

**Visible®**

**Visualize. Align. Transform.™**

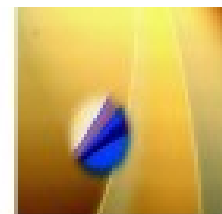
Visualize trends, align strategy and transform change  
into meaningful business outcomes.

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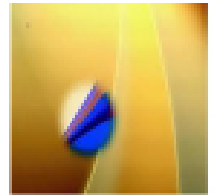
# Visible Systems Corporation

- Visible Systems Corporation [www.visible-systems.com](http://www.visible-systems.com)
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- C Corp – privately held
- Headquarters: Boston, MA
- Sales: NY, CA
- Support: FL, AZ
- Commercial and Educational markets



# Visible Systems Corporation

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## Who are we?

For more than 25 years Visible® has been providing integrated solutions for designing systems, managing change and enabling business transformation.

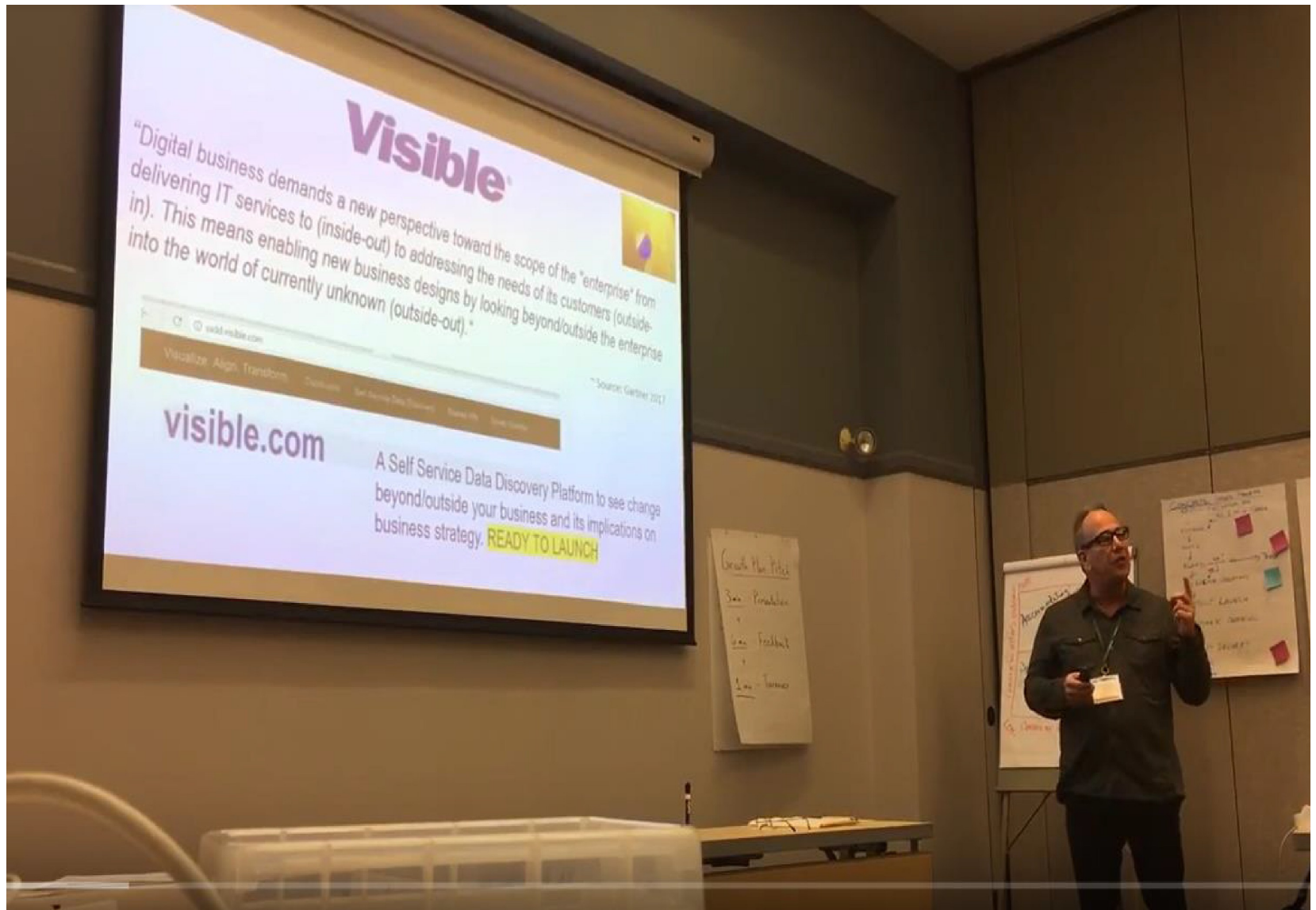
## What we do?

We give you a way to query and visualize the data across both existing and new data sources upon which your business strategy depends so you can align strategy and transform change into meaningful business outcomes.

## Who are our customers?

Anyone who needs access to real time data - Line of Business (LOB) workers/supervisors/managers, Business Developer, Business Analyst - Solutions Architect, Enterprise Architect, Data Analyst, Data Modeler, Applications Developer, Database Administrator.

Recipient of the Goldman Sachs Small Business 10K Scholar Program ... May 2017



**Visible**

"Digital business demands a new perspective toward the scope of the 'enterprise' from delivering IT services to (inside-out) to addressing the needs of its customers (outside-in). This means enabling new business designs by looking beyond/outside the enterprise into the world of currently unknown (outside-out)."

Source: Gartner 2017

visible.com

A Self Service Data Discovery Platform to see change beyond/outside your business and its implications on business strategy. **READY TO LAUNCH**

# Introduction

How many of us like making decisions? How often do we rely on data to make these decisions? Do we trust the data? Can we even find the data? Is it timely?

We should expect reliable, timely and trusted data. We want to immediately see the data that matters most to us when it matters most so we can make timely decisions – whether that be professionally or personally.

Visible has launched a Self-Service Data Discovery platform as a service for use by hundreds of thousands of non-technical users who want to make better, more informed decisions. By integrating the company's literary of intellectual property with recent advances made in data science, Visible will enable hundreds of thousands of data driven insights to all types of data consumers. Using the Visible platform, we can see the data we need to see - when we need to see it.

Referenced by industry analyst, Gartner, as “bi-modal” data, the enterprise edition of the platform joins well prescribed data typically found inside of your business with discoverable data found outside of your business. One focused on predictability; the other on exploration – creating information asymmetry.

Imagine the insights you get by combining these two types of data - not only will you be able to see next month's sales but you will see which consumer preferences will impact next month's sales. Here are some examples:

“Identify Work Utilization Rates”

“Identify Customer Satisfaction”

“Identify Product Relationship Utilization”

“Identify Customer Relationship Commonalities”

“Forecast the potential profitability of my target market by projecting market size and growth rate”

*Other Use Cases may include:*

- Strategic Business Planning: This area of focus is likely the most impactful of any for a company to realize the value of Visible's Platform. Most of the data collected during this activity (e.g., a company's mission (purpose and objectives), goals, strategy, tactics and key

performance indicators) are entered as “planning statements” into Visible’s model-based repository. These planning statements are then linked to the underlying data models upon which the planning statements depend. Once this is done, you simply connect to the data sources identified by the data models to obtain insights and predictive/prescriptive analytics relative to your business strategy.

- Cybersecurity Compliance: During the development of a system security plan, data about how a company implements its security across its systems is typically analyzed. Now you can see potential data vulnerabilities throughout your operational environment whether the data is stored On-premise or in the Cloud. You may want to know whether an event caused a data breach or data privacy issue. Now you can see whether sensitive data was passed from a supplier or customer and understand how it needs to be protected in accordance with data privacy laws.

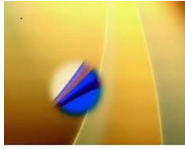
- Quality Management Systems: Query data in and around its production processes including that of sourcing, provisioning, assembling, shipping and servicing its products. It is important to note that Visible's platform is compatible with most existing ERP and CRM systems.
- Visible's platform will have machine learning capabilities through the integration with Amazon Comprehend and Rekognition services.
  - o Through Visible's integration with Comprehend, you can discover insights from text and unstructured data for Key Phrase Extraction, Sentiment Analysis, Entity Recognition, Topic Modeling, and Language Detection. Using this set of capabilities you are able to join well prescribed data typically found inside of your organization with discoverable data found outside of your organization



whether that be about customer sentiment on a new product you or rolling out a new service under a specific set of conditions.

- Identify objects, people, text, scenes, and activities in searchable image and video libraries with the Recognition integration. Extract textual content from images, analyze images and send the image attributes to Visible's platform for reporting analytics on a range of scenarios.
- For applications containing personal and sensitive data; a differential privacy mechanism may optionally be implemented on the query directly; the transformed query enforces differential privacy on its results and can be executed on any standard SQL database.

# Functionality

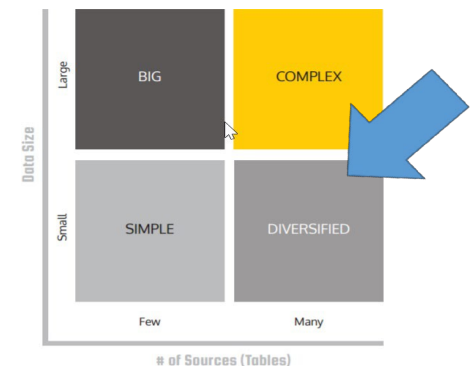


Self Service Data Discovery platform that enables the capture of business intelligence by leveraging conceptual data models to get a "pulse" on what is going on inside beyond/outside business as well as inside the business.

- PROBLEM: Fast and easy access to real-time, structured and semi-structured data stored in multiple/distributed data sources to make better decisions.
- SOLUTION: Launch browser-based interactive, analytic queries against distributed data sources where 90% of queries are for *simple look-ups and range look-ups*.
- VALUE: Leverages data about your business for quick analysis.
- FOCUS: Designed for CMO, CTO, CFO, Middle Managers, Business Analyst, Data Analyst, Compliance Officers, Line of Business (LOB) Managers.
- Subscription-based service; no up-front costs – pay as you go.

Joins well prescribed data typically found inside of the organization with discoverable data found outside of the organization. Is about conducting many searches that could be very different from each other.

- Built-in data integrity and consistency: Data Discovery starts from an organizational or business perspective.
- Baked-in data quality: Full integration with the business data; eliminates expensive, time consuming data wrangling and data curation.
- Diverse data discovery: Can aggregate and join data across multiple, dispersed and disparate data sources.
- User friendly: Delivers a guided search experience to help end users get to the right answer.



# How it Works

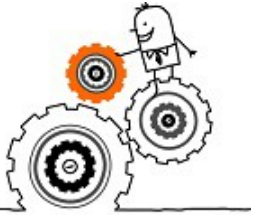
As previously mentioned, Visible is a Self Service Data Discovery platform that enables you to capture business intelligence by leveraging your organization's metadata. There are many ways to leverage your organization's metadata. For instance, it could be as simple as reading a catalog of data defined inside of your CRM or ERP system or importing the same from an external data source. Once you do, we will allow you to visualize what you have so you can better understand its nature and how it may relate to your task, project, strategy or organization. Sometimes, however, you may need to create something entirely new. In other words, there are no catalogs or existing definitions. In this case Visible's modeling tools may be used. Here are a few examples and use cases.



I need to conceptualize my IDEA. I want to quickly model my idea or concept using any symbol of my choosing and share my ideas and concepts. I also need to validate my IDEA. I want to perform a preliminary search on potentially relevant data so I can validate my IDEA.



I need to model the DATA needed to support my IDEA. I want to be able to represent data models and understand its entities, attributes, integrity constraints, foreign keys, triggers and entity relationships. I also need to normalize the model and generate database schema definitions across multiple platforms



I need to model my PROCESSES. I want to be able to use the Business Process Management Notation (BPMN) to represent my business processes and activities. I want to be able to look at my business processes and understand key performance indicators and how they relate to my business strategy, goals and objectives.

## Now you are ready.

Whether you create your own models or import models from an existing application, tool or data source; you are now ready to discover data about your task, project, strategy or organization.

There is no server installation. All you need is a browser, an internet connection and the appropriate credentials to establish a secured connect to the platform and data sources. Once connected you can take advantage of all of the platform's features.

1. Query fast and often - using a guided search, quickly know "what to ask first" and "what to ask next" by running interactive, analytic queries.

2. Drill down – using iterative search capabilities, drill down to the point in your analysis where you can easily make decisions.
3. Follow a guided search – using the rules derived from your business, you are provided a guided search process which is based on the business rules derived from your metadata.
4. Derive insights – joining data across multiple data sources enables you to discover data beyond the only well prescribed data typically found inside of your organization.
5. Visualize and share – easily produce and share visualizations of your insights; making timely business decisions.

Presto is the foundation query facility upon which the Visible platform is built.

- Open source distributed SQL query engine

- Designed and written from the ground up for interactive analytical queries
- Scales to the sizes needed by organizations like Facebook
- Query data where it lives
- Hadoop Distribution agnostic
- Extensible

Who uses Presto?

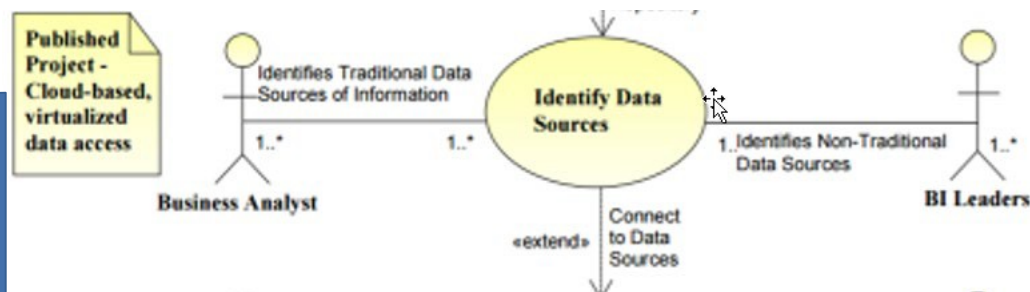
**facebook.**



**NASDAQ**

**NETFLIX**



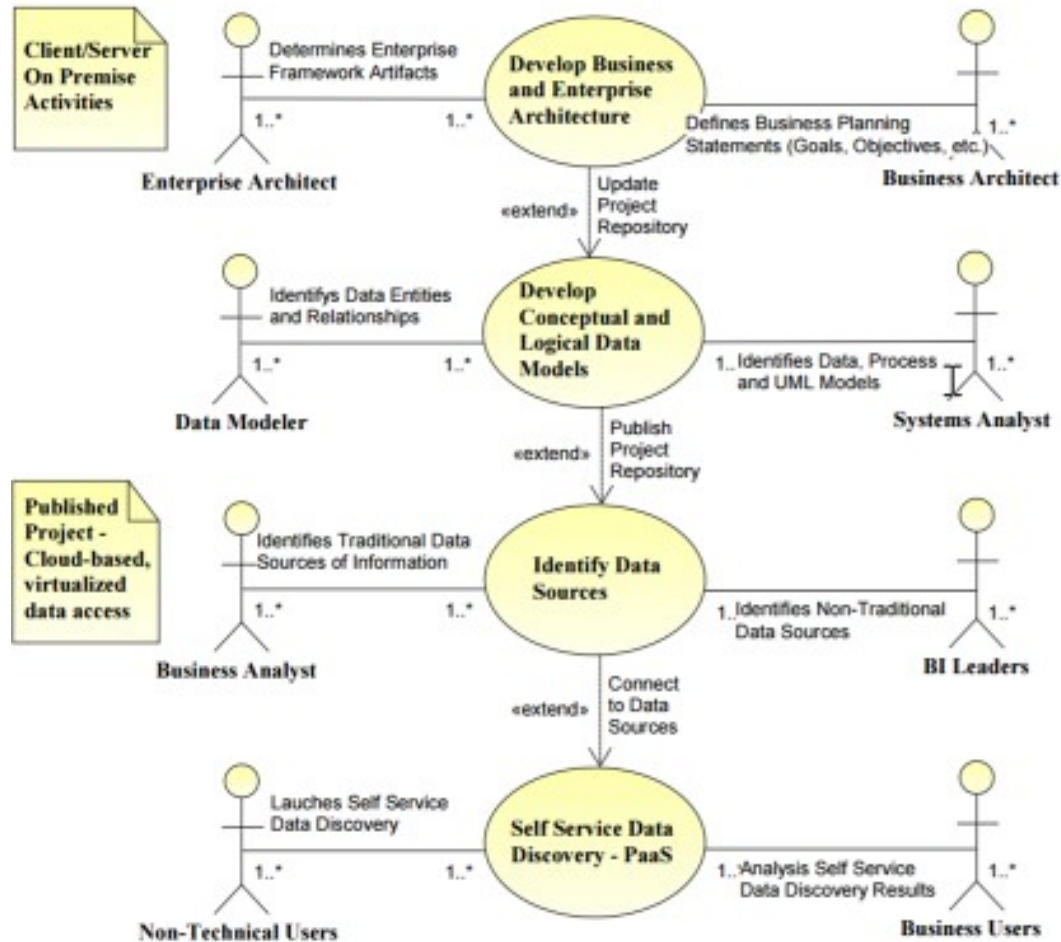
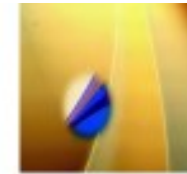


THE DIAGRAM ABOVE DEPICTS THE TARGET DATA BASES AND POSSIBLE DATA SOURCES TO WHICH THE VISIBLE PLATFORM CONNECTS AND ACROSS WHICH YOU MAY AGGEGATE DATA.

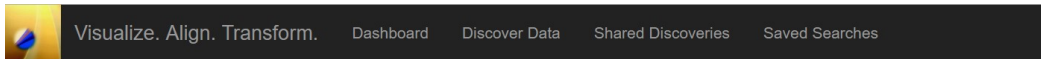




# Self Service Data Discovery Use Case



# User Interface: Clean and Simple – Optimized for Mobile Devices



## Self Service Data Discovery

Use the following steps to to discover data about your project!

Step 1: Choose a Planning Statement (Event, Rule, Strategy, Goal, Objective) or Entity.

Step 2: Join Other Data (Optional)

Step 3: Select Your Data

Step 4: Add Conditional Statements (Optional)

Step 5: Review and Run

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### What Are Joins?

- Joins allow you to connect data across your data sources. For example you can JOIN Object1.attribute1 with Object2.attribute2 and this will allow you to get results from both objects where the attributes are equal in both objects

#### Add A New Join

Test Result

Volts

equals

Test\_resul

Dptime

Add Join

Current Joins

Remove All

Remove

Drill down gives the users the ability to re-query their search results as many times as needed.



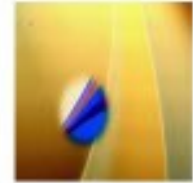
The screenshot shows a data visualization interface with a top navigation bar containing links: Visualize, Align, Transform, Dashboard, Discover Data, Shared Discoveries, and Saved Searches. The user is logged in as 'Hello Michael Casinol' and can 'Log off'.

The main data table has the following columns: Amphour, Serialnumber, Testrecordnumber, Testcycle, and Teststep. It displays 10 entries, with a 'Showing 1 to 10 of 38 entries' indicator.

A 'Drill Down' modal is open, showing 'Step 6: Set Additional Conditions'. It includes a 'Select a Type' dropdown, an 'Add Condition' button, and a 'Current Additional Conditions' section. The modal also has 'Remove All' and 'Cancel' buttons.

At the bottom of the interface, there are buttons for 'Search', 'Visualize', and 'Drill Down'. The 'Type' is set to 'Bar'. A 'Showing 0 to 0 of 0 entries' indicator is visible below the modal.

Amphour	Serialnumber	Testrecordnumber	Testcycle	Teststep
70.1416735756	55-6-6672c	179	1	7
70.317660686	55-6-6672c	180	1	7
70.4735159796	55-6-6672c	181	1	7
70.6140390843	55-6-6672c	182	1	7
70.7418298365	55-6-6672c	183	1	7
70.8582690056	55-6-6672c	184	1	7
70.9463602167	55-6-6672c	185	1	7
71.0136433838	55-6-6672c	186	1	7
70.0828519366	55-6-6672c	272	1	7
71.056672833	55-6-6672c	273	1	7



# Visualize your process data - Instantly and in near real time.

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