

The Tada platform

Increased Visibility

The Tada platform provides increased visibility across your organizational silos.

Digital Transformation

You can now immerse yourself in business data by functional area, using it as a catalyst for digital transformation and operational change.



Executive Perspective

In today's ever-changing and global environment, organizations of every size need to manage their operational risk efficiently.

Business decisions are based on a mix of intuition, opinion, emotion, organizational culture, and data. Though business users may be aware of the potential data has to drive operational change, data is often viewed as inaccessible, disparate, and siloed.

Most organizations fail to leverage data via BI solutions to generate business insights and fall victims to common pitfalls like:

1. Poor data quality erodes trust, resulting in a decline in usage.
2. User experience of the solutions is poor resulting in adoption challenges
3. Solution Goal doesn't align with Organization Goal
4. Inadequate Change management and initial/ongoing training of the solution.
5. Time taken to deliver value is long

The Tada platform helps organizations create transformational gains by helping them make the right decisions more quickly.

Tada provides a breakthrough framework designed to leverage existing information infrastructure and quickly unleash these opportunities. It is an elegant solution that eliminates technical and business complexity – and enhances speed, simplicity, and seamlessly integrates into the business enterprise.

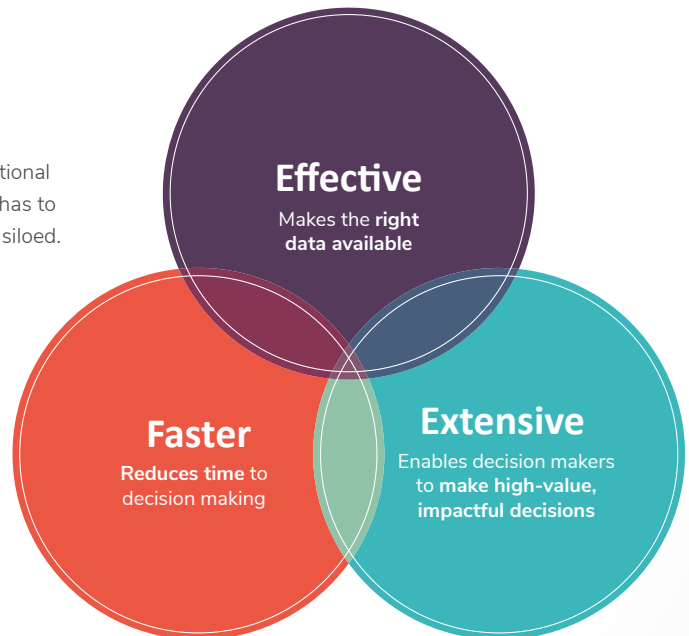
Tada connects mind and machine – the mental models, vocabulary, and thinking within the human network; with the information, computing power, and connectivity of the digital information network. It is an information appliance designed for:

- **Ease of Use** – to work naturally with non-technical business users and experts to rapidly capture business constructs and create utilities.
- **Elastic Modeling** – to quickly capture business primitives, promote new thinking, and adapt to changes in business structure and strategy
- **Visual Delivery** – to intuitively capture business semantics and information and rapidly deliver interactive business use cases
- **Seamless Integration** – to provide a robust and flexible architecture that works with enterprise standards from back-end data stores to front end visualization engines

Tada is designed to integrate seamlessly into a human enterprise and to swiftly create a visual, interactive, and intuitive access to actionable information, insights, and intelligence. It blurs the lines between data, design, and discovery, allowing users and experts alike to continuously share, enhance, and configure information with minimal support.

Tada is an integrative platform that allows organizations to leverage existing information to landscape business, efficiently build visual and interactive insights, to create niche capabilities for targeted enterprise functions at warp speed.

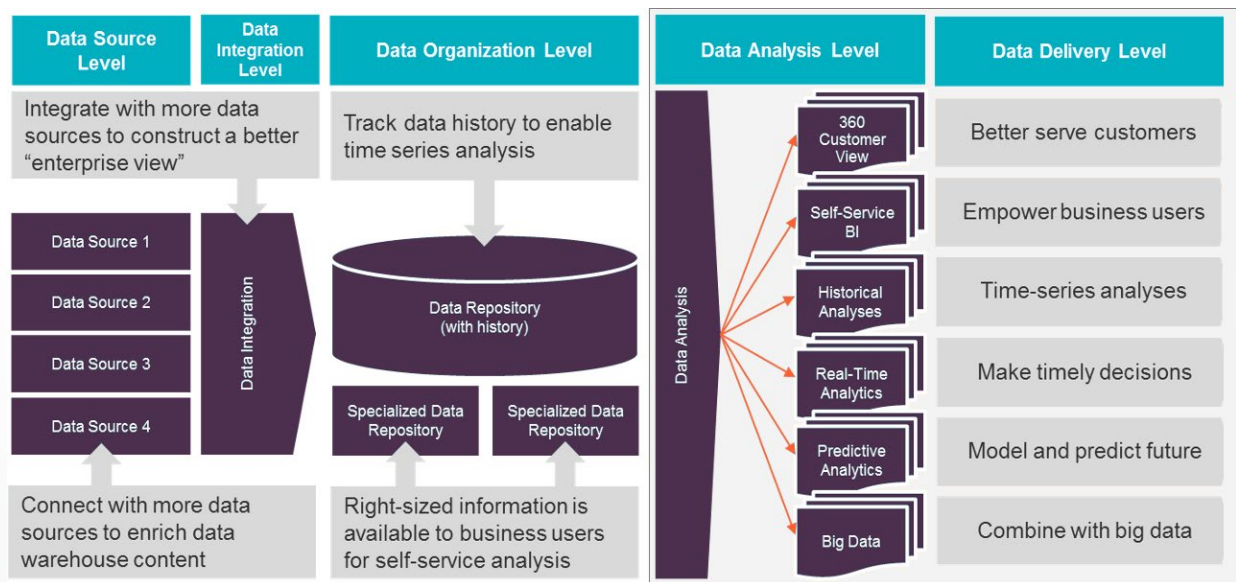
Tada is not only differentiated in its performance measured on dimensions of cost, speed, flexibility, and scalability; its ease of use and integration into enterprise architecture; but it's to business value as measured in visual, interactive and intuitive delivery to targeted users. Combined these make Tada a breakthrough solution for targeted business applications.



The Business Challenge

Many organizations rush into implementing a BI platform and generating reports for their business users. However, BI is only a presentation layer. There are several stages in the data lifecycle where the data that BI visualizes can be compromised.

Most organizations don't consider the underlying data architecture and application integration, which results in the solution falling short of providing business users with a holistic view of company information.



Moreover, organizations end up with an alphabet soup of technologies to unlock the potential from data. Organizations face challenges to ingest data from disparate data sources. Traditionally organizations need to invest in big data warehouses /data lakes before they can generate insights from there data. Achieving this with current technologies consists of managing and maintain different stacks, teams and large investment in time and money. Even after having invested in the solutions, organizations still face challenges with:

1. **Data Quality**
2. **Concurrency**
3. **Scale**
4. **Resiliency**
5. **Security**
6. **Adaptability to change**
7. **Ease of use**

The Solution

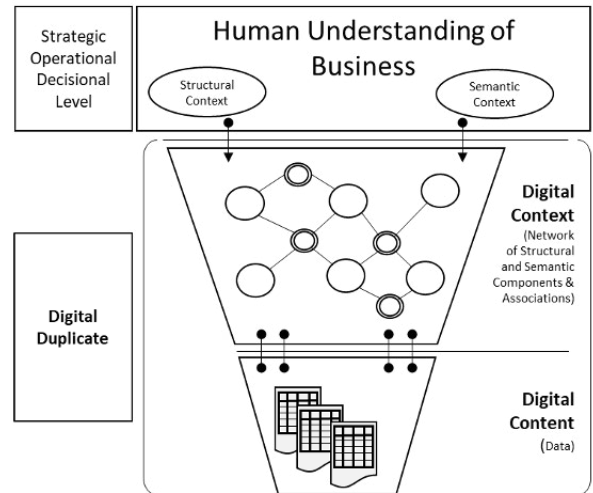
The Tada platform leverages the concept of a **Digital Duplicate®** to deliver insights at a pace ten times faster than traditional solutions and at a tenth of the cost.

Digital Duplicate® is a digital representation of a 'human' understanding of a business.

- **Digital Context**
- **Data or Digital Content**

The Digital Duplicate® facilitates a very efficient and dynamic means of storing, retrieving, searching, securing, navigating, and synthesizing information (data) associated with a business. It differs from traditional solutions as below:

- **Digital Context:** The Context of a Business or other network is captured and represented within a comprehensive digital framework. The capture, representation, and operation of the Context are independent of Data.
- **Semantic & Structural Context:** is inserted from the Strategic Level into the Digital Context (to build the Digital DNA). The Digital Context is a capture of the human or cognitive model.
- **Digital Content (Data):** is embedded in its proper Context across the business. This not only allows the Data to recognize its human context – but also allows people to find data associated with their thoughts, i.e. data to follow the thinking.
- **Data Pixel:** Every Data Pixel needs, only to be linked with a minimum set of relevant elements within the Context. As a result of the interconnectivity provided by the Context, this element of data is embedded, it is situationally aware, and this eliminates Silo effects and fragmentation. Additionally, now the whole business can be viewed, navigated, and evaluated holistically.
- Combined it builds a Dictionary that captures the unique vocabulary and meaning of words that define business; and a Directory that connects the structure of business and vocabulary to the underlying data that describes the business.

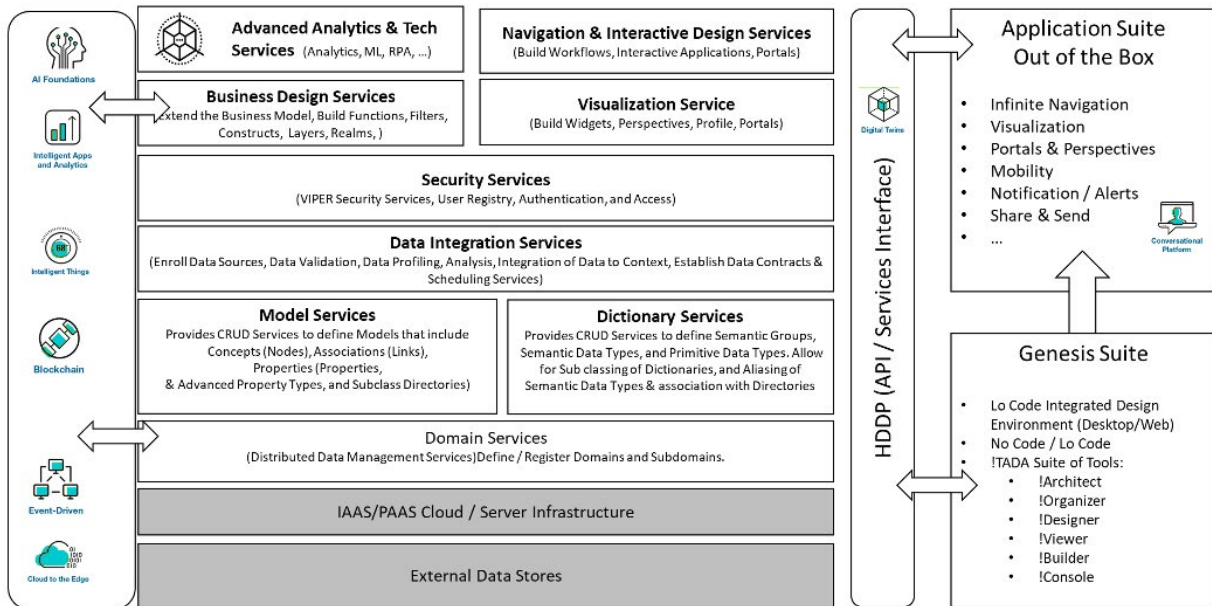


The Digital Duplicate® leverages a neurosynaptic model that mimics how we combine and use information in our brains and depicted in the figure above:

Tada is an intelligent business platform that:

- Intelligently connects data, people, and processes (Digital Duplicate)
- Delivers exponential value through data connectivity and collaborative views
- Complements existing BI platforms and investments.

The Tada architecture leverages a microservices/API based architecture built as a cloud-agnostic SaaS solution as shown in the figure below:



Tada leverages a unique 3 step approach to rapidly transform data into value and empower business users as shown below:



BUILD the Digital DNA

BUILD a company's Digital DNA by combining its business & operating model



BIND data to create the Digital Duplicate®

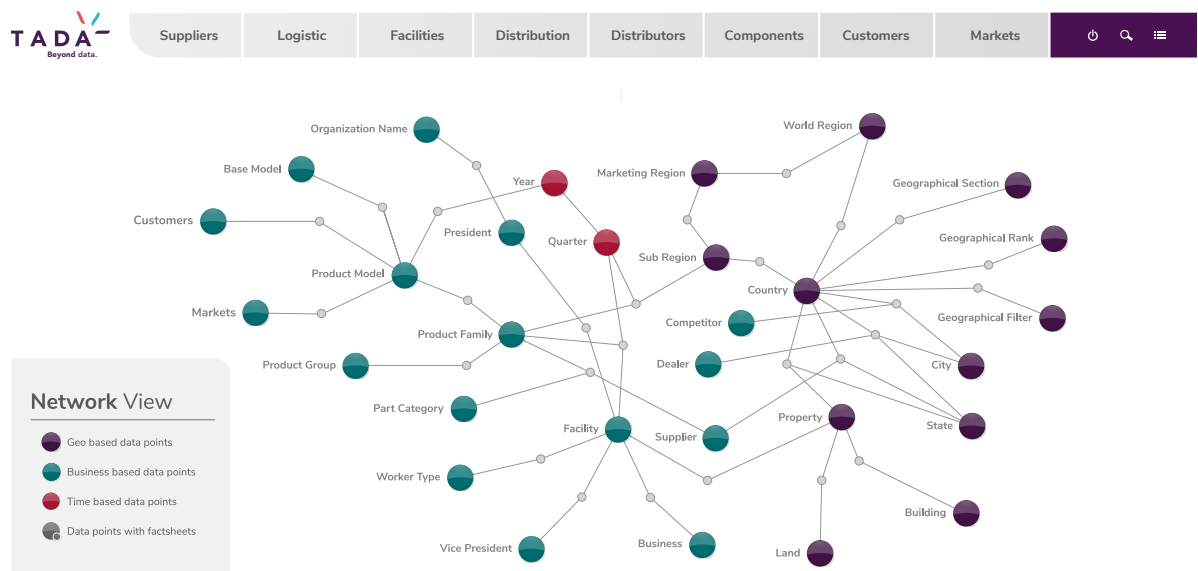
BIND disparate data and technology into a Digital Duplicate™ of the business



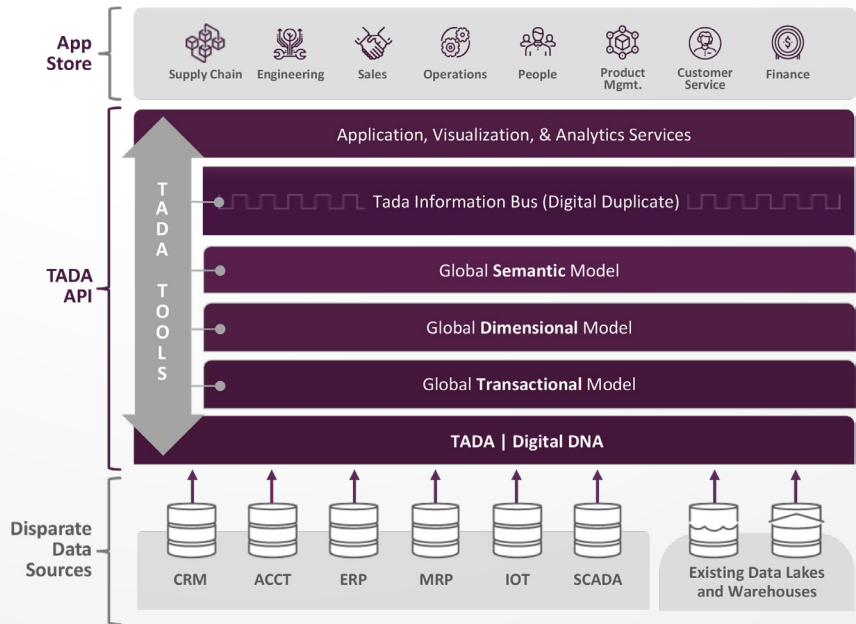
BLAST across the Business Ecosystem

BLAST corporate apps that connect the team to drive collaboration, agility & impact

This schematic represents a sample digital DNA of a business created using the Tada platform.




















Tada platform with a collection of 85+ connectors/adapters and predefined data ingestion templates unifies/aggregates data from multiple disparate data sources into a common context provided by the Digital Duplicate® as shown in the figure to the right.



Conclusion

The value proposition of the Tada platform for complex business organizations lies in improved decision making to respond to dynamic business needs as well as empowering non-technical business users and SMEs to take charge of cross-functional enterprise data to generate function-specific niche actionable insights.

The table below summarizes the advantages and differentiation of the platform over traditional solutions:

Uv Universal	Ve Velocity	Ev Enhanced Value	
 Agnostic / Compatibility	 Digital Duplicate	 Mass Customization	
 Deployment <ul style="list-style-type: none">Cloud Agnostic	 Processing Speed <ul style="list-style-type: none">Processes large datasetsCONNECTS any type of data across the platforms	 Business thinking <ul style="list-style-type: none">Consulting services <div>✓ Value focused ✓ Problem solving</div>	 Dedicated Support & Modularity
 Architecture <ul style="list-style-type: none">API-Microservices architecture – adapt to sporadic transaction volumesAPI based modular architectureData IngestionData Cleansing & ValidationData EnrichmentData VisualizationAbility to push data to other systems	 Scalability <ul style="list-style-type: none">Quickly scale to other business, facilities, etc. (4-6 week sprints)Leverage existing investment for expansion	 Workflow design <ul style="list-style-type: none">Customer workflows to solve problems rather than simply display dataLess time diagnosing more time on solutions <div>✓ Productivity ✓ Time savings</div>	 Dedicated Support Personnel <ul style="list-style-type: none">Ticket issueIssue resolutionTechnical advice / instruction
 Connectivity <ul style="list-style-type: none">85+ Adapters/connectors with predefined templates for data ingestion from systems like SAP, JDE, Oracle EBS, SFDC, Microsoft Dynamics, Infor etc.ANY-ANY transformation with support for connectivity via API, sFTP, FTP/S, gRPC, REST, SOAP, Streams, Messaging	 Analytics & Visualization <i>ETL (extract, transform, load)</i> <ul style="list-style-type: none">Quickly navigate between focal points & insights automatically without further developmentDrilldowns into deeper insightsPoint and click user interfaceFlexibility to conduct any type of data manipulationIn built analytical abilities on the same platform	 Orchestration / Collaboration to drive change & value <ul style="list-style-type: none">Disseminate information to decisionmakers, collaborators, or ecosystem partnersCollect input to from partners, collaborators, or ecosystem partnersFocus attention on valueRule-based Email alerts & app notifications <div>✓ Connectivity ✓ Time Savings</div> <div>✓ Value based decisions ✓ Recorded Decisions</div>	 Accessibility <ul style="list-style-type: none">Web BrowserMobile app
	 Data Validation <ul style="list-style-type: none">Artificial Intelligence		 Built to Expand <ul style="list-style-type: none">Add functions, businesses, and facilities without interruption

Tada platform provides a natural, intuitive, and cognitive interface for human use and interaction from disparate data sources, creating power users out of SMEs.