

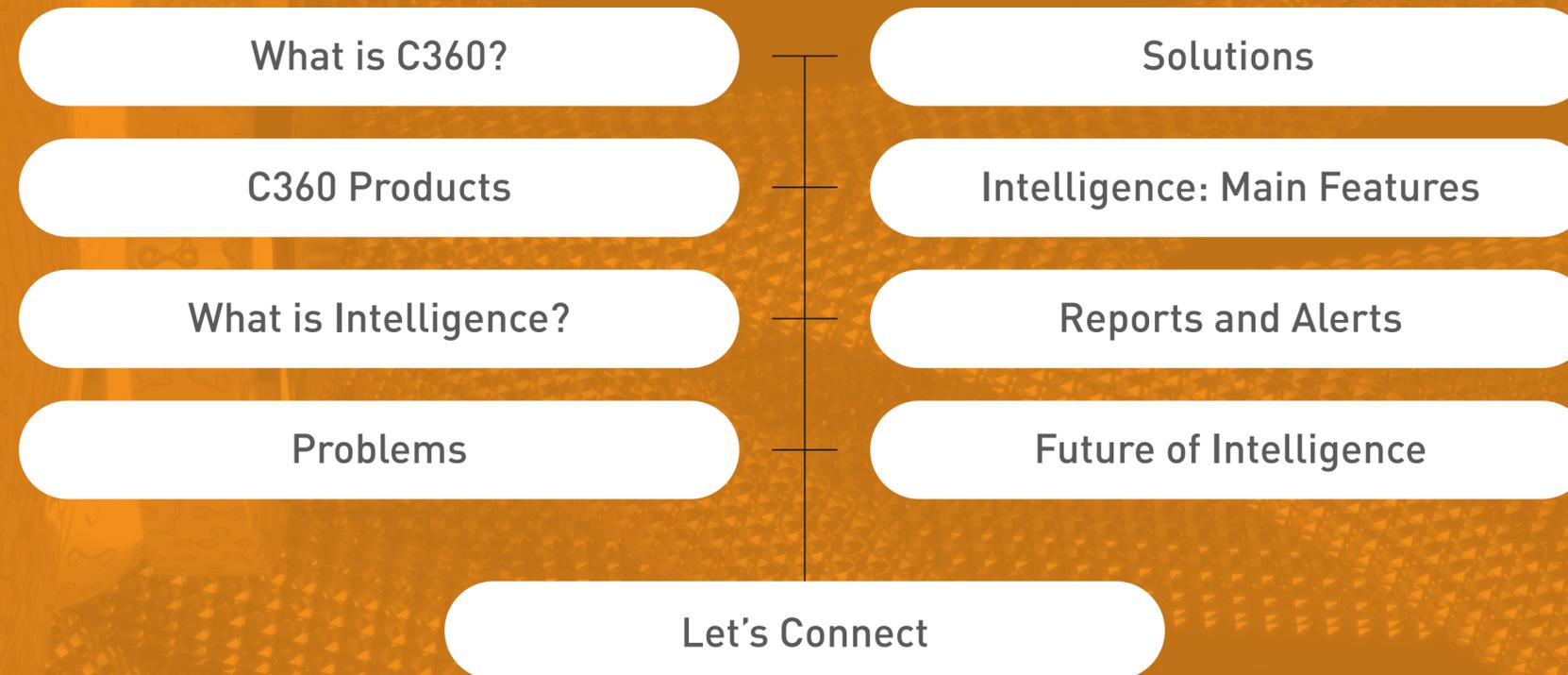
CEREBRO

A SMART SOLUTION BY INTECH

C360



TABLE OF CONTENTS



WHAT IS C360?

C360 is a smart solution by Intech.

It is developed from the ground-up to meet highest standards in design and software programming by using a combination of latest tools and frameworks.

The screenshot displays the C360 web application interface. The top navigation bar includes the C360 logo, a hamburger menu, 'Mega', 'Create New', and a search icon. The left sidebar lists various configuration categories, with 'Country' selected. The main content area shows the 'Country' configuration page, featuring a 'Filter' dropdown, 'Toggle', 'Export', and 'Refresh' buttons, and a search input. Below these is a table with columns for CountryId, Name, PhoneCode, ISO, ISO3, and Currency. The table contains 15 rows of data.

CountryId	Name	PhoneCode	ISO	ISO3	Currency
1	United States	966	USA	USA	EURO
2	France	966	USA	USA	EURO
7	xcdsd	966	zxx	zxzfff	Saudi Ryal
8	xc	966	zxx	zxz	Saudi Ryal
9	xcjhj	966	zxx	zxz	Saudi Ryal
10	sss	966	zxx	zxz	Saudi Ryal
11	ss	966	zxx	zxz	Saudi Ryal
12	sssssffer	966	zxx	zxz	Saudi Ryal
13	country234	966	zxx	zxz	Saudi Ryal
14	country235	966	zxx	zxz	Saudi Ryal
15	country236	966	zxx	zxz	Saudi Ryal

C360 PRODUCTS



1

MARKETING

A digital marketing tool to run optimized campaigns using CPI, CPC, CPM, CPL, CPE, CPA, etc. targeting worldwide geos, telcos & Operating systems

2

SDP

SDP is a micro-payment solution designed specifically for VAS division in Telecom sector. With its high performance and high availability, our SDP integrates with Telecom Operators' payment gateway

3

INTELLIGENCE

Intelligence is a SaaS based data analysis & visualization software that targets all types of businesses

4

AGREEMENT

Module to create SP, CP, Content License, and various other agreements along with their respective shares

WHAT IS INTELLIGENCE?



Intelligence is a smart, SaaS based, data analytics and visualization system that is tailored for all businesses



It is made up of reports, dashboards and alerts



The reports and dashboards are used by analysts and decision makers in order to gain a deep understanding of the business flow



Alerts are smart triggers that notify the organization about the different types of problems/weaknesses in near real time

PROBLEMS WITH CURRENT ANALYTICS TOOLS

GENERIC SYSTEMS VS. CUSTOMIZED SYSTEMS

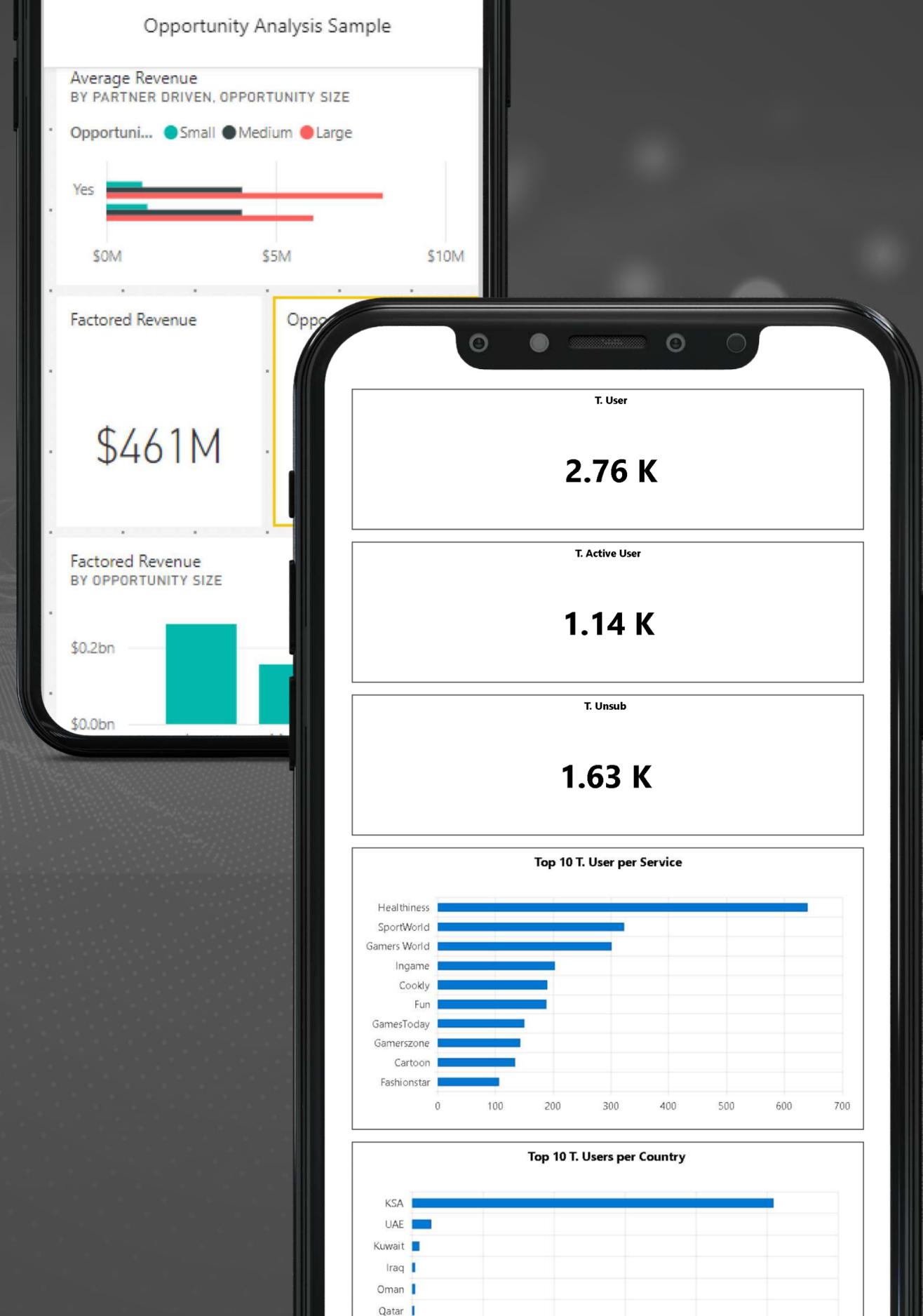
Generic systems (ex. Microsoft Power BI and Tableau) do not include any elements. You need to design and create everything from scratch.

Customized systems are tailored for the organization but lack flexibility: for every change or addition, you must rely on the technical team leading to misunderstandings and delays.

WASTE OF TIME

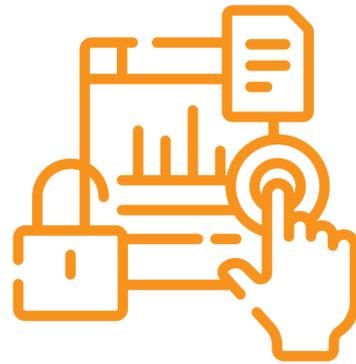
Analysts and decision makers shall not waste their time on designing and creating the reports. They must focus on analyzing the data and taking the right decisions in the right time.

Technical staff shall not waste time on defining KPIs that everyone in the market knows. They must track the existing alerts, create new ones as needed and react in the most appropriate manner when an alert fires.



SOLUTIONS

Intelligence solves these problems



INSTANT ACCESS

Decision makers will not have to worry about creating any elements. As soon as you subscribe and upload your data, you get instant access to dozens of reports, dashboards and alerts



ADDING ELEMENTS

Periodically, new elements are added based on the customers suggestions



NO TECHNICAL KNOWLEDGE

You can easily modify the elements and even create your own. No prior technical knowledge is required

INTELLIGENCE: MAIN FEATURES

ELEMENTS

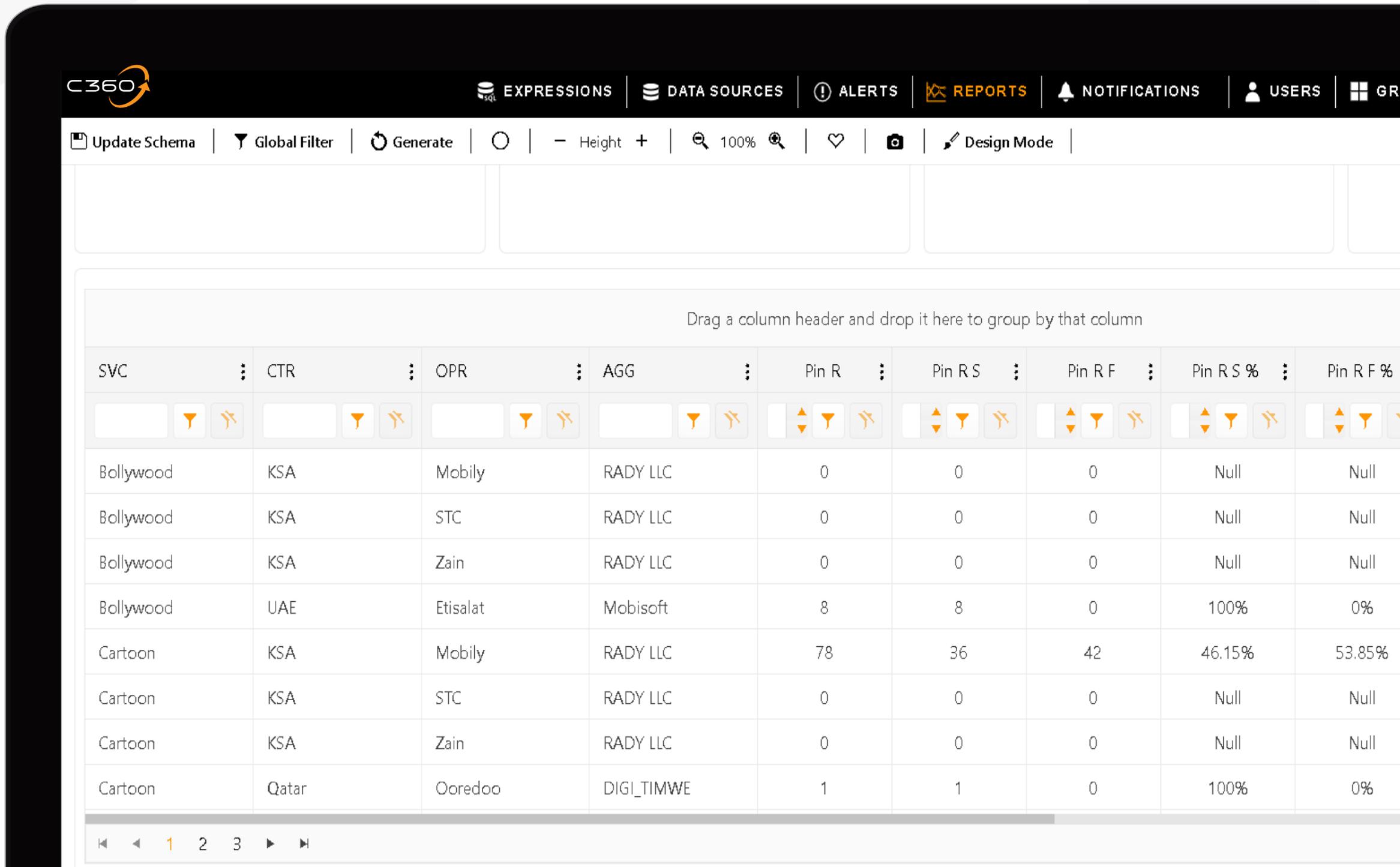
Reports, Dashboards and Alerts are the main elements. Other elements include: Datasets, Data Sources, Expressions, Users, Groups and Notifications

INSTANT ACCESS

Upload your data and get instant access to dozens of elements out of the box

LIVE REPORTS

Live reports enable you to view your analyzed data as it gets published



INTELLIGENCE: MAIN FEATURES

SHARING WITHIN THE ORGANIZATION

Elements are shared within the organization through users groups and secure policies.

SHARING OUTSIDE THE ORGANIZATION

Elements are shared outside the organization through Excel.

Another way of outside sharing is when the organization grants its clients access to the system. The client will be able to access the reports and dashboards that the organization has specified while viewing only his/her own data.

BUILT-IN ALERTS

Alerts are smart triggers that are linked to KPIs.

Dozens of built-in alerts and KPIs ship with Intelligence. You can also create your own with few buttons clicks.

Alerts notify the organizations in different ways: notifications to the designated users, emails and Api invocation.

Interaction

23.53 K

Cnv

2.52 K

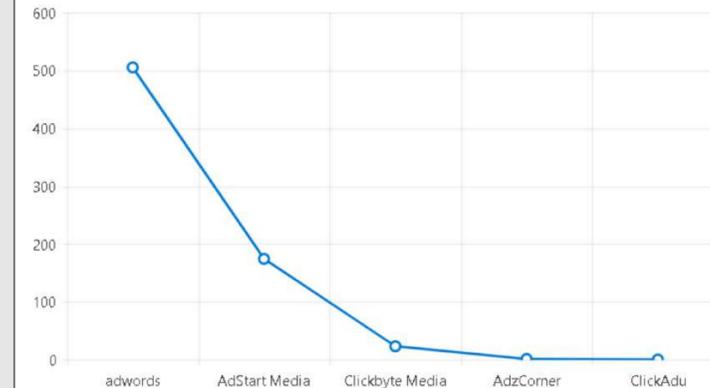
Cnv / Cost \$

2.39

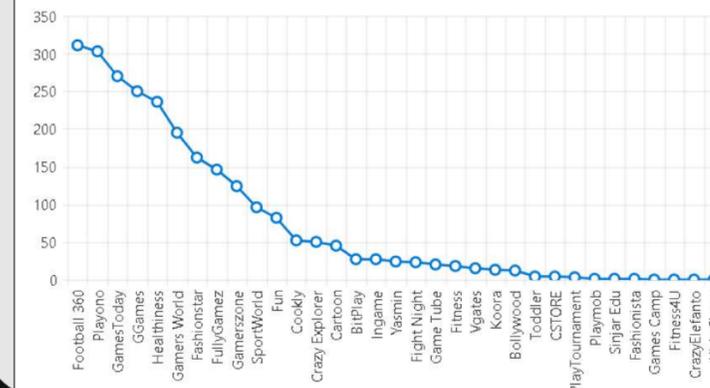
CR %

0.11%

Top 10 Performing Adnetwork



Top 10 Converted Services



REPORTS AND ALERTS

Snapshots

The image displays two devices showing the C360 interface. The tablet in the background shows the 'Alerts' configuration page. The smartphone in the foreground shows a data table with columns for Day, Income \$, Variance, and Variance %.

Tablet Interface:

- Navigation: EXPRESSIONS | DATA SOURCES | ALERTS | REPORTS | NOTIFICATIONS | USERS | GROUPS
- Alert Actions: + Create an alert | Update alert | Delete alert
- Section: **General**
- Title*: First Bill Succ % vs Pin V S < 30% / AGG CTR OPR Active
- Description: [Empty text area]
- Section: **Recurrence & Notifications**
- Time Field*: Operation Date UTC
- Recurr Every*: 30 mins.
- Covered Period*: 1 hr.
- Api Url: [Empty text area]
- Notify Users: Support Intech
- Section: **Key Metric & Threshold**
- Aggregate Expression: Aggregate Expression
- Aggregate Function: Aggregate Function

Smartphone Interface:

- Navigation: Update Schema | Global Filter | Generate | - Height
- Table:

Day	Income \$	Variance	Variance %
Jun-28-2023	19,449.91	Null	Null
Jun-29-2023	20,910.06	1,460.15 ↑	7.51% ↑
Jun-30-2023	20,171.32	-738.74 ↓	-3.53% ↓
Jul-01-2023	20,475.17	303.85 ↑	1.51% ↑
Jul-02-2023	19,915.61	-559.57 ↓	-2.73% ↓
Jul-03-2023	20,051.94	136.33 ↑	0.68% ↑
Jul-04-2023	19,845.40	-206.54 ↓	-1.03% ↓
Jul-05-2023	20,448.55	603.16 ↑	3.04% ↑

FUTURE OF INTELLIGENCE



Periodically release new reports and dashboards based on the customers need



Improvements on the core engine so that more tasks can be easily accomplished



Addition of new datasets covering new models. Different areas can also be covered (in addition to operation and marketing)



Introduction of new widgets making the user experience more powerful and fruitful



New KPIs and alerts



Introducing AI (Artificial Intelligence) capabilities and forecasting features



LET US CONNECT!

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