

The background of the slide is a composite image. On the left, there is a vertical strip showing a street scene in Annapolis at night, with cars and buildings illuminated by streetlights. On the right, a larger image shows the Annapolis Capitol building at night, with its iconic dome brightly lit in green. In the foreground of this right-side image, a white sailboat is docked in the water, and the city's lights are reflected on the surface. The overall scene is a vibrant night view of the city.

INSiGHT 2019

Annapolis

Unleash Your Data: Leverage Natural Insight IT Partnerships to Boost Operational Efficiency——

Eric Pfleckl

Vice President of Engineering @ Natural Insight

Colleen Johnson

Director of Engineering @ Natural Insight

Dave Atherton

CTO @ Eye Street Research

The Panel

Custom Data Integration: Service Overview



Eric Pfleckl

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Director of Engineering
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Dave Atherton

CTO
Eye Street Research

If we have data, let's look at data. If all we have are opinions, let's go with mine."

– Jim Barksdale, former CEO, Netscape

Most of the world will make decisions by either guessing or using their gut. They will be either lucky or wrong.

– Suhail Doshi, CEO, Mixpanel

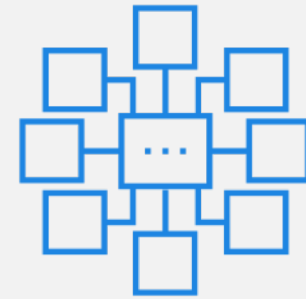
Our goal is to empower
data-driven business decisions and
efficiencies for our customers
with less reliance on their in-house IT.



Solution

Natural Insight and Eye Street Research have partnered to offer **powerful data integration** services:

- Easily accept raw data
- Transform, validate, and prepare data for use
- Leverage standardized integration points
- Expose data in meaningful, actionable ways in Natural Insight



**Multiple solutions in
production today!**

Power in Partnership



Natural Insight

- Custom Software Engineering for NI Customers
- Purpose-architected, isolated environment
- Dedicated Professional Services Team
- Integration with Payroll, Learning Management Systems, Inventory systems, Capture 3rd-party integration, more...



Eye Street Research

- Custom Software Engineering, Software as a Service (SaaS)
- Software Research, Development, and Commercialization
- Significant Deployments on Amazon Web Services (AWS)
- Professional Services capabilities

What data and decision-making capabilities would you **like to use**, but don't have the **bandwidth to implement**?

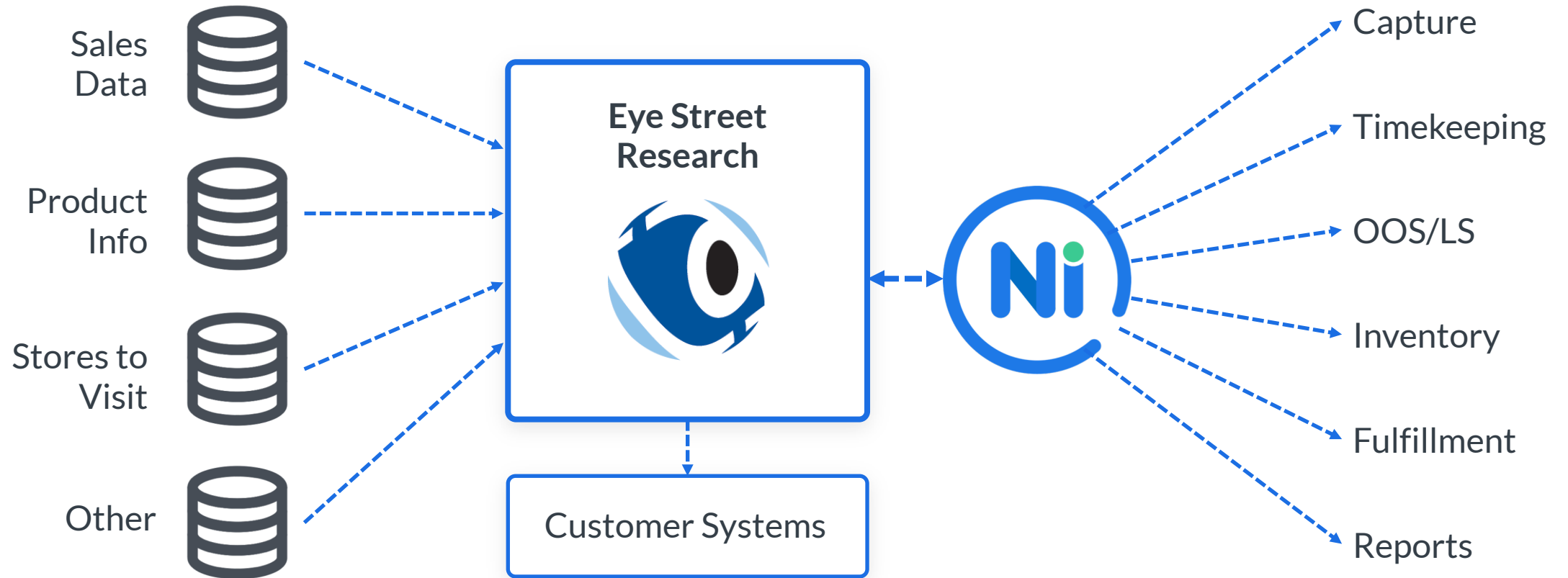




Ask yourself

- What data is **most important** to your business?
- How **actionable** is that data in the field?
- Do your **field staff** need real-time data?
- Do you need information **from the field** during execution?

How it works



Thank You

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Technical Integration

