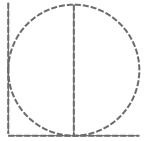


# altio

[insight]<sup>TM</sup>

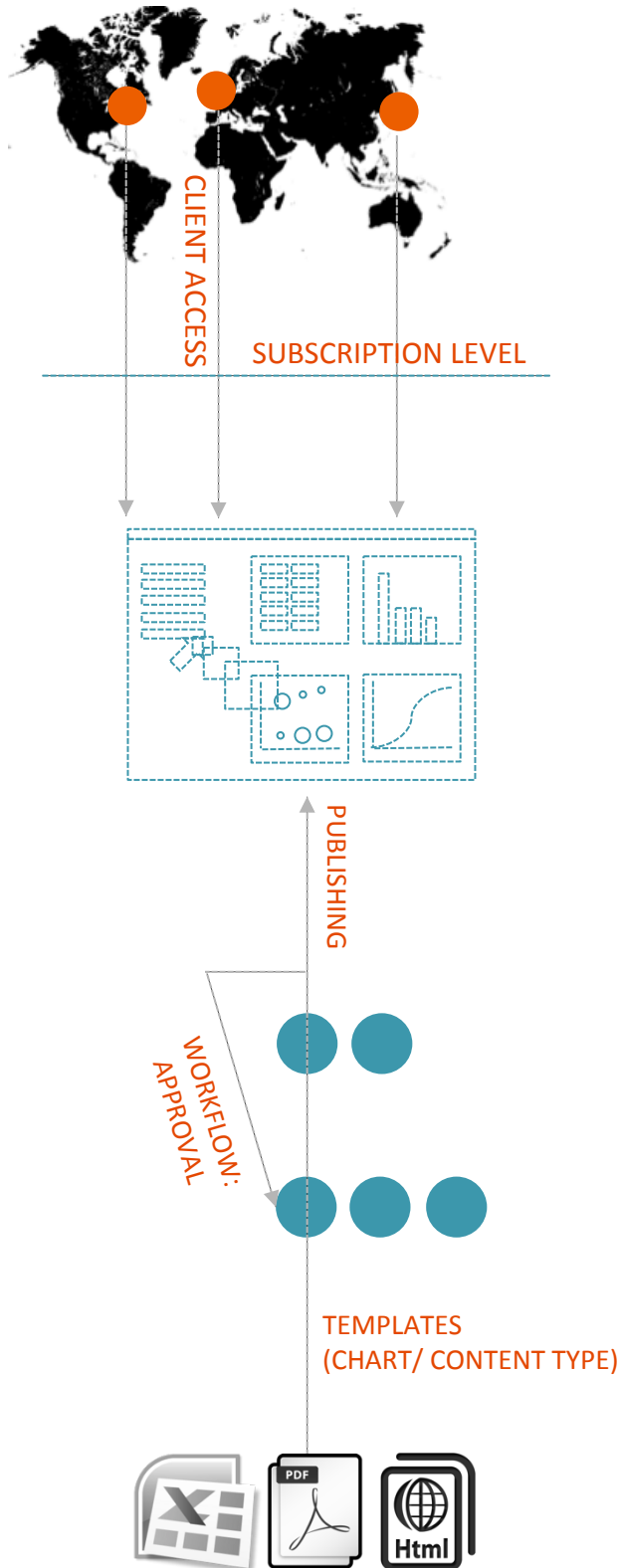


Now Is The Time To  
Generate More Revenue  
From Your Insights



# Features

[The High Ground]



## Self service puts your clients in control

Clients access your insights when they need them, viewing and analysing data how they want to, then exporting it for action.

Altio [insight] makes clients feel like they have a personal research team working for them ... Your customers will pay for that level of access and reach.

## Usability wins

A simple and intuitive web-based interface, styled in your brand, extending your existing website with smart features to impress and interact with customers ... drag and drop to compare data, full screen views, update alerts, export lists, flip between chart and table views, view PDF reports HTML and videos.

## Keep it simple (and cost effective)

With no unnecessary bells and whistles to complicate or clutter matters, it is easy to get up and running quickly and cost effectively. We focus on the must-have features that come straight out of the box ... user management, versioning, workflow, templates, charting, security. All done and sorted by Altio [insight].

## No headaches

No major Infrastructure changes, integration or complex content management software to learn means no protracted IT Project. All deployed on the web quickly.

# A business solution

[Is this you?]

## Knowledge is power

Making data accessible can be a pretty drawn-out process: data capture, formatting, cut-and-paste to required medium (PowerPoint, Excel, PDF, print), more formatting, final approval and presentation for sale in a variety of media.

These information products are often made available to customers as annually released printed reports, static PDFs or as downloadable files from a content management system.

Fine as far as it goes ... but can you answer the following questions?

**Q. *Would your customers pay to access data critical to their business more effectively and frequently than they currently can along your existing channels?***

**Q. *Do your customers buy annual reports from you and more frequently updated data from elsewhere?***

**Q. *Are you maximising the revenue potential of the data you collate and the customer services you offer?***

**Q. *Can you tailor your offers seamlessly to specific customer groups?***

Hand on heart, are you sure about the answers to these question and their potential to your business?

Here is the story of how Altio [insight] assisted a global specialist research business make the most of their opportunities and extend their business model.

[Altio Insight: Case Study]

## Global solar research firm

As a major provider of solar-energy advice and research, our client knew their insights were highly valuable to sourcing, production and pricing decisions across a global supply chain. Here are some of the problems they faced:

- A reporting and collating process of their data insights that was labour intensive and not scalable.
- Cash flow: expenditure on research and analysis was constant whilst sales from annual reports was sporadic and limited.
- How to make data, routinely collated as part of their consulting and research report process, available as a scalable subscriber service in a more frequent, valuable and customer-centric way.
- How to significantly build annuity revenue and keep customers engaged, both for existing customers and new prospective markets.

Altio [insight] provided the opportunity for this client to secure a significant number of new and existing customers, providing always-on access to content that was normally only made available monthly, quarterly or annually.

Now, industry clients, investment firms and other key participants in the global solar supply chain, log on to their knowledge platform for immediate access to visually-rich content in a choice of export formats.

## [Results]

- **A new and consistent revenue stream playing a major part in business growth**
- **Innovative web channel providing competitive advantage & satisfying current and evolving customer needs**
- **Efficient data management and input, providing timely research and knowledge to clients**

# What it can do for you

## [A new way to look at things]

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IT Projects have a mixed reputation.

Many business users have experienced too many frustrating delays (and the associated escalation in costs) to get excited and enthused by the prospect of yet another potentially long-winded and messy IT project – whatever the potential business benefits.

There is no doubt some IT solutions can be costly, can require a complex IT project to implement, can require major training and process change, needing users to acquire new knowledge and change their way of working ... is there a better way to do this?

We have spent over 4 years looking at this problem differently ... allowing us to perfect Altio [insight]. Our product is built on industry standard web technology that is simple to use and can be live in weeks not months ... Good news for both business and IT teams.

## [Who we help]

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- Research organisations and consultancies
- Data intensive organisations and departments
- Data providers and publishers

## [Altio in a nutshell]

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**Altio [insight]** is a customisable, off-the-shelf, easy-to-use, web-based information publishing and visualisation application designed to:

1. **consolidate, manage and deliver** up-to-date, information to customers
2. **streamline publishing** using chart/content templates and workflow
3. **generate revenue** through subscription services to purchase your information more frequently and easily
4. **add a rich interface** and interaction to previously static data
5. **provide a better alternative** to costly and complex data publishing tools and backend systems
6. **provide the *must have* features** out of the box ... i.e. easy workflow, versioning, automatic charting, consumer profiles, publishing of PDFs, images, spreadsheet data, HTML, video

“Any business with valuable insights or information that wishes to maximise revenues”

## [Benefits]

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- Quickly generate new revenue streams
- Improve customer service and satisfaction
- Stay relevant and competitive with your digital channels
- Make content production run like clockwork, saving time and effort
- Enhance your data's value to your customers with commentary
- Analyse how users interact with the system to continually improve your customers' user experience

# About us

## Altio has been an innovator in the creation of web-based applications and technologies since 1998.

Altio clients include a number of leading players in the financial services, defence and services sectors, as well as some of the world's leading research universities. Using rich internet technologies, we have helped them harness the power of the data they collate and insights they provide.

At the same time, we have learnt much from working with start-up businesses and innovators who are re-defining their industries using web technologies to recalibrate the very boundaries of their industry sectors. It is this heritage that we have built on that gives Altio [insight] the edge to help our clients access, visualise and manage their data on the web ... seamlessly, powerfully, successfully ... and now.

## Have we sparked any ideas?

To ascertain whether Altio [insight] is right for you, let us meet with you to better understand your business, your goals and your challenges to see how your insights can be distilled into competitive opportunity and unlock new revenue streams.



**altio.com**

**We are here to help ...  
talk to us now**

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