Apteco Orbit™
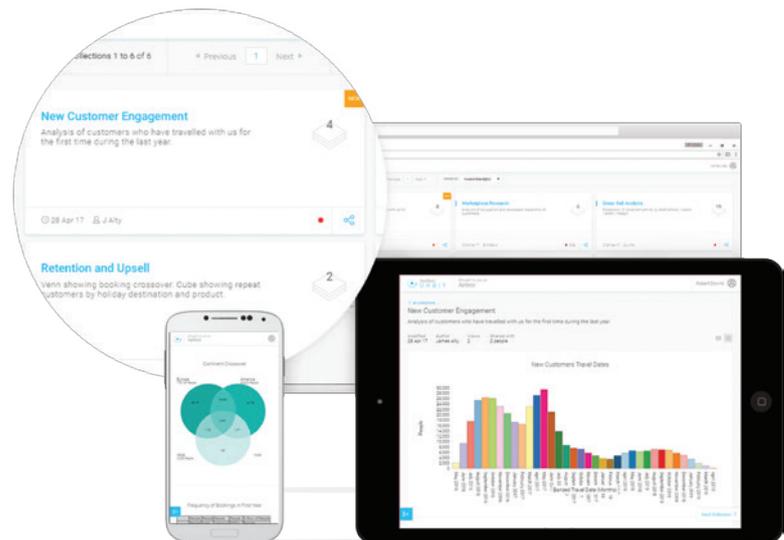
Share the stories hidden within your data

Benefits

› Access analytics stories and reports from any modern device or browser

› Review your collated data analysis and metrics with minimal training

› Distribute insights and data visualisations to colleagues - even non-FastStats® users

› Reformat, sequence and annotate visualisations created with Apteco FastStats®

› Get your story heard by a wider audience inside and outside your organisation with a built-in resharing model

› Control sharing access with email domain restrictions, ensuring that your insights and data remain available only to those who need them

› Work with the very latest user experience thanks to the automatic upgrade process used by Apteco Orbit™

› Free with an Apteco FastStats® data analysis software licence

Create your data story

Apteco Orbit™ is a new browser-based, platform-independent sharing application that works on tablets, phones and desktop computers. The primary version of the software allows marketers and data analysts to deliver storyboards to colleagues and share insights with non-FastStats® users. Shared storyboards, initially created in the Apteco FastStats® marketing data analytics tool, are displayed in Apteco Orbit™ as 'Collections' and can be sequenced and annotated to create engaging reports. With Apteco Orbit™ you can clearly tell and share the stories hidden within your data.

Easy to use and manage

• New collections are highlighted in your Apteco Orbit™ account
• Each collection clearly displays a title, short description, the author and number of visualisations
• A coloured status indicator shows whether the collection has been shared by you, shared with you, or not shared at all
• Collections can be searched by name and ordered by creation date and title
• Filter options show collections by shared status, author and creation date

Share and reshare your insights

All Apteco FastStats® licence holders can share their analytics storyboards using Apteco Orbit™ technology for free. New non-FastStats® users receiving a share notification email can register themselves with a free Apteco Orbit™ account and continue to share and access collections with their colleagues or wider audience. If you update a collection then existing users can be notified about any updates. Apteco Orbit™ is designed to provide a secure platform with sharing controlled by email domain restrictions applied by the administrator. This ensures your organisation's insights are accessible to everyone who needs them and nobody else.

Apteco Marketing Suite™

Insight into Action

Apteco Orbit™

Share the stories hidden within your data

Features

› Browser-based, platform-independent sharing

› Automatic software upgrade process

› Share notification emails

› Non-FastStats® users create their own accounts

› Secure and sophisticated resharing model and update notifications

› Search and filter collections

› Visualisations update automatically to reflect the latest data refresh

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Up to the minute insights accessible from any device

Created to operate across a range of devices with different screen sizes and orientations, the user experience is always smooth and responsive and requires little to no training. Whether you want to review charts on an iPad, Venn diagrams on an Android phone or statistics and cubes on a laptop, Apteco Orbit™ will provide the appropriate layout and interface needed to do so. Apteco Orbit™ also updates collections automatically as they are opened to reflect the latest data refresh of the FastStats® system, ensuring your visualisations remain up to date.

Immediate access to the latest user experience

Apteco Orbit™ includes an automatic update process so that upgrades will be made available to you as soon as they are released by Apteco. Apteco Orbit™ will be updated on a near-fortnightly basis while maintaining compatibility with any FastStats® software suite released in the prior year. You will always have access to the latest user experience improvements and features.

Apteco Orbit™ initially supports storyboards containing seven types of charts, Venn diagrams, cubes and data grids. As the product develops over time Apteco will include more FastStats® visualisations and expand its remit to include Apteco PeopleStage™ campaign and marketing reports. Interactions will be introduced so that you can create visualisations within Apteco Orbit™ and approve campaigns.

Apteco will introduce licence fees for additional interactive functionality as the product develops, however the initial storyboard sharing functionality will remain free with Apteco FastStats® licences.

Speedy, secure and scalable

The Apteco Orbit™ user interface is rendered in a browser using data provided by a new RESTful API built on top of the proven FastStats® architecture. Deployable on departmental, data centre or cloud infrastructures, Apteco Orbit™ provides a speedy and secure data visualisation sharing platform for many users in wide scale deployments.

Apteco Marketing Suite™
Insight into Action

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