



Analytics

**Hummingbird** 

New Data Management Technology based on  
Big Data Technology & AI Engine

## Make Your Business Fly!

Hummingbird is a data analytics platform powered by Big Data, Machine Learning and AI Technologies, offering a QUICK-WIN and plug-n-play solution to help your company access your data and get actionable insights in a timely manner. Being a fast and adaptive solution, Hummingbird enables companies to leverage real-time insights to make informed business decisions.

## Main Features

1

### Built-in Data Repository with Data Model

The data model is built to collect data around sales, inventory, customers, accounting, marketing campaigns, and more domains will be added soon. This data model covers the needs of industries like Retail, Food & Beverage, Manufacturing, Logistics, School & Education, and more to come.

2

### Built-in Reports & Dashboards

Hummingbird Analytics Platform comes with pre-defined analytics reports and dashboards organized by business topics, allowing you to get started quickly. You will also be able to customise these reports to your preference or even create your own reports and dashboards.

3

### Easy Access to Your Data

Using Natural Language Understanding technology, Hummingbird Analytics Platform allows you to query your data or ask your questions using natural English.

4

### Get More Insights with Our AI Engines

Hummingbird Analytics Platform comes with a set of Machine Learning engines to enrich your data and provide more insights on Demand Forecasting, Store Replenishment, Price Analysis, Customer Behaviour Understanding, and more to come.

5

### Keep Your Data Secured

Built on top of Microsoft Azure Cloud services, Hummingbird Analytics Platform keeps your data secured using encryption. Only your users can access your data.

# Why Hummingbird Analytics Platform?

Hummingbird Analytics Platform provides the following benefits to your **business users**:

## 1. No More Data Silo



Data can be collected from various source system applications, like POS, ERP, CRM, WMS, Accounting and E-commerce. All the data uploaded to Hummingbird Analytics Platform will be stored, validated and organized to provide easy access to business users.

## 2. Provide Single Source of Truth



All the users will have access to the same datasets built in Hummingbird Analytics Platform, which reduces discrepancy in reports generated by different business departments or divisions.

## 3. Easy Access to the Data



Data, KPIs and measures are organized within Hummingbird Analytics Platform. This makes it simple for business users to consume their data with confidence that the same business rules will be applied no matter what reports or dashboards are used.

## 4. Fast to Build Reports & Dashboards



Save 50-80% of your time wasted in collecting, massaging and cleansing data manually. Concentrate on how to make your business more PROFITABLE!

## 5. No More Excel Jungle



Say bye to the Excel Jungle. All business users have access to whatever data they need whenever they need it. Everyone is using the same data source now.

And your **IT department**, while still in control of who can access each dataset within Hummingbird Analytics Platform, doesn't have to worry about the following:

## 1. Data Infrastructure



Save the huge cost of long-lasting infrastructure or Business Intelligence programs, as we take care of them all. Your data is securely stored on Microsoft Azure Cloud and replicated in different data centres in Asia for more protection.

## 2. Data Warehouse, Data Mart, Data Lake...



You needn't bother to build, maintain or upgrade your own data warehouse, data mart or analytics cube, as Hummingbird Analytics Platform manages them with its data model built on top of Big Data and Machine Learning technologies.

## 3. Report & Dashboard Maintenance



We provide full sets of pre-defined reports and dashboards for you to quickly get started. You can either customise the pre-defined reports and dashboards or create your own based on the built-in datasets.

## Additional Services

We provide end-to-end services to take care of all aspects of your journey with Hummingbird Analytics Platform including data preparation, historical data migration, data loading integration, and full customization based on your vision and direction with the data and your business cases. Support and training will be provided as well upon request.

## Our Story Behind

Explora Consulting started its service 4 years ago, serving clients from different industries such as Retail, Insurance and Hotel. Major needs from our clients lie in data management and BI Analytics, and we provide services to help them throughout the whole journey, from selecting the appropriate BI framework and tool to fit the business case, to following up with the implementation.

The major pain-point we see from working with our clients is the Data Silo, the limited insight and analysis they have with their data using very limited sets of dimensions. It takes weeks for business users to generate reports due to the complicated manual data preparation and cleansing work, making it difficult for them to collect and access data. Worse still, it's hard to justify the discrepancy of analytics reports prepared or maintained by different users from various departments.

So here we come up with Hummingbird Analytics Platform to help resolve all these pain points. With Hummingbird, it takes less than 7 weeks for a project to roll out now.



## Talk to us for more details!

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