

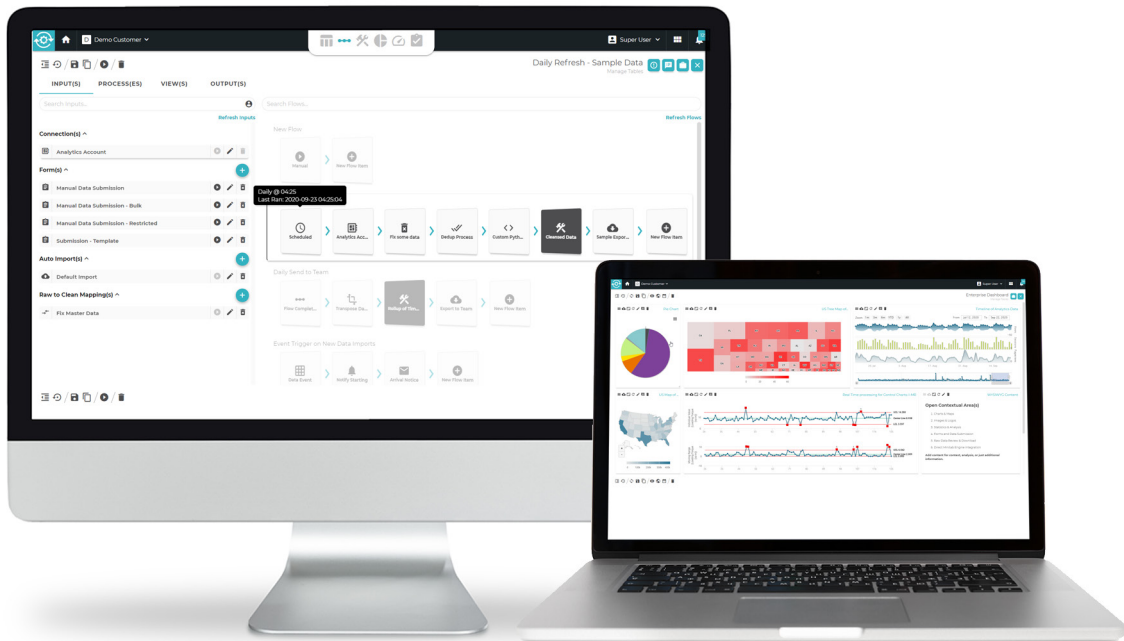


Minitab Connect™

Access, blend, and enrich data from all your critical sources, for meaningful business intelligence and confident, informed decision making.

Minitab Connect™ empowers data users from across the enterprise with self-serve tools to transform diverse data into a governed network of data pipelines, to feed analytics initiatives and foster organization-wide collaboration.

Users can effortlessly blend and explore data from databases, cloud and on-premise apps, unstructured data, spreadsheets, and more. Flexible, automated workflows accelerate every step of the data integration process, while powerful data preparation and visualization tools help yield transformative insights.



Accelerate your digital transformation

Minitab Connect™ is empowering insights-driven organizations with tools to gather and share trusted data and actionable insights that drive their company forward.



Enable next-generation analysis and reporting

“The things we measure today are not even close to the things we measured three years ago. We’re able to do new things and iterate into the next generation of where we need to be instead of being mired in spreadsheets and PowerPoint decks.”

- Senior Manager, Digital Search Analytics Telecommunications Industry



Focus on business drivers, not manual tasks

“Bringing this into our environment has really freed our analytics resources from the tactical tasks, and really allowed them to think strategically.”

- Marketing Technology Manager, Finance Industry



Empower users with sophisticated, no-code tools

“The platform is really powerful. It has an ETL function but also has a front-end face to it. So it has a lot of flexibility – you don’t have to be a developer to use the tool and it’s something a marketer can also easily use.”

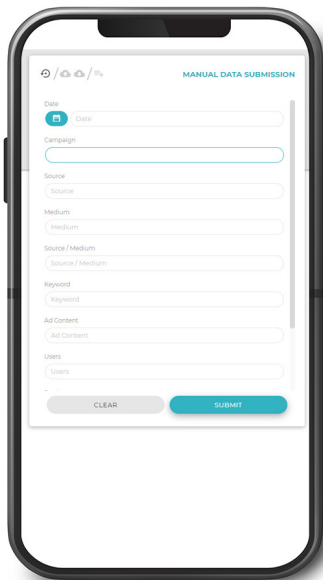
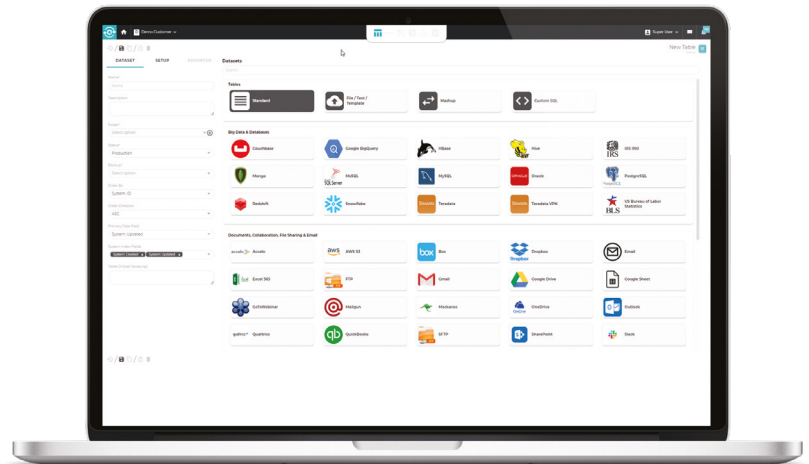
- Sr. Web Analytics Technical Developer, Media & Entertainment Industry



Access

Self-service integration for data blending

Flexible, intuitive data gathering tools empower users to combine data from a variety of internal and external sources like data warehouses, data lakes, IoT devices, SaaS applications, cloud storage, spreadsheets, and email.

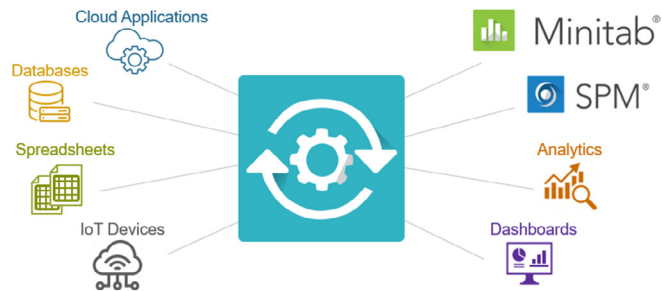


Form-based data collection supports data quality

Customizable forms enable direct data entry, creating efficiencies by eliminating the need for spreadsheet sharing and uploads. Embedded validation tools and automated workflows reduce errors and standardize processes.

Pre-Built Connectors and Data Integrations

Pre-built connectors and flexible data ingestion options make it easy to quickly access any data source and add new integrations when business needs change.



Connectors enable direct inputs from online and offline, internal and external sources, with automated data exports to analytics tools.

High-performance, pre-built connectors make it easy to integrate centralized data from enterprise database systems and big data sources like data warehouses, data lakes, IoT devices, with SaaS applications, cloud storage, spreadsheets, and email. Clean, aggregated data can be loaded directly into Minitab® Statistical Software, Salford Predictive Modeler®, and other popular analytics and visualization platforms.

Flexible data ingestion options make it easy to quickly add new integrations when business needs change.

In addition to connecting with the established or emerging sources listed here, we help organizations integrate their unique in-house and legacy data sources. Minitab Connect™ enables flexible connections to a variety of sources, like CSV and other flat file formats, internal offline data from call centers, email and chat systems, and interactive voice response (IVR) systems.

A growing list of over 150 connectors include integrations for:

- Big Data & Databases
- File Formats & Programming
- Business Intelligence & Data Science
- Collaboration & File Sharing
- Surveys & Measurement
- CRM & Automation
- Analytics & Optimization
- Social Platforms & Creative Tools
- Digital Advertising & eCommerce



Prepare

Search and explore data to uncover insights

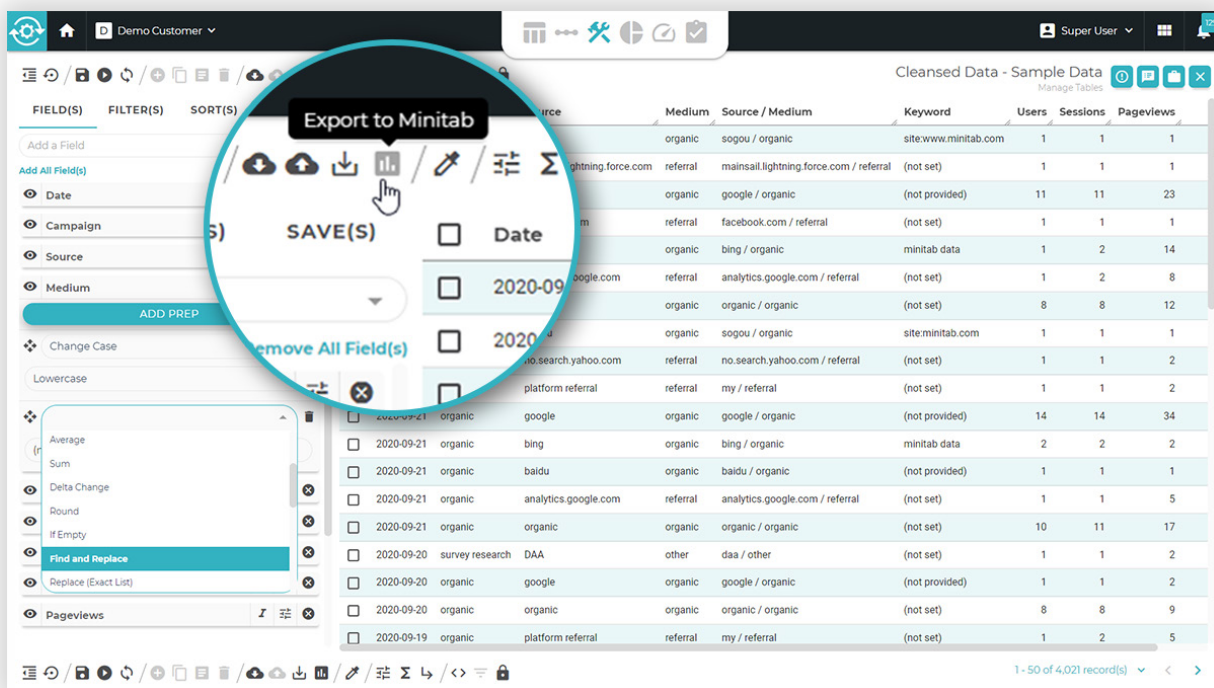
Self-service data preparation tools empower users – from data scientists to business analysts – to quickly profile, curate, enrich, and shape diverse datasets using a spreadsheet-like interface.

Collaborative tools help maximize productivity

Data preparation steps can be shared with other users as repeatable workflows, eliminating repetitive data setup processes.

One-click delivery for in-depth analysis

Seamless access allows users to send prepped data directly into Minitab® Statistical Software.

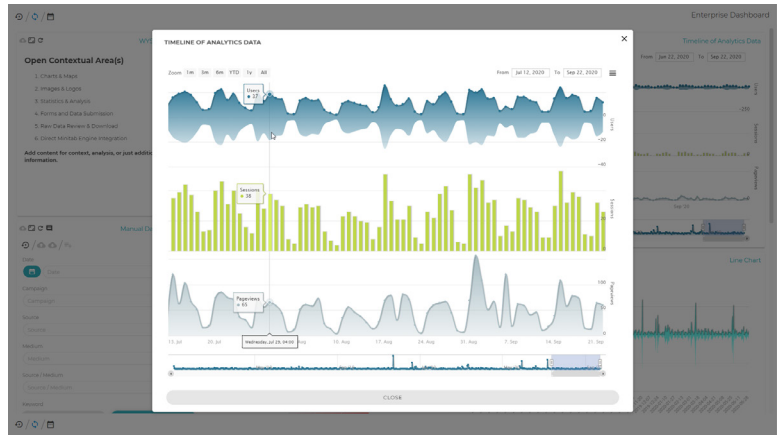




Visualize

Interactive visuals for deeper understanding

Dynamic, real-time charting with interactive elements allow users to explore data and drill down to answer more questions.



Dynamic tools to encourage reporting engagement

Dashboarding tools include highly flexible, configurable design and formatting options to facilitate meaningful reporting.

Deliver insights that inspire action

Data visualizations and dashboards can be shared - securely - with relevant stakeholders across the enterprise and beyond.



Transform

Integrations that power actionable insights

Create data transformation flows that support data governance and quality rules to ensure projects are fed with accurate, trustworthy data.

Focus on insights, not pipeline

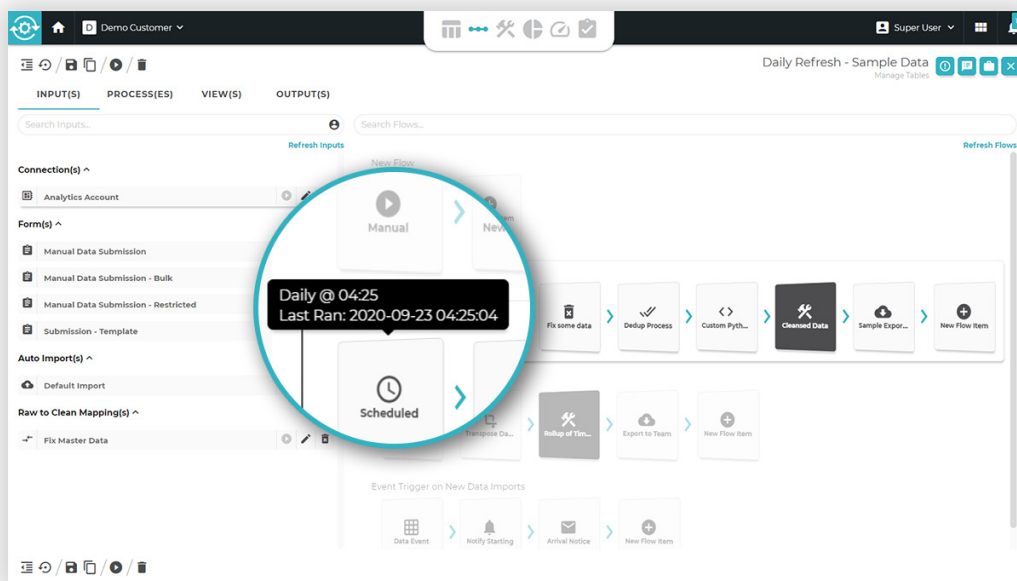
Eliminate time-consuming, manual data-blending tasks with tools to schedule processes or refresh as needed.

Enable end-to-end analytic process automation

Intuitive drag-and-drop interface enables easy development and review of reusable data workflows, including triggered notifications and alerts.

Access for everyone, with coding optional

Technical users have the option to insert custom PHP, Python, Perl, R, and SQL code into any defined process.





Govern

Build a data culture with data security at the core

Industry-leading data governance tools provide the security to enable data access across lines-of-business while ensuring proper use of data assets.

Reliability and governance across any datasets

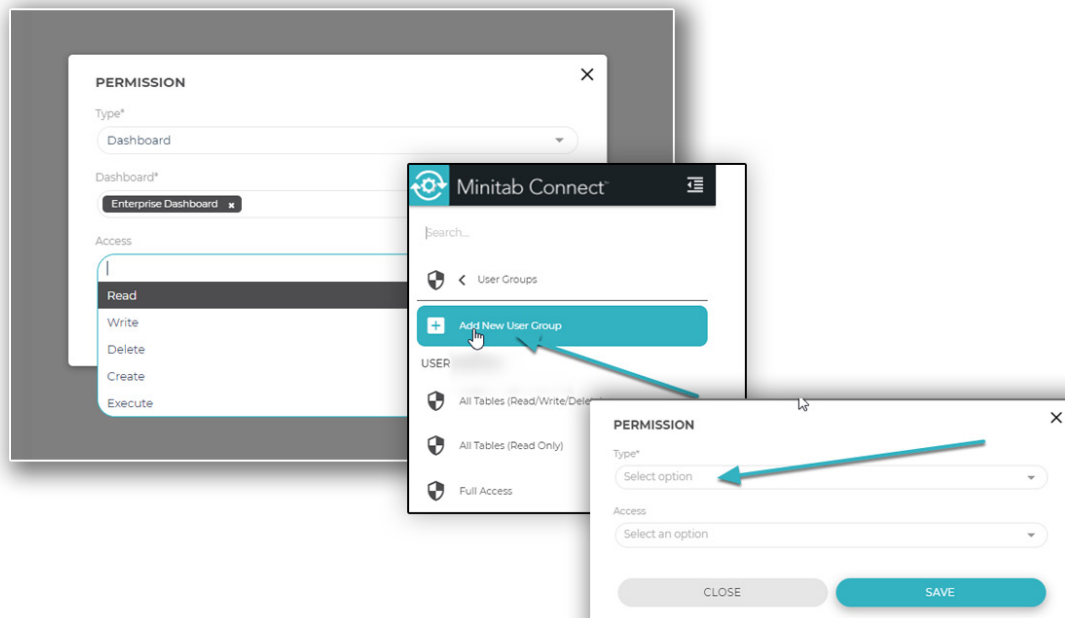
Protect sensitive data with authentication, authorization, obfuscation and encryption capabilities, ensuring full compliance with internal and external data privacy and data protection regulations.

A holistic approach to data security

Data lineage and complete audit trails enable data usage tracking and reporting.

Architected for data security from the start

Data governance and security features include user roles and group-based permissions, end-to-end encryption, multi-factor authentication, and single sign-on (SSO), to ensure appropriate data access.



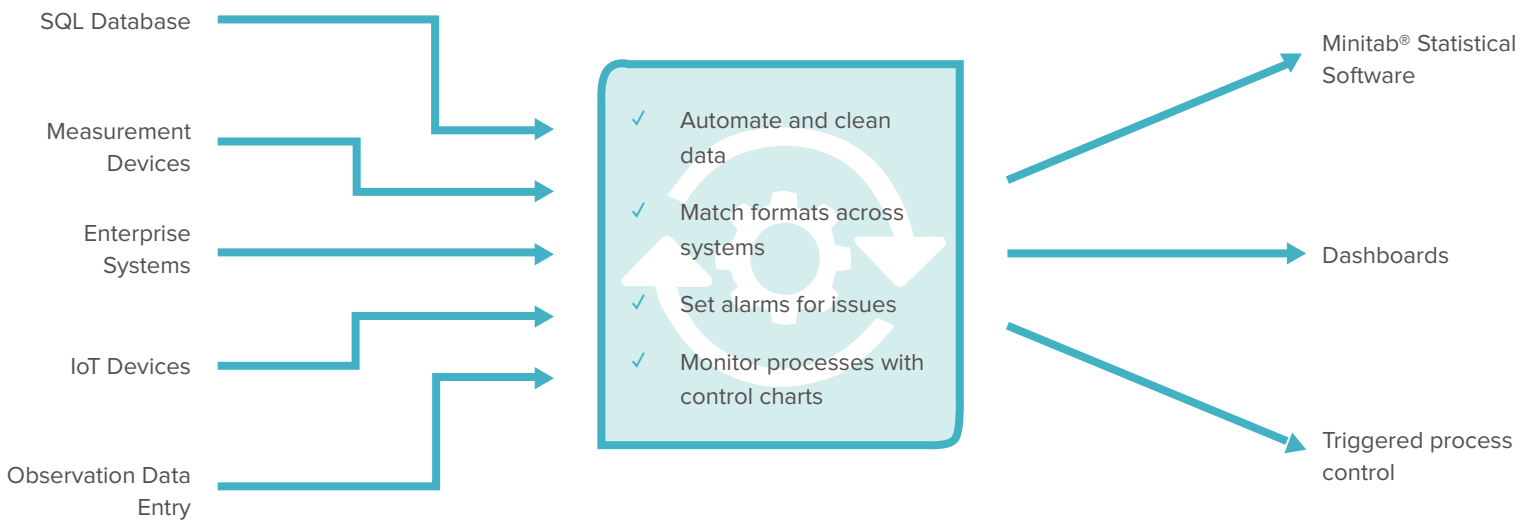
Harness the power of connected data

Leverage the data integration, automation, and governance tools in Minitab Connect™ to solve your organization's unique use case. With customers in a diverse array of industries, including telecommunications, healthcare, manufacturing, education, consumer package goods, and finance, the Minitab Connect™ platform is designed to help drive data-driven solutions in nearly any environment.



Manufacturing

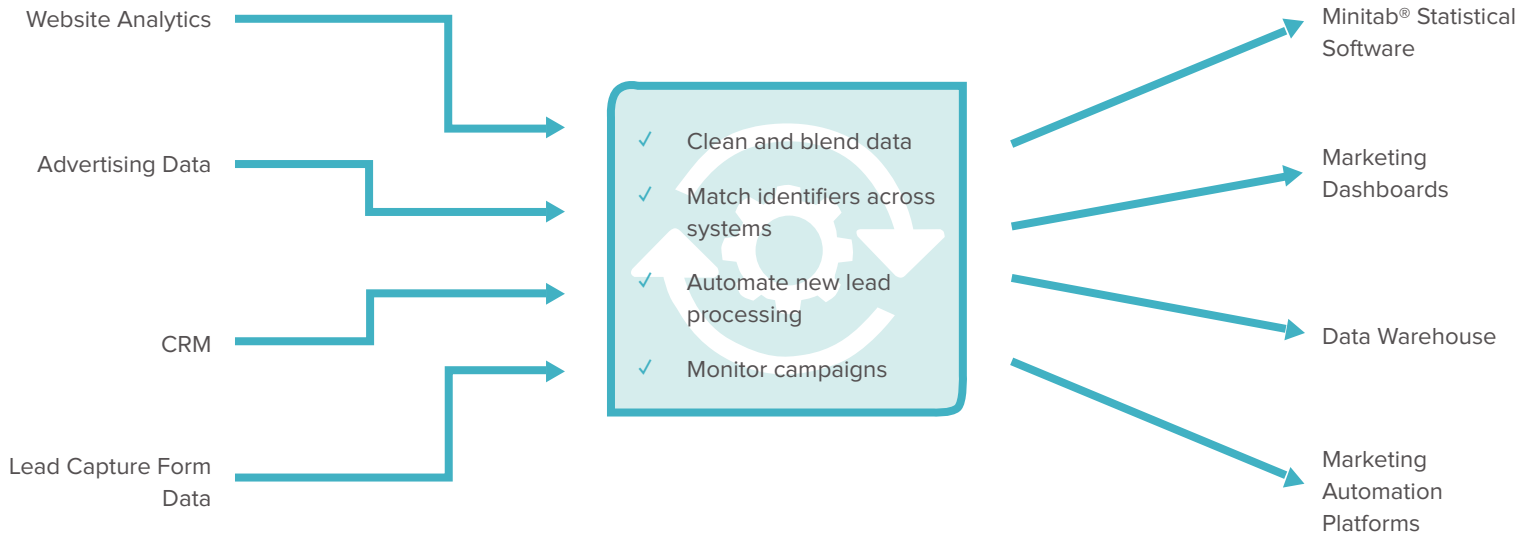
Manage production quality processes with data integration and workflow management to monitor systems in real-time, deliver immediate status notifications, provide analysis validation, and optimize operations and reporting.





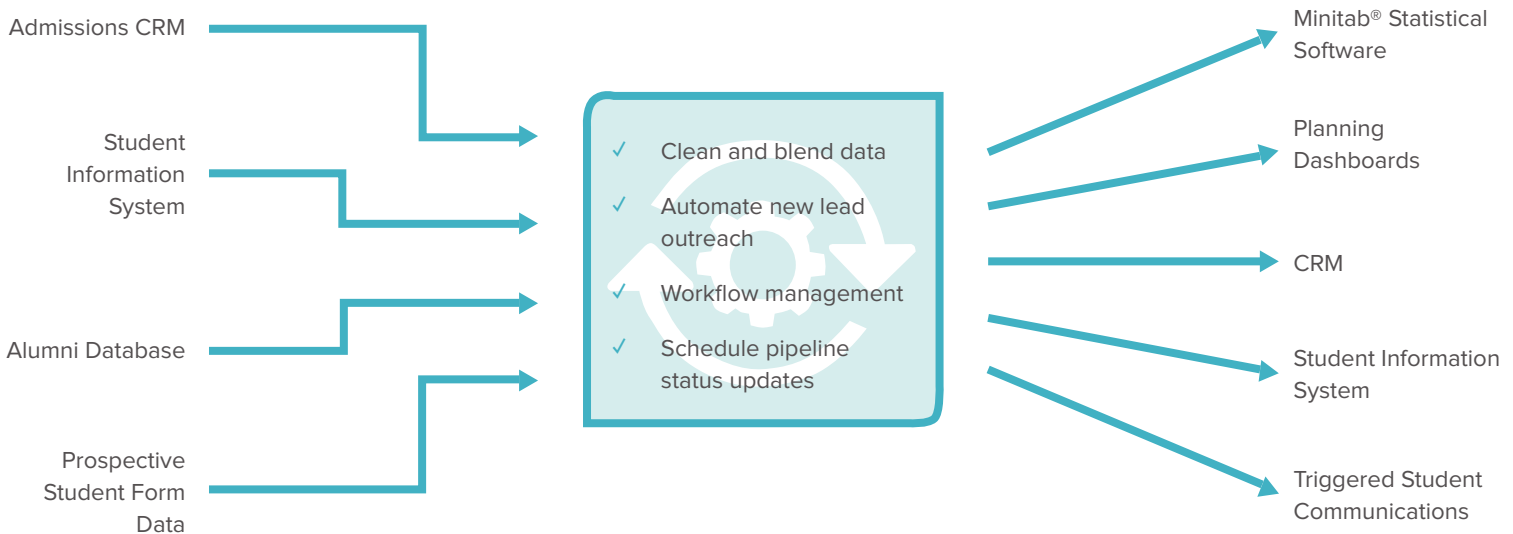
Marketing

Drive strategic digital marketing with blended data and automated workflows for comprehensive campaign tracking, enhanced ROI analysis, multi-touch attribution, and customer journey management.



University

Support student data management by blending relevant data sources to update admissions pipeline, inform financial planning, enhance capacity analyses, and automate student communication workflows.





Minitab Connect™

Accelerate your digital transformation

Talk to Minitab today

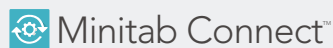
minitab.com/connect

Data Analysis



Powerful statistical software
everyone can use

Data Transformation



Data access, automation, and
governance for comprehensive insights

Predictive Modeling



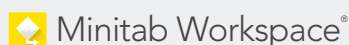
Machine learning and predictive
analytics software

Online Stat Training



Master statistics and Minitab
anywhere with online training

Visual Business Tools



Visual tools to ensure process and
product excellence

Project Ideation & Execution



Start, track, manage, and execute
innovation and improvement initiatives

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