



**Cloud**

- What do we do?
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- Intelligence at your fingertips
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# What do we do?

## BI as a service

- Uptime and performance guarantee.
- No need for analysts, engineers or developers.
- Standard business logic that clean, enrich and models data.

## Continuous improvement

- Updating and creating new opportunity's in our platform.
- Focus next year is adding machine learning models.
- We love customer input.

# Gerse Cloud 3.0 USP's

As a service

- Ask for changes in reports or business logic during subscription.

Low  
workload  
high impact

- Getting online will have little impact within the organisation.

Lower costs

- Costs are significant lower than building your own BI environment. (50-20%)

Turn-key

- Implementation is up to 6 times faster than other solutions.

# Gerse Cloud 3.0

## Gerse cloud Event tracker

- Follow all marketing channels
- Website
- E-mail
- Socials

## Gerse cloud Connect platform

- Link all data in every platform and shape or size in our platform
- Send and receive data from our platform

## Gerse Cloud Intelligence platform

- Apply your own business logic
- Existing business logic
- Data analytics
- Cleaning enriching and modeling data
- GDPR compliant

## Gerse Cloud Critical information

- Use natural language to obtain critical information
- Use those insights to make the right decisions

# Intelligence at your fingertips

## Operationeel

- Customer analysis
- Order analysis
- Product analysis

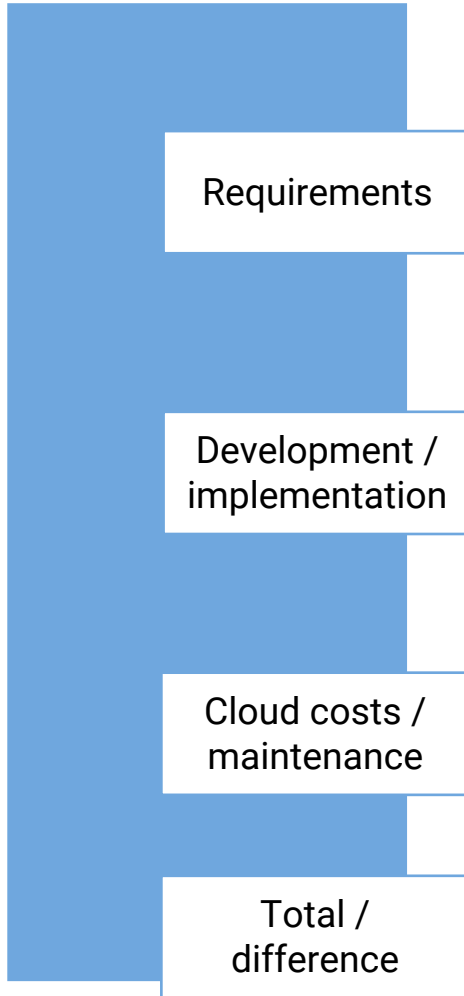
## Marketing

- Customer journey analysis
- Cost-benefit analysis
- Marketing channel analysis
- Easy to use (higher production)

## Sales

- Analysis based on account manager, region or sector.
- Time to sale
- Customer type

# Casestudy



## Beschrijving A:

- Sessions requirements.
- Requirements tests.
- 3 team members (hiring) And time from stakeholders.
- Development of environment.
- Link data sources in company.
- Cleaning, enriching and modifying data according to the correct business logic.
- AVG and security.
- 5 team members (hiring) including a data engineer.
- Cloud costs with a live and test environment.
- Maintenance and possible adjustments.

## Optie A:

- 20 days.
- Hourly price on average 100 euros excluding VAT.
- 48,000 ex VAT
- 100 days.
- Hourly price on average 100 euros excluding VAT.
- 400,000 ex VAT
- 3 days a month. Cloud costs 2000 euros ex VAT on average.
- Hourly price on average 100 euros excluding VAT.
- 4400 ex VAT
- 48,000 ex VAT
- 400,000 ex VAT
- 1 year 52,800 ex VAT
- Total 500,800 ex VAT

## Beschrijving B:

- Session requirements. 2 team members.
- 2 team members Gerse Cloud.
- Implementation.
- Apply requirements to environment.
- AVG compliant and secure environment.
- Including monthly costs.
- Adjustments if appropriate in the contract are addressed free of charge.

## Optie B:

- 2 days own team. 3-day Gerse Cloud team.
- Hourly price on average 100 euros excluding VAT (own team only).
- 3,200 ex VAT
- Fixed price of 16,000 if Gerse Cloud implementation method is used.
- 5000 ex VAT per month
- 3,200 ex VAT
- 16,000 ex VAT
- 60,000 ex VAT
- Total 79,200 ex VAT

# Demo

