

# Why SyncHub?

## **Connect to almost any cloud software**

If it's got an API (and most cloud services do) then we've either got a connector for it already or we'll build one for you. So you can get your data no matter where it is.

## **Build reports using any BI tool**

It doesn't matter what BI tool you use to create visualisations on your data – SyncHub plays nicely with all of them. This means you're free to use whatever BI tool is best for your business.

## **Centralise data from multiple accounts**

If you're a franchisor or larger business running multiple accounts for the same cloud service, you can use SyncHub to combine reporting from across them all.

## **Unshackle your reporting**

The in-built reporting functions provided by cloud services are great, but necessarily limited. SyncHub releases your data so you can run highly sophisticated reports and analytics.

## **Synthesise your data**

Creating individual reports from each of your cloud services is powerful, but the real magic happens when you combine them together. SyncHub gives you deeper insights by allowing you to overlay data from all areas of your business.

## **Leave no data behind**

Reports based on outdated or incomplete data are bad for business. SyncHub ensures your reports are complete by pulling every data point you could possibly need from each cloud service – in real time.