



Carp Data Journey™ Data Analysis Software

Bullet points

- **Powerful Business Intelligence (BI) Software**
 - Multiple dynamic views of company data
 - Discover market trends
 - Validate assumptions
 - Quantify operations success and failures
- **Software-as-a-Service (SaaS)**
 - Internet application managed by Carp Data
 - Need only internet browser to access software
 - No hardware to buy, no systems to support
 - Automatic version and patch upgrades
- **Affordable For Small – Midsize Companies**
 - Monthly subscription payment model
 - 10x to 20x less costs than traditional BI
 - Sales tax free in most states
- **Easy to Use Interface**
 - Simplified BI concepts and jargon for business users
 - Analogy of taking a trip into data
 - Just a few clicks to create reports
- **Security**
 - Application uses 128-bit SSL encryption
 - SSL Certificate provided by Carp Data for sub-domains
 - Secure open-source technology less target of attacks
 - 3rd party scanning of servers for vulnerabilities
 - All data elements use globally unique identifiers
- **Customizable**
 - Add company logo to application
 - Modify colors and fonts with cascading style sheets (css)
 - Add / Hide toolbar menu items with custom links
 - Multiple languages available