

CETERIS AG

"For their customers, Ceteris AG is the ideal partner for a data analysis solution based on the Microsoft platform."

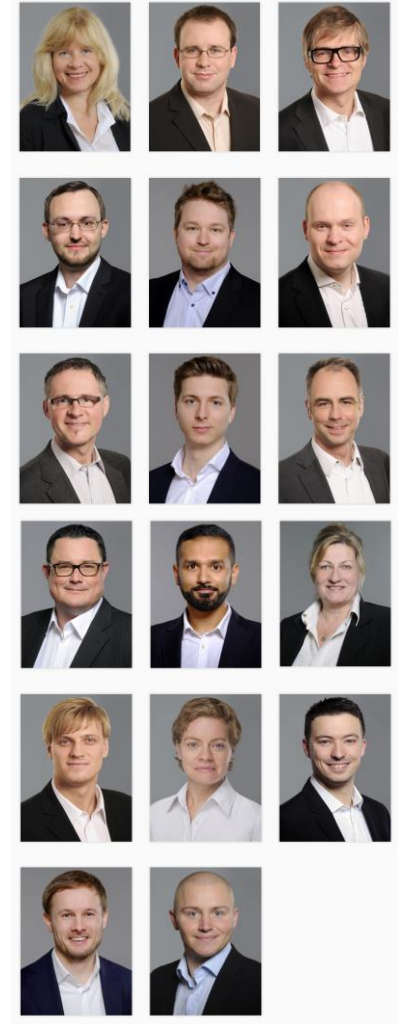
- Modern and agile
- Extensive experience with data analytics
- Microsoft experts
- Complementary services and products
- Close to the customer

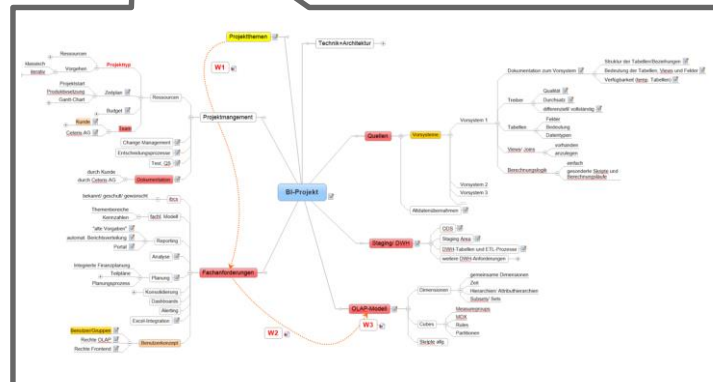
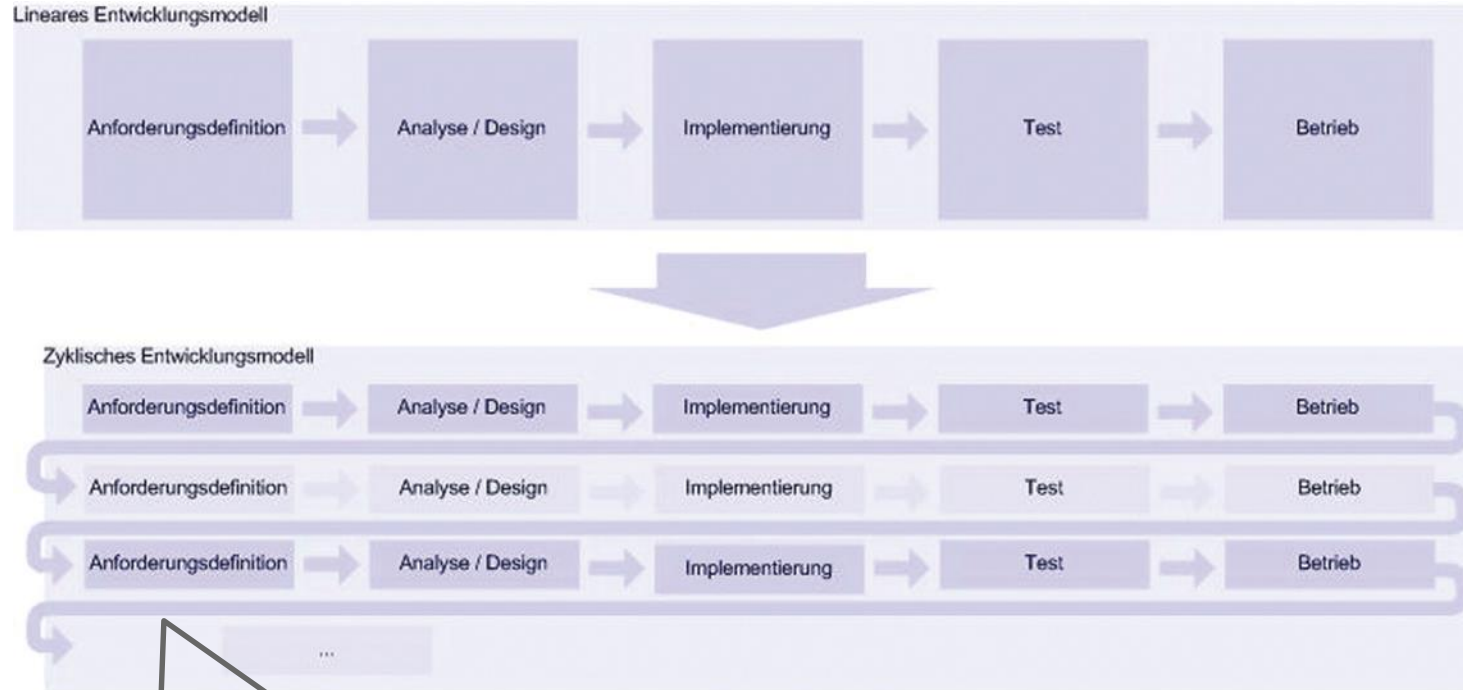
- is organized in a modern way and offers an **agile**, optionally also a "classic" project approach
- has many years of extensive **experience in data analysis**, especially using Microsoft technologies
- can offer valuable **complementary services** around the topic of Azure Cloud together with its sister company itacs
- can offer **complementary products** that integrate perfectly with Microsoft
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Organization and team

- Core competence:
 - Data analysis solutions based on Microsoft technologies, with additional partner products on request
 - Visualization and notation concepts according to ibcs / SUCCESS by Prof. Dr. Rolf Hichert
- Founded as proCERTIS AG in January 2008
 - Renamed Ceteris AG at the end of 2011
- Currently approx. 60 employees in our Berlin office
 - About 20 specialists for data analytics
 - More than 100 man-years of experience in data analytics on the team
- No hierarchies, self-organized teams
- Agile project approach with close customer involvement
- More about our values and our self-image here (in german):
<http://www.ceteris.ag/pixibuch.pdf>





- Instead of heavy linear phases many lightweight iterations („sprints“)
- Ensuring quality through specific best practices for data analytics and binding development guidelines
- Short development cycles with tangible intermediate results and short feedback loops lead to project success faster

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Some of our customers



Law. Tax



FOCKE & CO

SIEMENS



Project example 1: diedruckerei.de

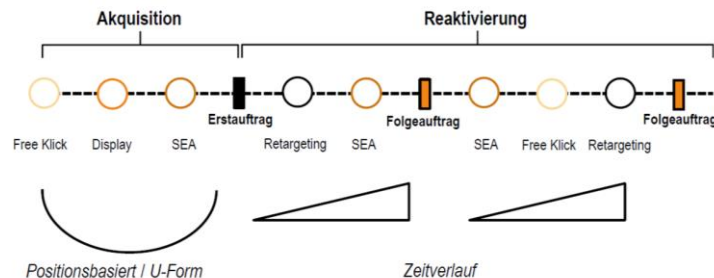
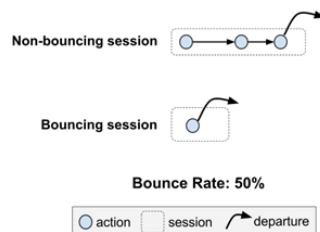
Evaluation of the numbers from online marketing

Goals:

- Check the effectiveness information from Google etc.
- Permanent evaluation of the different contact types
- Correct cost allocation to the correct contact points
- Attribution model: calculation of revenues under consideration of the „click chain“
- Finding and evaluating the customer history (Cohort analysis)

Parallel calculation in complex structures using „R“

Provisioning of raw data for self-service analysis



Project example 2: Maschinenfabrik Reinhausen

Evaluations of **operational data** of several factories with lathes and milling machines

Goal: Optimizing the number of pieces, avoiding downtimes and improving the use of reporting tools

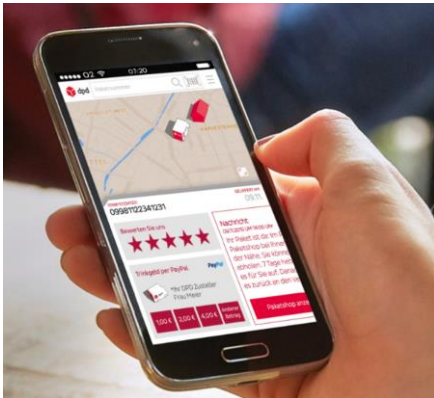
- We helped to automatically **search the collected data for patterns** that show that a certain workpiece has been completed without being noted in the operating data or that a certain machine needs maintenance.
- This **predictive analysis** is used in a software product from MR that is running at several manufacturing companies „on premise“ or in the Azure cloud.
- We helped developing **meaningful dashboards** for the users to monitor machine performance as well as level of completion of orders



Project example 3: DPD



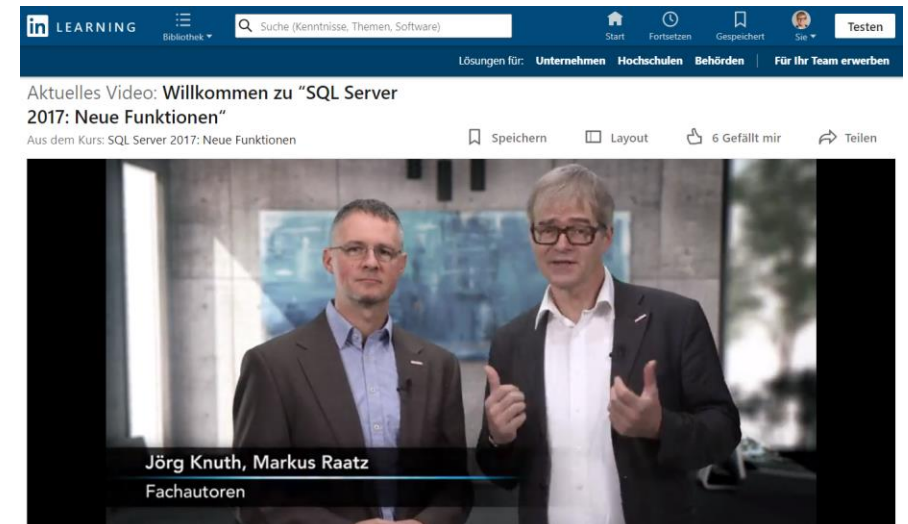
- Project uses massively parallel server technology from Microsoft (PDW, later renamed to APS)
- Monitoring and analysis of around 14 Mio. parcels per day
- Integration of structured and unstructured data from decentralized databases
- Design and implementation of a data warehouse with 11 terabyte
- Operational Data Store (ODS)
- Analytical layer for reporting using tools from the Microsoft Data Platform
- Realtime-analysis to predict a one-hour time window for parcel delivery, including SMS or email notification and live parcel tracking on the internet



- Microsoft Partner status:



- Speakers for Microsoft events
- Regional managers of the Microsoft SQL-Server user group „PASS“ in Berlin
- Authors of Microsoft Press books on SQL Server
- video2brain / LinkedIn Learning authors for SQL Server und Power BI



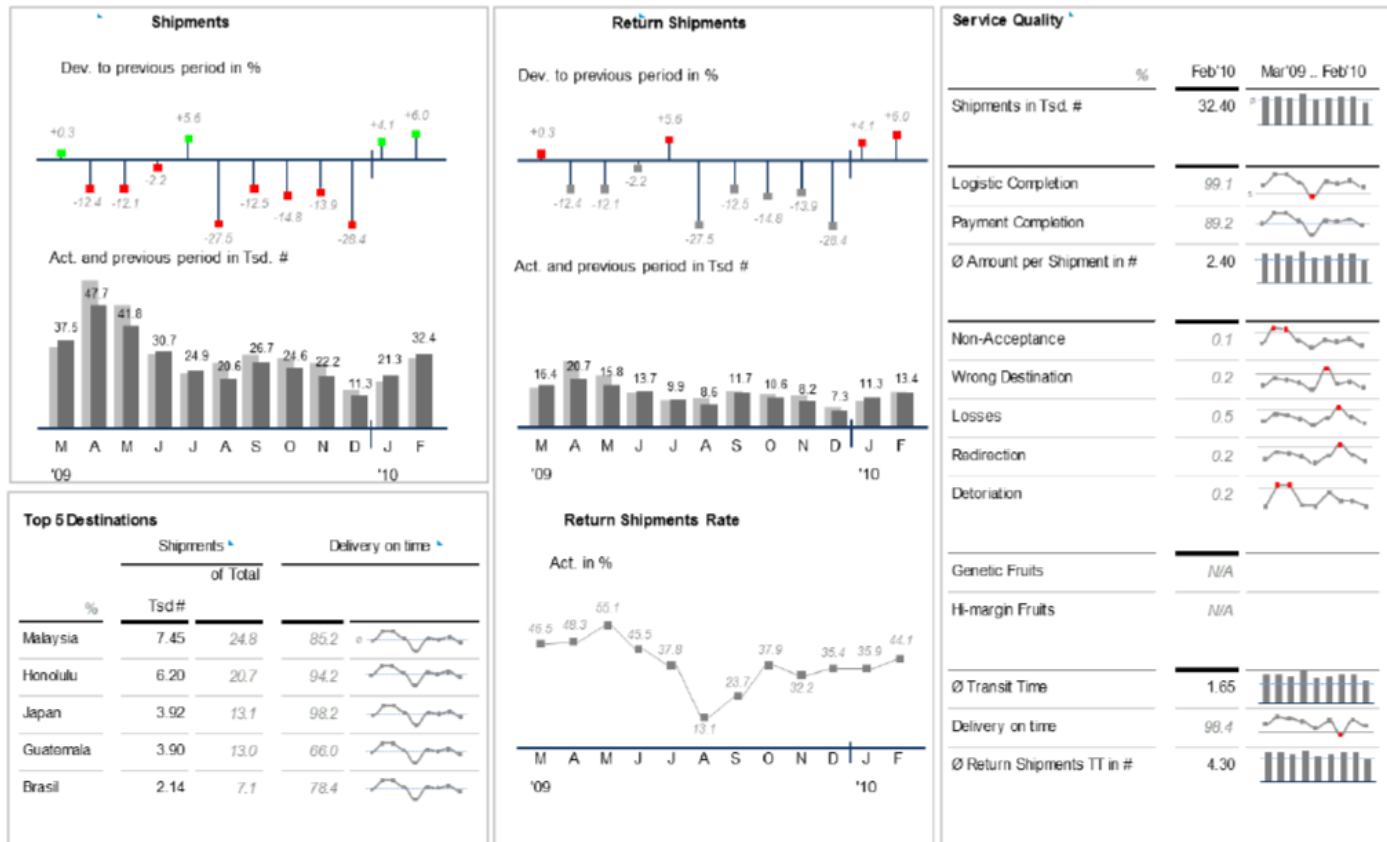
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Understand data more easily through ibcs

Dashboard according to ibcs based on Microsoft Reporting Services

ibcs = international business communication standards, see www.ibcs-a.org

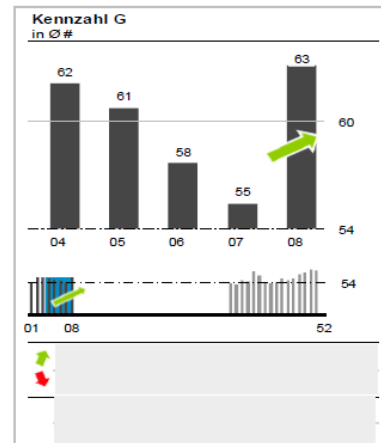
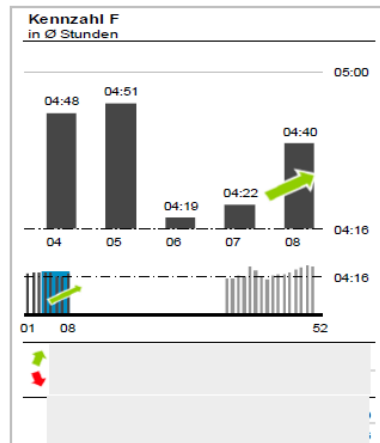
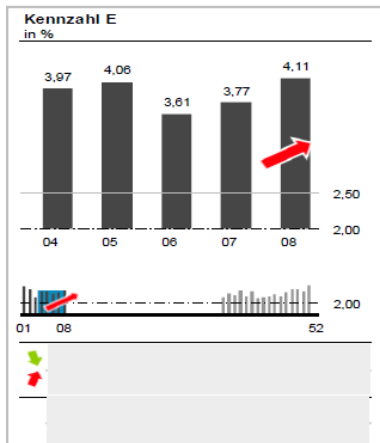
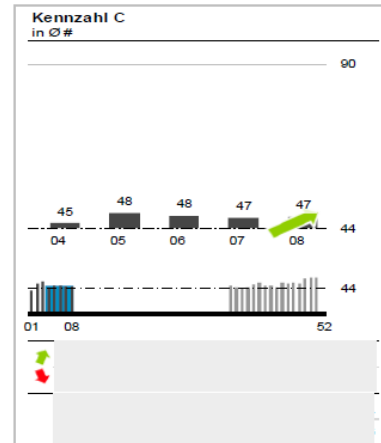
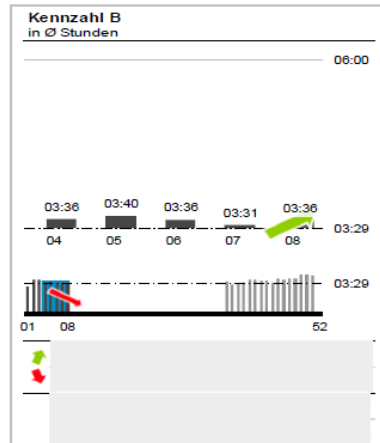
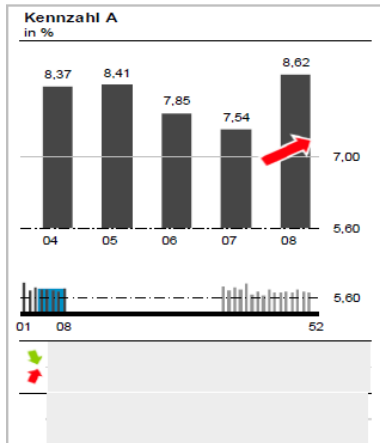
Fruit Trade Mar'09 .. Feb'10



KPI-Dashboard according to ibcs

Dashboard Demo 2 für [redacted]

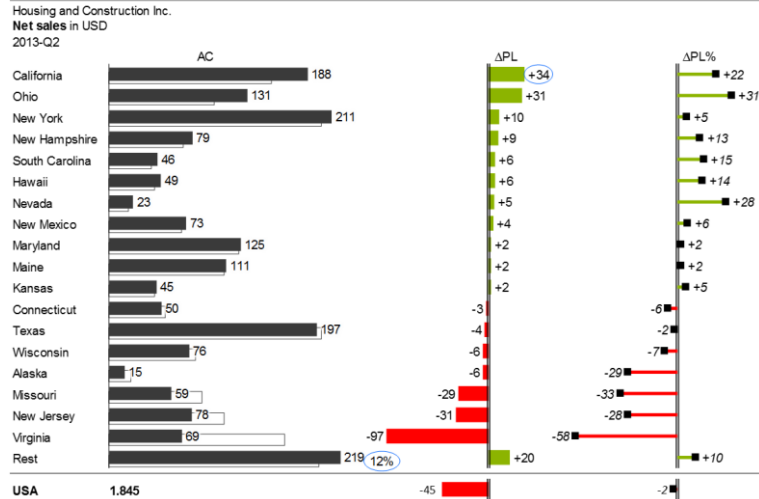
Gruppe 1



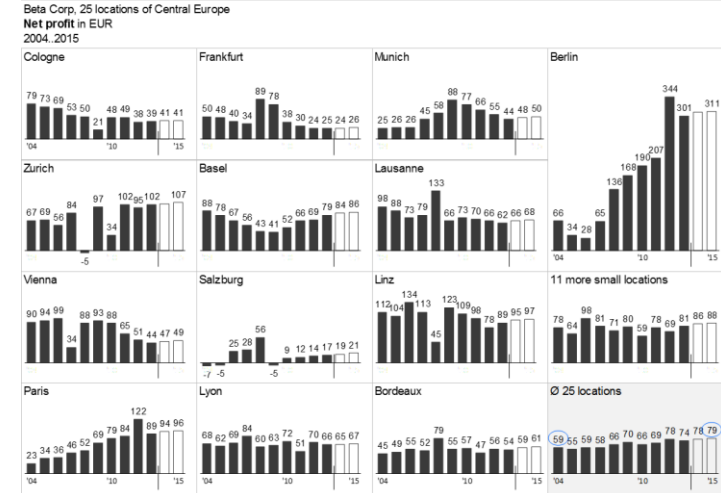
Please note:
The upper graphic is an enlargement of the small area marked in blue

More examples of ibcs-charts

18 states make up for 88% (mUSD 1 625) of USA net sales in 2013-Q2 (mUSD 1 844), California presenting the highest variance vs. plan (mUSD +34)



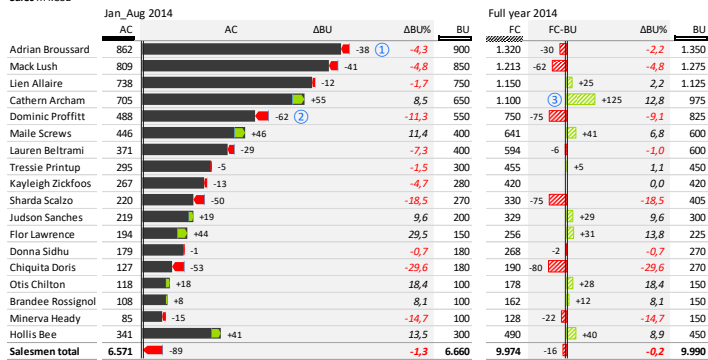
The profit average of our 25 locations is planned to go up from mEUR 59 to mEUR 79 mainly because of extreme Berlin growth since 2006



Sales vs. Budget template

Write your message here. What's the story and what shall we do about it.

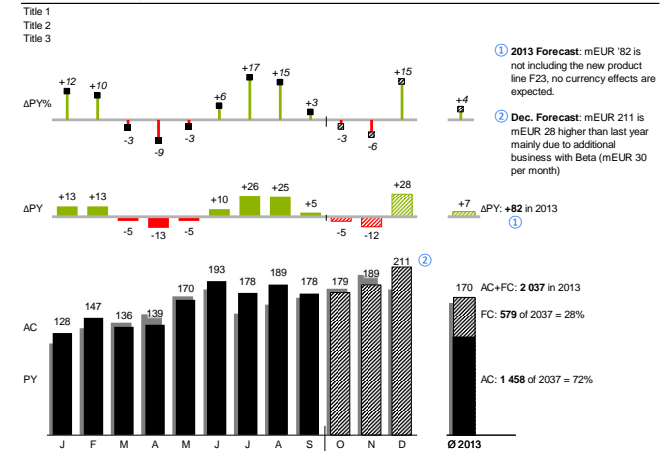
Sales in kUSD



- ① Write your comment here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...
- ② Write your comment here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...
- ③ Write your comment here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor...

Created with Zebra BI - <http://zebra.bi>

Write your message here
press Alt+Enter if you need a second line



- Visualization and notation concepts according to ibcs (www.ibcs-a.org) or SUCCESS according to Prof. Hichert (www.hichert.com)
- Hardware planning for data analysis solutions
- Big Data architectural consulting
- Cloud strategy (on premise vs. hybrid vs. cloud only)

in collaboration with our sister company **itacs** (www.itacs.de):

- Operation of the full solution in a data center in Germany or operations support (**Data analysis as a service**)
 - Support, SLAs, monitoring, proactive maintenance, troubleshooting
- Security concepts and audits
- Portal solutions and portal integration

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Microsoft offers an extensive product portfolio in its Data and AI suite. Nevertheless, it often happens that project requirements cannot be adequately covered by Microsoft tools alone. We have therefore developed our own helpers and products over the years and rely on high-performance partners.

All of the tools and products mentioned integrate perfectly with the Microsoft platform server and its components and are optional.

- Our own tools and products around SQL Server
 - **Fast Data Load Developer** – speeds up ETL development
 - **Advanced Logging** for Integration Services + Reporting Services
 - SSRS **Report Templates** and SSRS Toolkit
 - SSRS **Report Viewer webpart** for better Sharepoint integration
- Partner products
 - **Cubeware** Certified Partner– www.cubeware.com
 - **ZebraBI** Consulting Partner– www.zebra.bi
 - GAPTEQ Forms–gapteq.com



Complementary Products - Cubeware



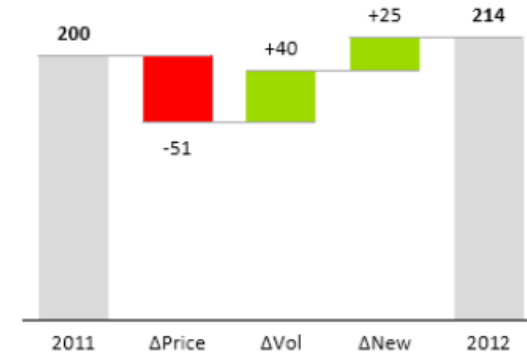
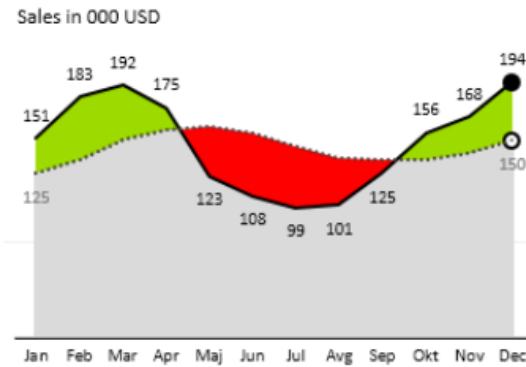
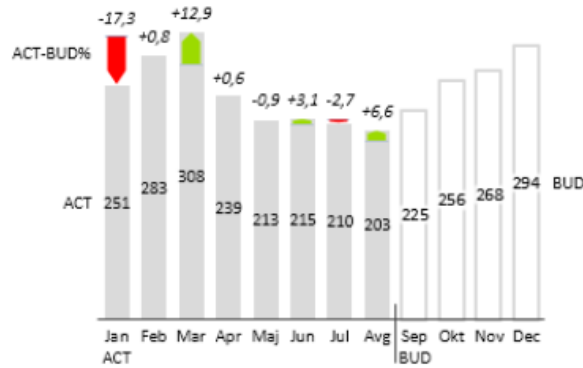
- All-In-One frontend for Microsoft SQL Server, especially using Analysis Services
- Fast and easy report creation (more intuitive than Reporting Services) and distribution of reports in many different formats and using automation
- Reports identical in Windows-, web- or mobile-client
- Writeback functionality, also web or mobile, relational (e.g. master data maintenance) and multidimensional (planning, budgeting)



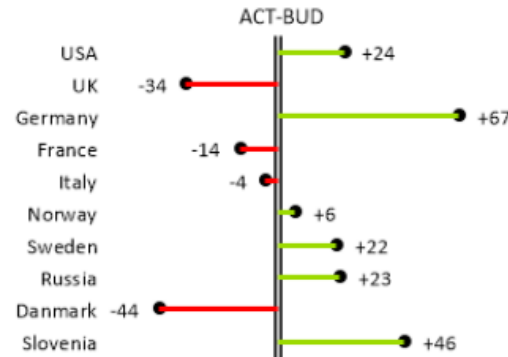
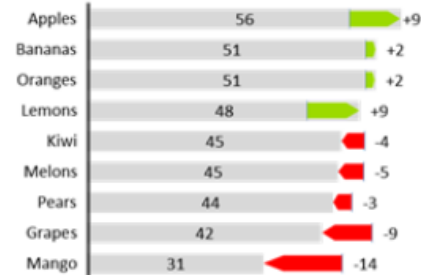
Complementary products – Zebra BI



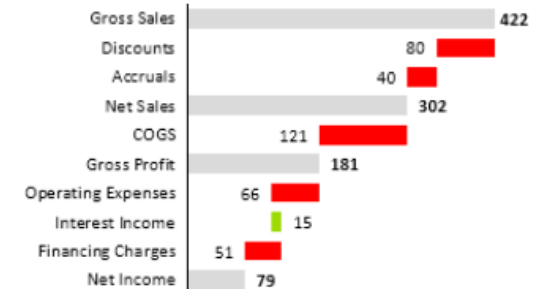
- Tools for quickly creating business graphics
- Available as **Excel Add-In** or **Power BI „Custom Visual“**
- Ideal for controllers who want to create meaningful charts, without having to do tricks with the standard charts



United States



Income Statement



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- If required: gladly at your premises
 - Especially for workshops and training on the job
- For reasons of efficiency: prefer remote
 - many years of experience in remote working

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- Modern and agile
- Extensive experience with data analytics
- Microsoft experts
- Complementary services and products
- Close to the customer

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