand which channels drive the profitable channels.
- Increase return on your marketing campaigns on various platforms.
- Decide the keywords generating most revenue over web.
- Identify the geographical location giving most revenue get visibility on how much money your Ads cost?
- Get 360 degree view of number of conversions taking place.
- Get complete view on your sales funnel. What happens between click and conversions?
- Understand through search based report: What people do on your website?
- Fix conversion rate issues and understand customer behaviors while they are shopping.

For more information related to  
Digital Marketing Analytics Platform.  
Visit the solutions page.





# CASE STUDY

## Bizintel360 Digital Marketing Analytics Enables Upto

94% improvement in data collection methodology from various data sources



80% of Rise in visibility of marketing campaign



72% improvement in understanding the root cause of poorly performing marketing campaigns



64% improvement in understanding the customer profile and buyer's journey from impression to conversion



48% improvement in keyword planning through historical data



36% improvement in manual bidding strategy



31% improvement in market budget planning



## Digital Marketing Analytics



Helps to plan keywords based on historical keywords that worked well and generated revenue by product, by location and by customer segment



Helps marketing professionals to plan the budget, understand which campaigns are working well and where to invest more for higher rate of returns



Helps digital marketers to change big strategy by product category, by location by keywords and by ad types throughout the marketing channel



Helps to understand the complete profile, age, gender of a customer and its journey from impression, engagement, interactions, clicks to conversions/ registrations.

# Connect to Any Data Sources

GET YOUR FREE DEMO TODAY WITH YOUR OWN ENTERPRISE DATA.

[Register Now](#)

DATA SHEET

Download Solution Datasheet

[Download](#)

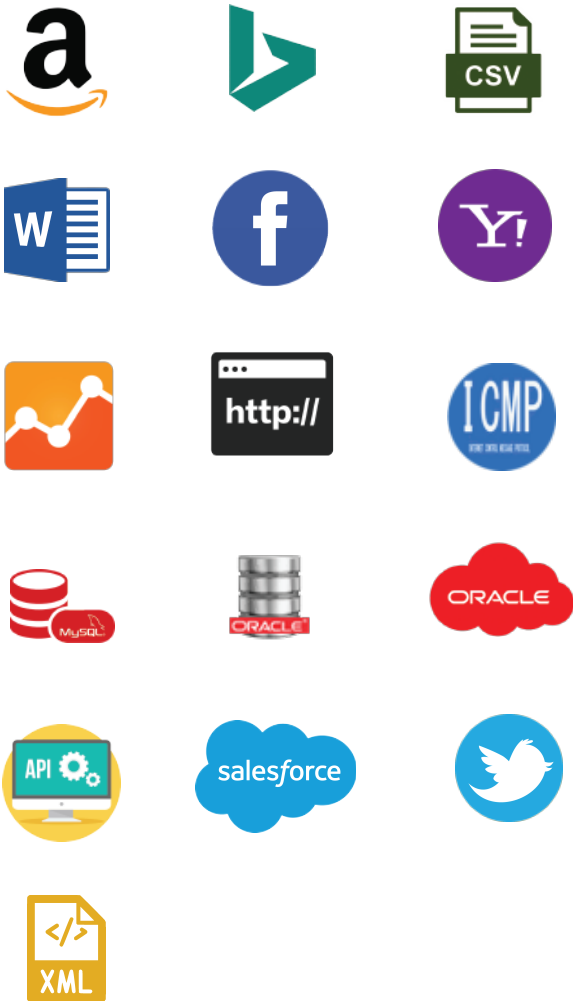


Digital Marketing Analytics

# eZintegrations

A Industry Leading iPaaS that allows businesses to connect any systems & facilitate integration of SaaS and Enterprise Application, Master Data Management (MDM), Electronic Data Interchange (EDI), Social, Mobile, Datawarehouse and Internet of Things (IoT).

## Select Source & Target



## What's Unique About eZintegrations?



No Client Library



No Staging



No PaaS








No Middleware  
/ SOA



No Enterprise  
Service Container  
/ Buses

## Product Features

-  Business Object Mapping
-  Real Time Dashboards & Reports
-  Error Detection & Alerts
-  Roles & Privileges
-  Visual Mapping



# Product Features

PLMaxis is a complete Product Lifecycle Management system to manage product data right from its inception to end of lifecycle. All functionalities are blended and hand-crafted specifically for Food & Beverages, CPG, Restaurant Chains, Paints, Coatings, Perfumes, Enamels, Footwear and Apparel.

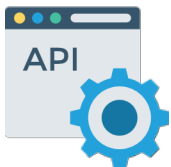
## Technology Advantage



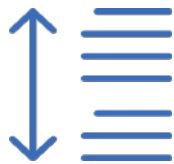
**HTML5**  
Responsive to any device sizes : Tablets and Mobiles



**Application Upgrades**  
Product new features and enhancement updates on the GO



**Integrate with any Systems**  
Integrate with any downstream applications like ERP, PDH. PLM Axis is powered with REST APIs



**Unlimited Flex Attributes**  
Create any custom/flex attributes like Text, Date, List, Multi List, Multi Text, Money, Numeric, UOM, Currency



**Easy Workflow Management**  
Configure workflow steps according to process and approval departments with entry and exit criteria



**Product Lifecycle Intelligence (PLI)**  
Create your own Dashboard and Reports with the power of Bizintel360, search for problem and identify the root cause from the PLM dataset, a complete Product Lifecycle Intelligence



Campaign



Ideas



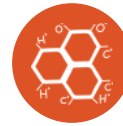
Concepts



Project



Ingredients



Formula



Packaging



Labelling



Intolerances Management



Allergens Management



Nutrient



Compliance



Workflow



BOM Management



Cost Rollup

## PLMaxis Cover A to Z of Product Management Through it's Custom Modules



Innovation Management



Specification Management



Portfolio Management



Project Management



Advanced Analytics





# Product Demos

Get detailed flow of user behavior

Campaigns/ Ads Performance, Keywords Performance, ADS (Ad Group Performance), Shopping Performance

Powerful Search Engine, Connect with multiple data source, LIVE data streaming from varied data source, Auto relationship between source data

Digital Marketing Analytics - BizIntel360 Platform

[View](#)

Reduce Go Live time significantly

Inbound eZintegrations Service, No Data Storage, Outbound eZintegrations Service, Target

eZintegrations - Leading Integration Platform as a Service (iPaaS)

[View](#)

Business Intelligence, Analytics & Bigdata

BizIntel360 Data Supply Chain For Analytics





Various Data Sources, Auto Data Relationship, Schemaless, No SQL, Secured and Encrypted, BizIntel360 Data Lake, Dashboard and Reports with Search Engine, BizIntel360 Analytics Visualization

Traditional Business Intelligence | Analytics Vs Bizintel360 : Power of Augmented Analytics

[View](#)



# BIZDATA

-  3422 Old Capitol Trail,  
Suite# 45 Wilmington, DE 19808, US
-  +1-650-283-1644
-  [info@bizdata360.com](mailto:info@bizdata360.com)
-  [www.bizdata360.com](http://www.bizdata360.com)

Copyright © 2016-2019, Bizdata Inc. and/or its affiliates. All rights reserved.

This document is provided for information purpose only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We especially disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without Bizintel prior written permission.