

ZANIUS

Data Democratization

Powered by



What is Data Democratization?



Forbes

Bernard Marr,
Data & AI Influencer, Speaker, Advisor

Data democratization means that everybody has access to data and there are no gatekeepers that create a bottleneck at the gateway to the data. It requires that we accompany the access with an easy way for people to understand the data so that they can use it to expedite decision-making and uncover opportunities for an organization. The goal is to have anybody use data at any time to make decisions with no barriers to access or understanding.

Data Democratization – Our approach

1



Build persona

Understand how the data is consumed across various levels

2



Data curation

Curate the data for ease of use, quality, and understandability

3



Access framework

Define a simple access framework

4



Self-service toolkit

Provision a self-service data/BI tool for non-technical users

5

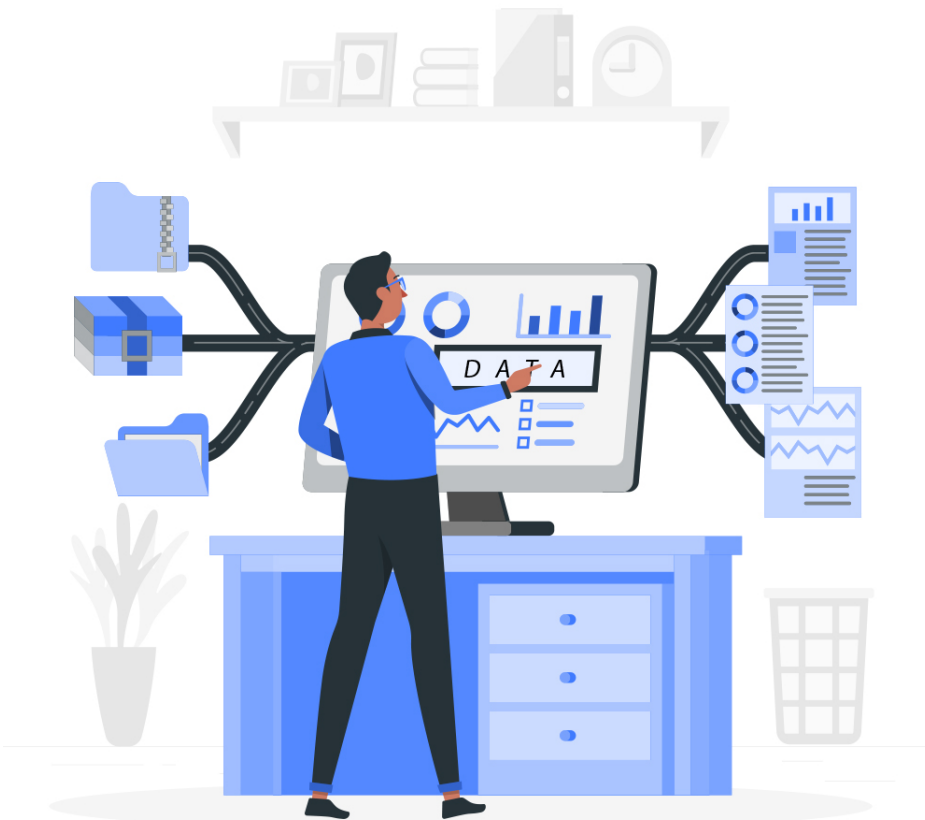


Data Storytelling

Evangelize the use of data and promote data-driven experimentation

“Citizen” data is the term coined by [Gartner](#). “Power users” who can perform both simple and moderately sophisticated analytical tasks that would previously have required more expertise

- What “Citizens” need?
 - Self-service and easy-to-use toolkit for “data” storytelling
 - Marketplace of quality data sets
 - Collaborate with the peers
- How does organizations benefit from “Citizen” workforce?
 - Empower domain experts with no-code platforms
 - Scale up data-driven experimentation
 - Free up data experts from small data needs
 - Evangelize and build Culture of Data

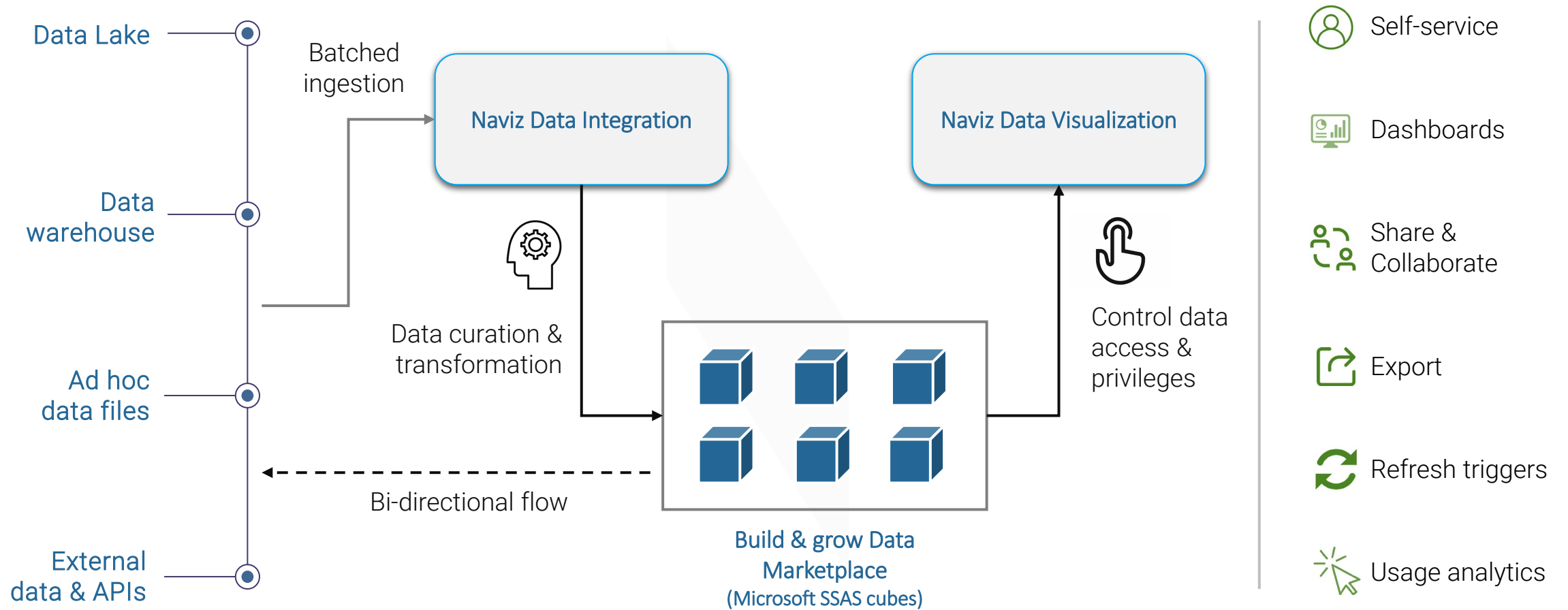


ZANUS is a Naviz product that helps organizations to build data-driven practices by –

- Empowering Data Citizens to explore data at their comfort and narrate insightful stories
- Offers no-code platform for smart data visualization and easy data integration
- Available as SaaS offering and on-premise setup. Central provisioning enables thin client access for “data-lovers” community
- Custom fits the data ecosystem by reading cross-organizational data and building data marketplace via cubes
- Composable and flexible components



ZANUS Data Democratization Platform - Blueprint



Visualize raw data from across your organization to make it actionable, so you can get to insights faster.

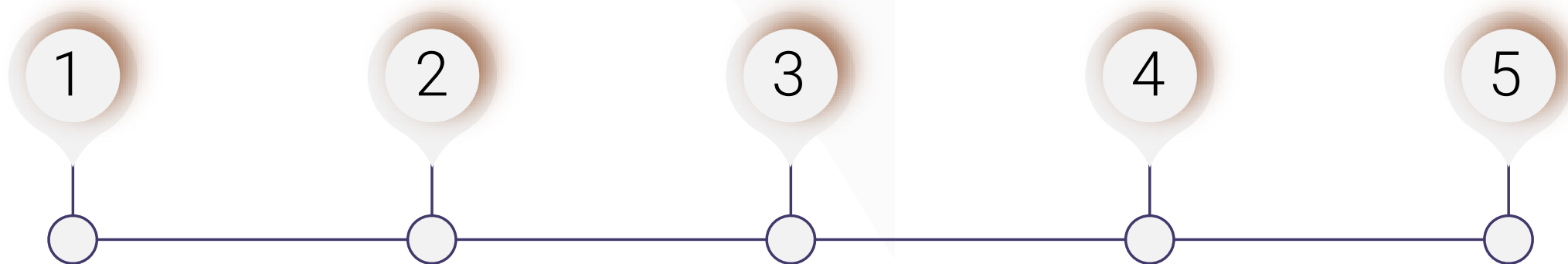
Explore the data and **uncover deep insights** by visualizing raw data from across data systems in your organization.

Achieve **faster page load** times for millions of rows with real-time views of data.

Visualize and **track your KPIs** on any device from anywhere.

Configure alerts and thresholds on business KPIs.
Usage analytics to advocate data features

Monitor **correlations, summaries** and more, further giving you automatic insights



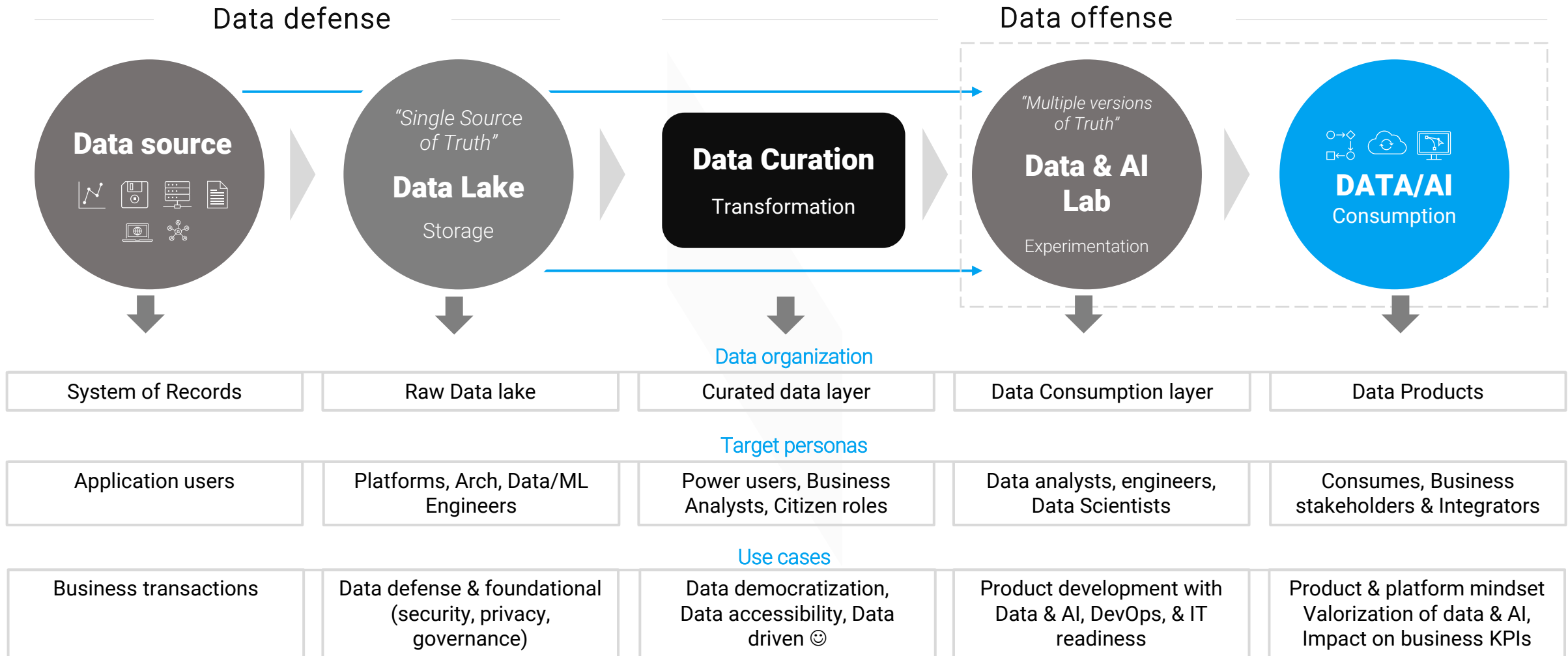
Link, merge and access your data with Naviz as the hub across all your systems.

- Leverage **low-code interface** to connect live data from disparate data platforms, on-prem or cloud, using 1000+ prebuilt connectors.
- Query data directly from with **data federation**, so your sensitive data doesn't need to leave the firewall.
- Combine and enhance data from multiple sources and visually sequence them **without SQL expertise**.
- Keep your data current by making use of the default logical application every time your dataset is updated.
- **Data cleansing, transformation**, and mining can be achieved during integration

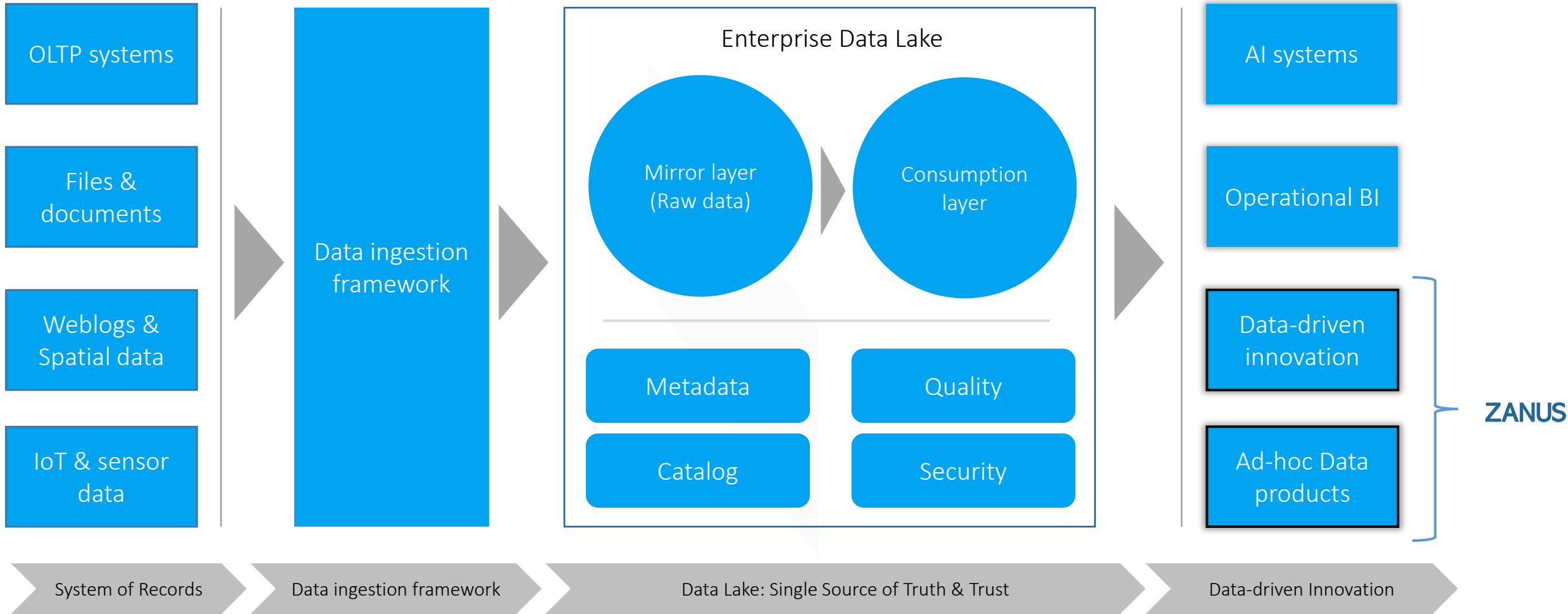


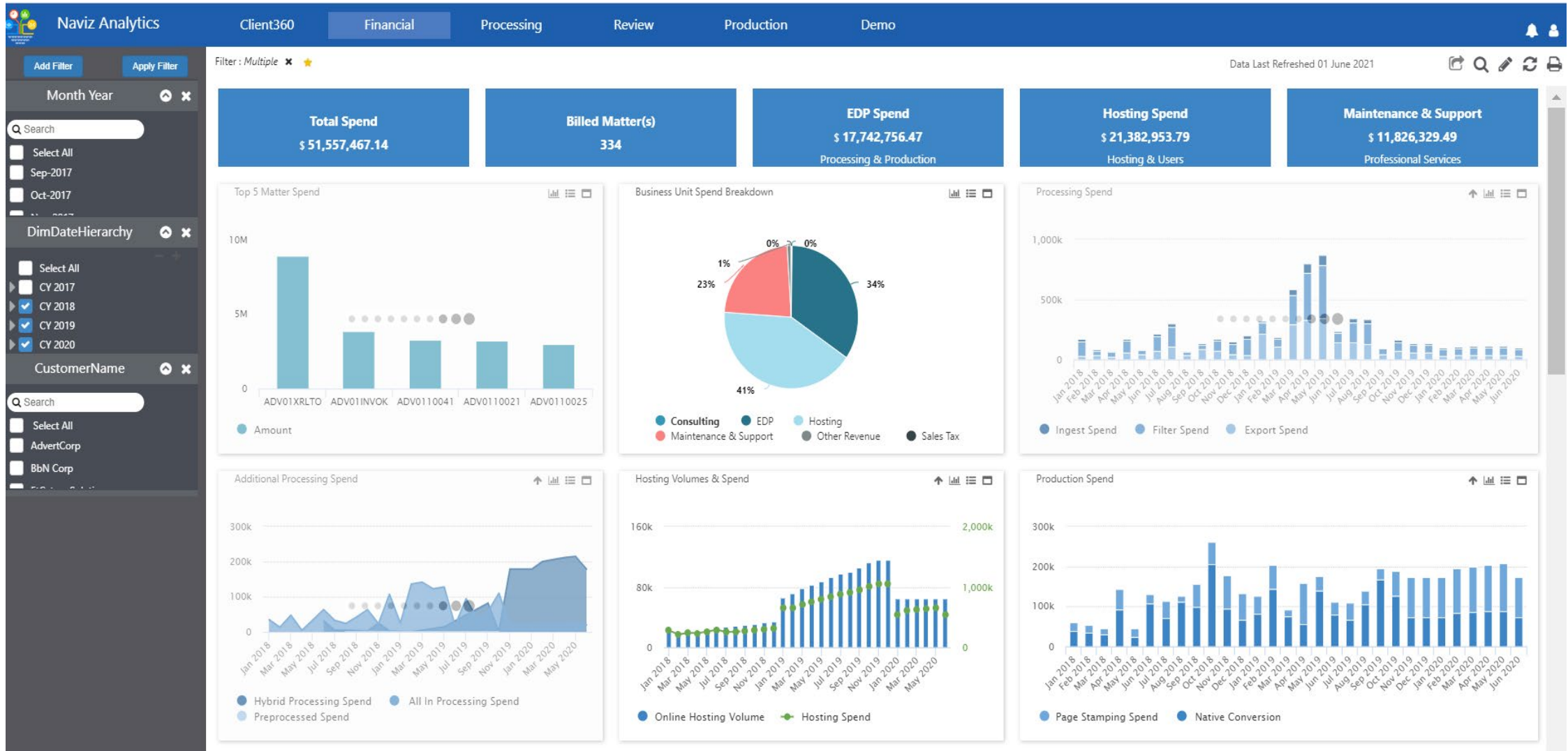
Enterprise Data Landscape

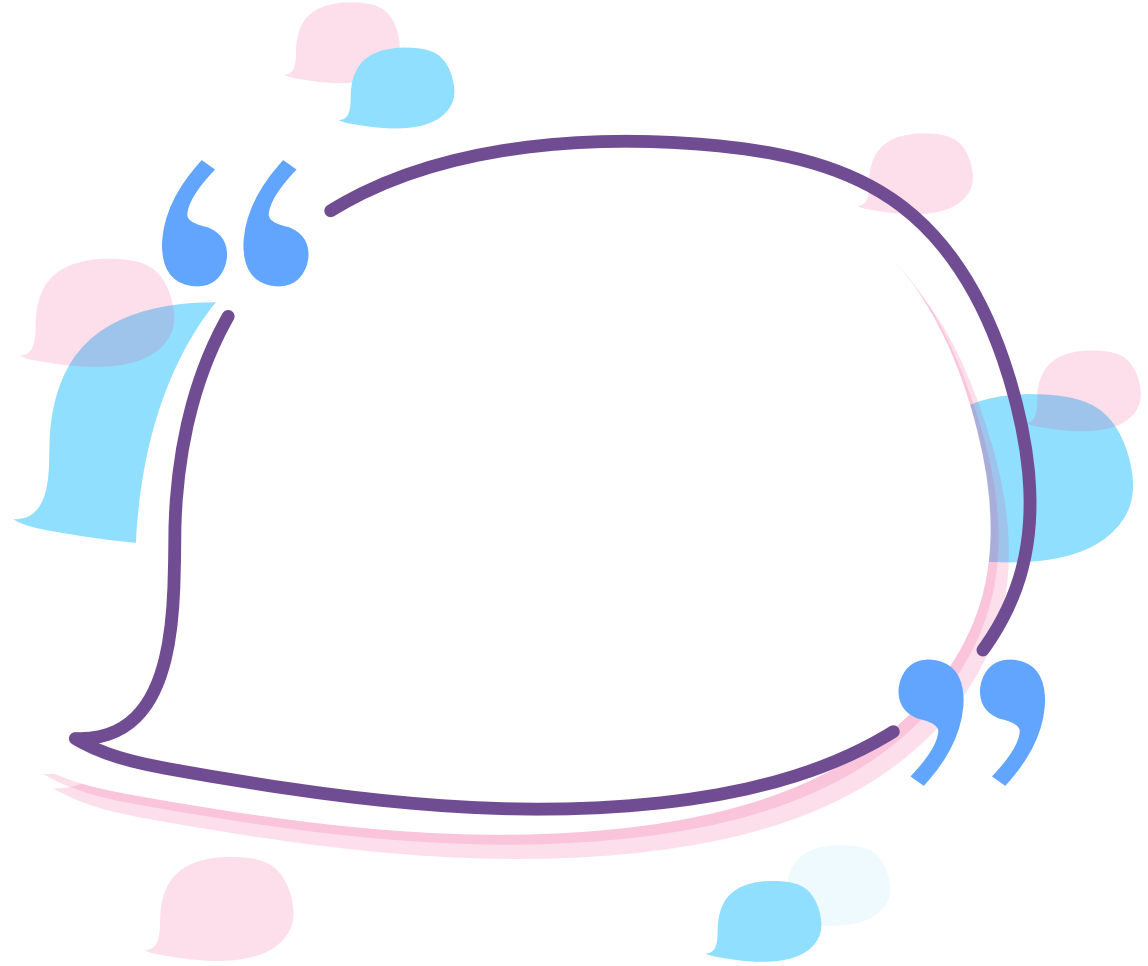
How data flows from the source to consumers



Where does ZANUS fits in?







Testimonials



“ We have been working with Naviz Analytics team for more than two and a half years on data analytics and integration platform for the eDiscovery system to pull data from multiple source system. The Naviz team is super agile. We have a real reception from our customers using this platform. Thanks to Naviz team.



“ The Naviz partnership for ThingBlu has been instrumental in enabling us to deliver unique solution set to the indoor agricultural industry their partnership has enabled us to develop a solution and deliver it a timeframe much shorter than we would on our own, so is an example we have taken advantage of visualisation.



“ I'm really excited behalf of Advanced Viticulture to work with companies established in as forward thinking is Naviz they have done great job in developing our portal, that's why we look forward to additional relations with them in developing more opportunities for our company and for that company as well.

Click & Watch





Thank you!

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