



# Analytics that Understand Your Needs

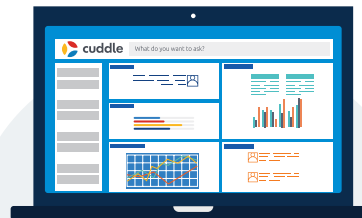
Cuddle is a two-way, Experiential Analytics platform that utilizes AI-based learning to understand each user's needs. Cuddle uses Microsoft's Cognitive Services (such as Custom Speech Service) to answer your questions and then provide guided Cues to promote further data exploration. Cuddle also delivers personalized Nudges that identify areas of your business that may need attention.



Cuddle answers questions then provides guided CUES to suggest additional insights

## Cuddle ANSWERS Your Questions

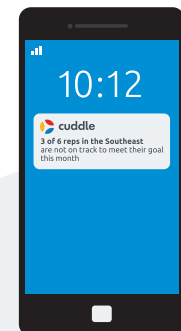
Cuddle learns your natural language so you don't need to know "data-speak"



Each user creates their own Trackboard based on individual business needs.

## Cuddle LEARNS From You

Place the answers to your most common questions on Cuddle so it learns what's most important to you



A NUDGE provides timely notifications of data anomalies

## Cuddle NUDGES You

Cuddle incorporates learnings from your questions to deliver personalized insights

**Create a Data-Driven Culture  
with Experiential Analytics**



# Frequently Asked Questions

## How do users work with Cuddle?

Cuddle is available on the web and native, mobile apps for both Apple & Android. The platforms are integrated and user information is synchronized to enable seamless use across interfaces.

## Where is Cuddle hosted?

Cuddle is provided either through Cuddle Cloud backed by Azure or Client's Private Cloud on Azure. If preferred, Cuddle can initially host the data and then transition to the client's private Azure subscription. This approach has been successfully implemented for a large Fortune 500 company. The average monthly Azure Consumed Revenue (ACR) from deploying Cuddle on a client Azure environment ranges between \$3,000 - \$5,000 per month.

## Do we have to teach Cuddle each question in advance?

No, Cuddle learns to answer your natural language questions by understanding your data. As soon as you start asking questions and tracking areas of your business, Cuddle begins learning what is important to you.

## Can we try Cuddle with our data?

Yes, we provide a simple and secure way to try Cuddle using your data. Share a sample data file with us and we'll quickly respond with the information you need to login and experience Cuddle for yourself.

## What is the background of the company?

Cuddle is a Fractal Analytics product. Founded in 2000, Fractal is a strategic partner to the most admired Fortune 500 companies globally and helps them power every human decision in the enterprise by bringing analytics and AI to the decision-making process. Fractal has been featured as a leader in the Customer Analytics Service Providers Wave Report™ by Forrester Research and recognized as a Cool Vendor and Vendor to Watch by Gartner. For more information visit [www.fractalanalytics.com](http://www.fractalanalytics.com).

## Schedule a Demo to Learn More

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800-277-1584  
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