BINOKULA™
Power. Magnified.

Easy Sharing
Insight Out

Binokula Introduction

BINOKULA™

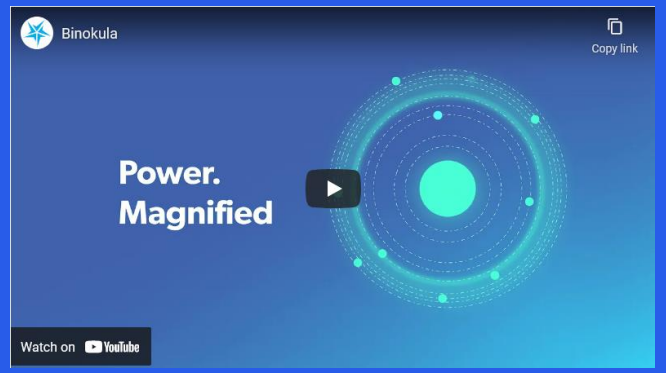
Power. Magnified.

www.binokula.com

Report sharing made simple, secure and scalable

Binokula breaks down the barriers to distributing responsive, interactive, powerful reports to a vast audience.

Your introduction to Binokula



SIMPLICITY

Simply powerful. Powerfully simple.

Say goodbye to old fashioned static reporting forever! Binokula's interactive reports allow external parties to be more successful. And that means positive results for you too!

SECURITY

Control your data.

Set permissions and decide what information your community can view and interact with. Don't worry about security. You are still in charge of controlling your data.

SCALABILITY

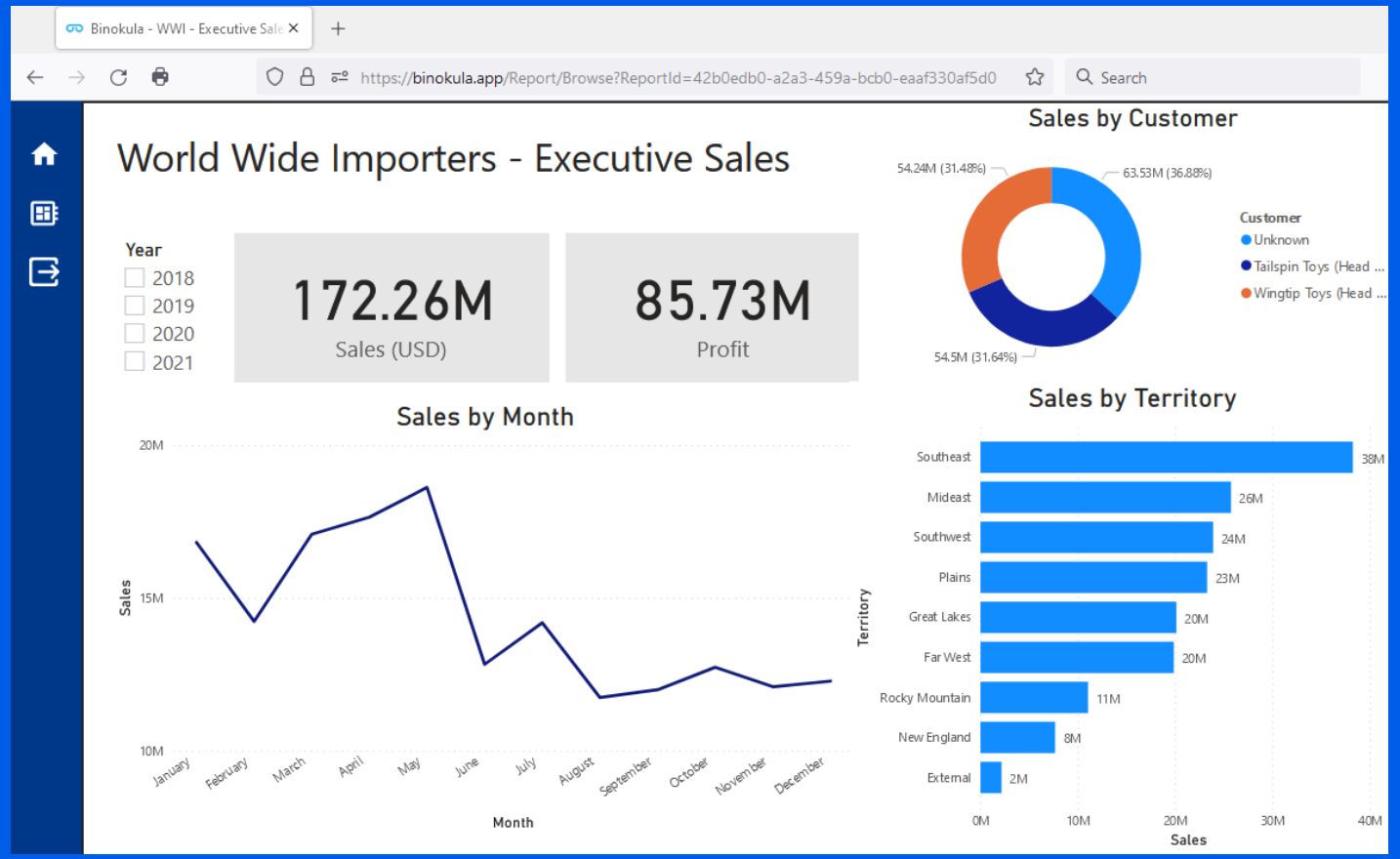
Software that grows with you.

Binokula scales with your business growth so you only pay for what you need. You have the freedom of having software that can be growing with you.

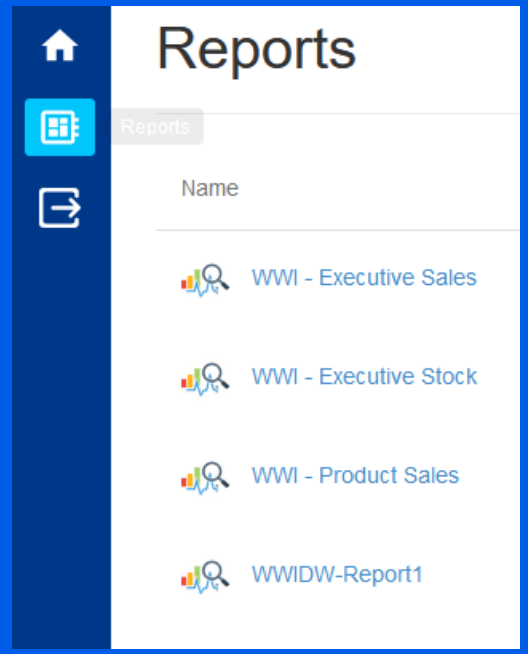
Sharing interactive reports

Binokula enables organizations to share their interactive reports with their business partners… using a simple browser tab

Home
Reports
Logout



Click ‘Reports’ for a list of available reports



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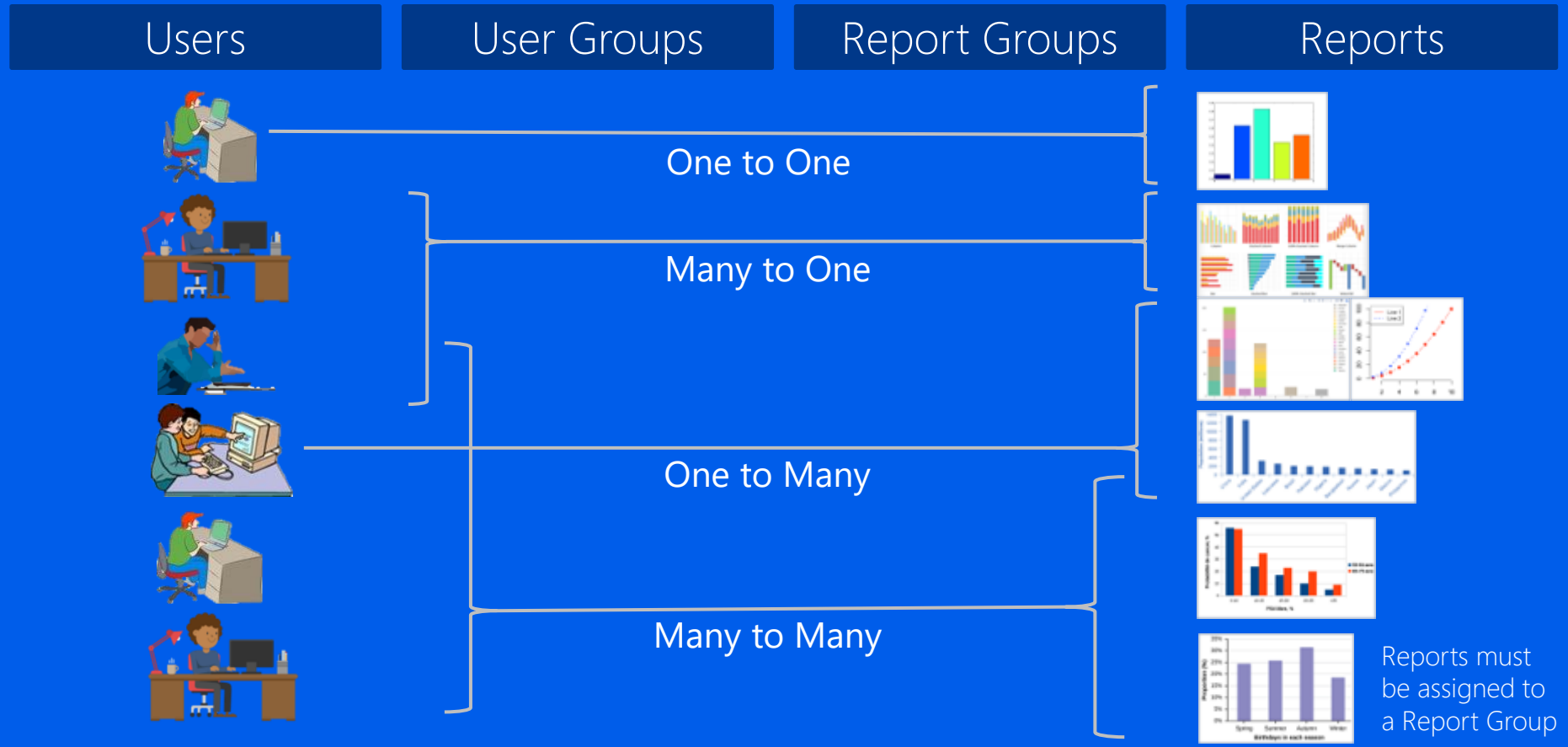
Assigning user access

Assigning user access to reports is easy and flexible



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Demonstration

Demonstration: World Wide Importers

Users	User Groups	Report Groups	Reports

WWI Inc
VP Marketing

Maria

Tailspin Inc

Sam

Wingtip Inc

Jean

Harry

WWI-Executive Sales

RLS controlled reports

WWI-Product Sales

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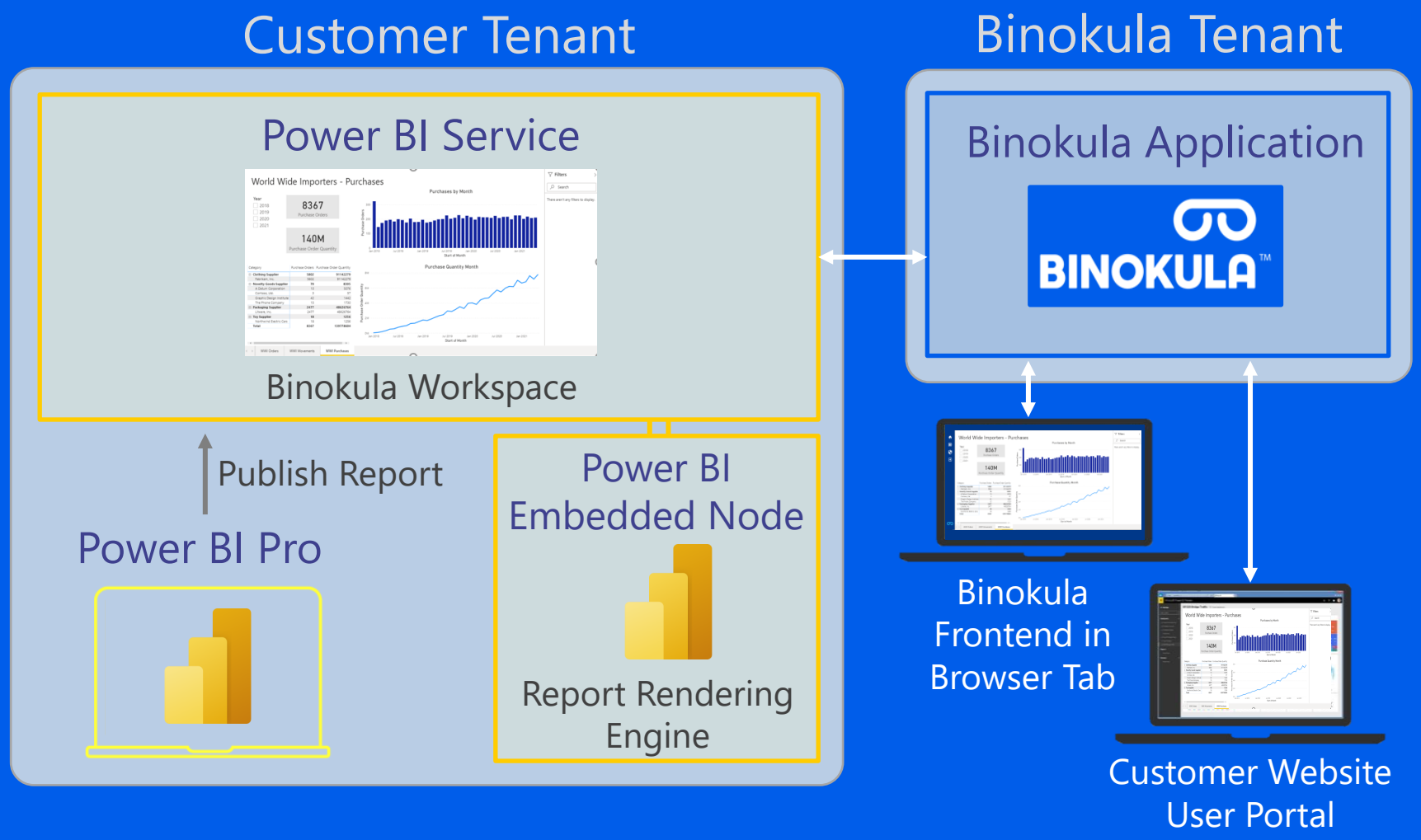
Binokula set-up



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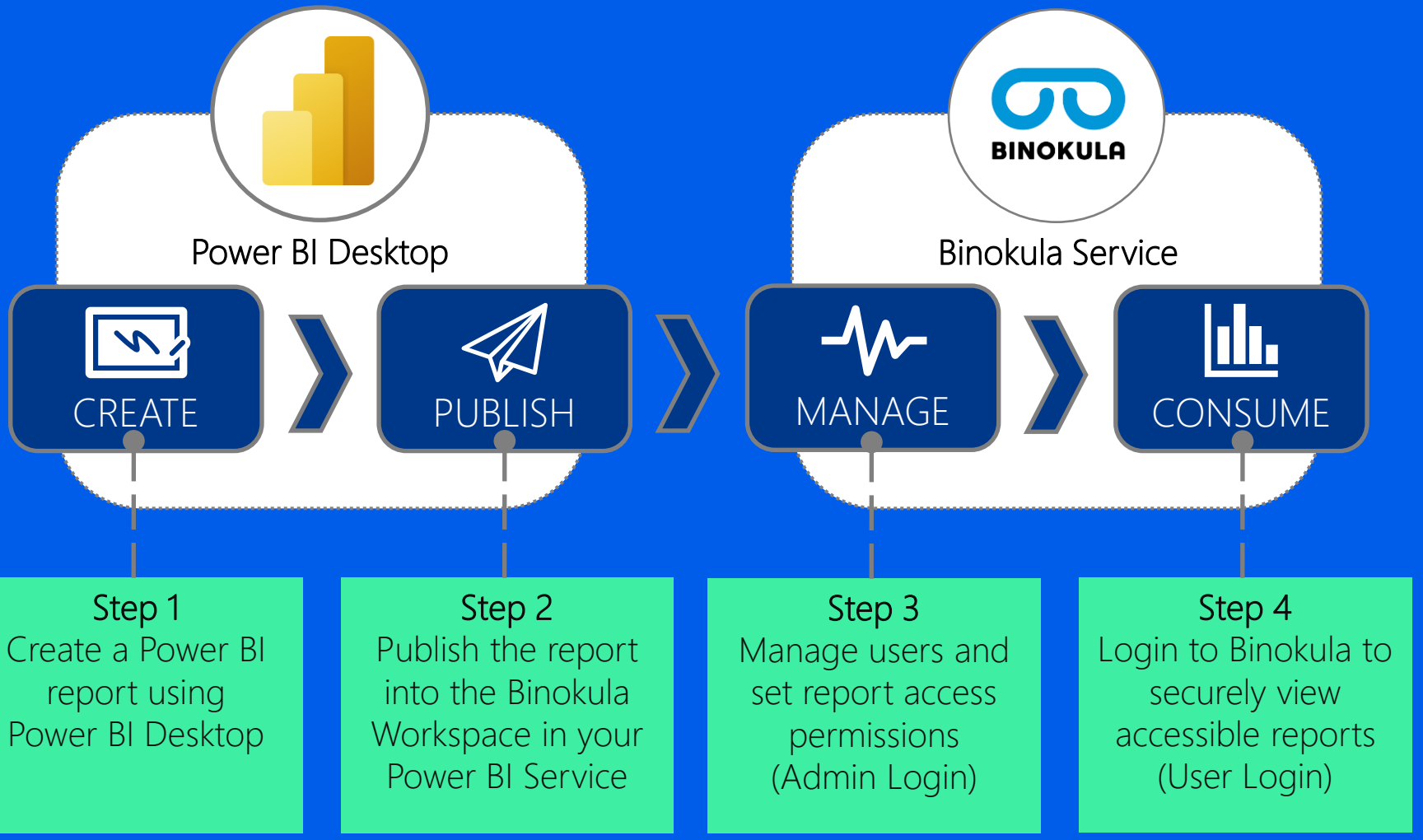
How it works



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Keeping it simple

- **Easy access:** Users only need a browser. No need to install any software. No need for a Power BI Pro or Power BI Free license.
- **Users can use any device:** View Power BI reports natively on Mac and iOS devices
- **Control data access:** Different users can view the same report, but Row-Level-Security (RLS) restricts them to only view their data.
- **Broaden your audience:** Authorised users can share an interactive report with an associate by emailing them a ‘report link’.
- **Monitor report utilisation:** Track and report on who accesses what reports over time.
- **Communicate as your organisation:** White-label your Binokula login screen and invite email
- **Simple sign-on for users:** Authentication can use internal Binokula login or Microsoft single-sign-on (SSO).
- **Embed within your existing applications**: Your web portal can display reports using the Binokula API. Binokula provides the authentication and access structure.

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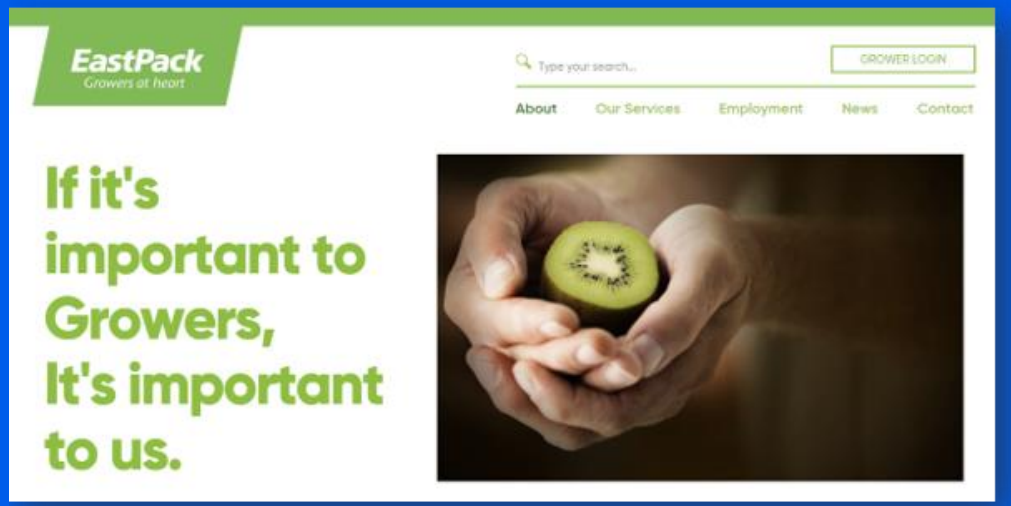
Business use cases

Customer Profile: EastPack Limited

- **EastPack** is the largest Kiwifruit post-harvest service provider in the world, serving over 1000 orchards.
- **EastPack's** grower portal uses **Binokula** to provide an integrated reporting experience for over 600 orchards.



"Binokula has helped us deliver more value to our growers through deeper analytical insights. It also allows us to be a lot more dynamic in our reporting – easily changing the data we present and how it's displayed."

Kirsty Shores
Chief Technology Officer, Eastpack

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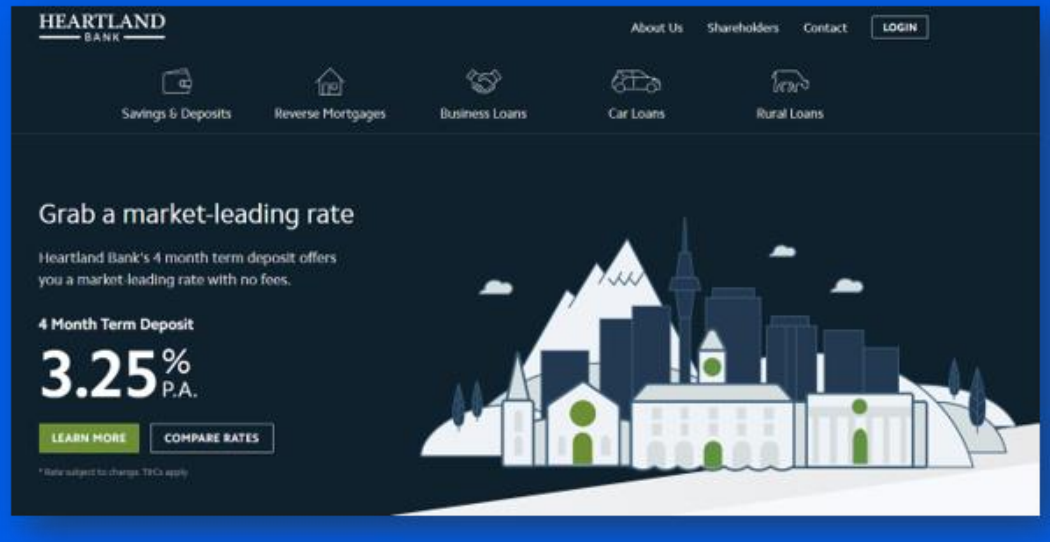
Business use cases

Customer Profile: Heartland Bank

- Heartland Bank is a national bank registered in New Zealand.
- **Binokula** is used to securely share customer vehicle financing insights in Power BI reports to over 200 sales staff spread across 100 independent vehicle dealerships.



"With Binokula we're doing more than solving the long-standing problem of securely sharing reports with our vehicle dealer network - we are distinguishing ourselves from other banks and building stronger relationships."

Lee Robson
National Manager (Motor), Heartland Bank

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Business use cases

Customer Profile: Toyota NZ

- The most trusted motor vehicle brand by New Zealanders, Toyota NZ is on a mission to deliver an exceptional customer experience, by using informative data insights.
- **Binokula** is used to securely share delivery ETAs and local market performance for 50 local Franchisees/Stores. Allowing daily live reporting, rather than monthly PDFs.

"The project went very well – it met the needs of the business, and the feedback from the Stores has been very positive. The adoption was quick, smooth and easy. Binokula is an extremely effective way for third party report sharing."

Michael Shepherd
BI, Data & Applications, Business Technology Manager, Toyota NZ

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Next steps

Binokula Production Trial

Ready now to share your own reports, scaling simply and securely?

Use your reports and your users and get ready for production. Binokula is live in your environment, utilising a Power BI Workspace and Embedded capacity.

You will receive:

- Instructions on preparing your Power BI environment
- Support from our team on integration and use of Binokula

This is a production implementation – or proof of concept – so if your trial is successful, your users can continue using Binokula without any disruption.

FREE REPORTING FOR 30 DAYS

https://binokula.com/free-trial/

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Next steps

Binokula Test Drive

Test-drive a report sharing solution to see if this works for you.

Granted free access to a Binokula-hosted system pre-configured with demonstration data, reports, and users to highlight the power of sharing insights.

Assess if this is right for you, with support from our team on exploring report sharing further.

FREE ACCESS FOR 4 DAYS

Binokula Consult

Get help for your specific report sharing needs.

IT professionals looking to share insights across a range their own unique business ecosystems.

Book a personal meeting with one of our experts for a walk-through of Binokula and *how-to* advice.

MEET 1-on-1

https://binokula.com/free-trial/

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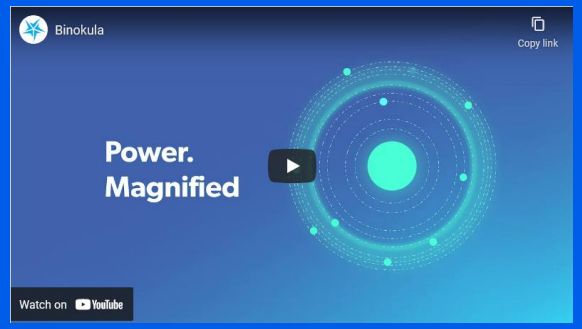
Resources

Binokula Introduction (Video)



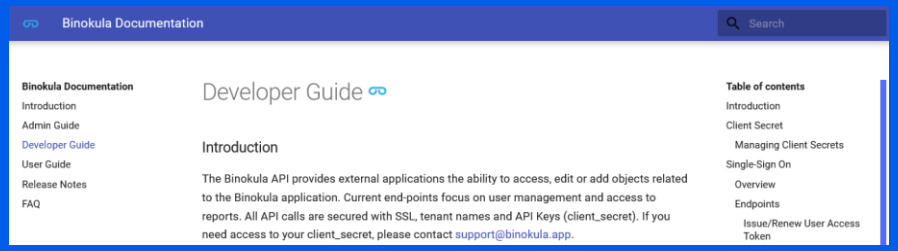
Lastest case study (EastPack)

Empowering kiwifruit growers with live, interactive reporting

Self-service demo site

Binokula Brochure

Technical and support documentation (github)



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