

SOLUTION BRIEF

iVEDiX: MAKING VISUAL DISCOVERY MOBILE-FIRST

Over the past few years, iVEDiX has emerged as a proven solution differentiated by its highly customizable visual analytics platform. As a true mobile-first platform that focuses on intuitive user interaction to drive engagement, iVEDiX embraces the mobile paradigm with unique, cutting-edge visual analytics in a compelling, meaningful, and collaborative way.

Architected and designed with a focus on enhancing the user experience and providing the ability to interact with content on touch-based devices, the iVEDiX vision of self-service, visual discovery has been brought to life through its flagship product, miVEDiX. Today, iVEDiX is moving beyond basic mobile expectations to meet business demands for connecting to data in real-time without compromising the visual experience of data discovery.

VISION OF MOBILE-FIRST

Mobility doesn't just offer new channels for consuming data and analytics – it fundamentally alters the paradigm by which we have come to expect to visually and intuitively “touch” our data and analytics. True mobility goes beyond the idea of plugging into an existing data platform through a compatible mobile device. Instead, being “mobile-first” means to design and build a platform from the bottom up with the mobile user experience in mind. This includes leveraging design cues specific to the mobile device and supporting responsive and device-agnostic mobility while supplying an intuitive, touch-based approach to visual data interaction.

In an increasingly connected and mobile world, the future is not limited to one data source, but is a new ecosystem driven by real-time exchanges between equipment, devices, wearables, traditional databases, and more. The iVEDiX vision is straightforward: to design interactive visual apps that enable analytical discovery and empower users to make decisions quickly and confidently while on the go. With this top of mind, iVEDiX has designed miVEDiX as a technology framework that supports the building of data relationships and enables “live on the device” behaviors. The platform is intended to bring big data, data

visualization, and analytics together into one mobile platform with intuitive interaction and visual discovery capabilities. miVEDiX is designed to cross-pollinate core analytics with intelligent data visualization, and offers an appealing visual interface on a mobile device. Because it is designed to be as intuitive and engaging as possible, miVEDiX is primed for self-service and intended to meet the needs of users from information consumers to platform engineers and analysts for visual data discovery.

miVEDiX provides a native mobile platform that supports iOS7+ and Android 4.0+ operating systems. While miVEDiX is mobile-first and mobile-primary, iVEDiX does plan to release a version of its solution to support the touch-centric design of Windows 8. Until this version is available, the company is actively partnering with selected other providers (including Arcplan and Microsoft) to mitigate the need for its customers to bring in multiple providers and environments.

ARCHITECTED FOR INTERACTIVE DISCOVERY

miVEDiX is architected in a three layer approach that includes: an interactive discovery experience through the User Layer, functional requirements and commands within the Core Engine Layer, and data source organization within the Data Connectivity Layer.

The miVEDiX application lives within the User Layer, which is what the user interacts with and sees on the mobile device. This native app is optimized to take full advantage of the mobile operating system as well as the devices' internal components. Within the Core Engine Layer is miCore, designed to interpret queries generated by users' interactions within the User Layer. These requests are identified through web services, which facilitate the exchange of data and provide a standard language

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for data transmission. miVEDiX differentiates itself by generating and joining queries and data sources on the fly. There is no data forwarding or storage on the device: queries are retrieved through the Core Engine Layer and answers are surfaced through the most appropriate visualization options in the app – a feature called the Intelligent Topology Algorithm. miVEDiX forgoes the traditional data repository in order to add an additional layer of security, to ensure a responsive user experience, and provide real-time access to information. Lastly, the Data Connectivity Layer requires no data warehouse: engineers can select the drivers and databases to retrieve information – whether relational, multi-relational, unstructured, or through an API.

User identification and data security are cornerstones of a mobile platform and inherently critical components for data that is accessed, consumed, and interacted with in a fluid and dynamic environment outside of the physical and network security barriers of the organization. miVEDiX leverages secure user IDs, two-factor authentication, and certificates on both the client side and server side to provide a three-pronged approach to ensuring mobile security.

A true mobile platform can create, capture, and update data as easily as it can read and consume data. Most mobile information delivery apps are read-only (or one-way) forms of consumption, and describe self-service as the ability to select, filter, and sort data. However, in order to engage and interact, users need the ability to capture, input, and change information at the moment of visual discovery. Taking this one step further, sharing discoveries with other users drives collaboration in the organization. For this, miVEDiX supports advanced write-back capabilities with transaction integrity built into the data source controls and security capabilities of its Data Connectivity Layer.

ONE ENGAGING EXPERIENCE

Efficiency is a benefit of simplicity: by stripping away complexity and enriching core technologies with more capabilities, users can better move through the user experience to earn valuable insights in a single environment. As a core construct of its vision, iVEDiX provides its customers with one engaging experience focused on three key principles: identify, configure, and visualize.

The first principle, *identify*, reflects how iVEDiX focuses on achieving competency in services by integrating data sources and accelerating user requirements to curate a user-friendly BI solution within a customized environment. Second, *configure* speaks to the data modeling, logical methodology, and services behind the miVEDiX app, and how it is made accessible to all types of data users. Finally, *visualize* is centered on the end-user experience: what users see and how they can perform real-time analytics on the fly via an interactive, touch-based interface.

Radiant Advisors has identified iVEDiX's abilities in mobile authoring and the miCore Intelligent Topology Algorithm as two key components that offer distinguished capabilities in the market.

Mobile Authoring and Write-back Capabilities

The miVEDiX native format supports interactive visuals as well as allows the ability for users to build customized reports from scratch on the mobile device. This functionality is distinctly different from simply building reports at a desktop level and pushing them to a mobile device, which is more prevalent in tools available in the market today.

Patent pending is the miVEDiX "DISC," a unique and intuitive visual interface concept for how users interact with data on a touch-based interface. Similar to how early iPod generations disrupted the cumbersome MP3 drop style menus with a physical touch disc, this data-driven version of interactivity is incredibly effective. By spinning the DISC, users can file through an unlimited number of data elements categorized on the back end and unlimited by form factors.

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Further, today's always-connected mentality dictates the need for bi-directional capabilities to foster on-demand collaboration in real-time. miVEDiX goes beyond the traditional, read-only mobile dashboards and reports to provide a tactical application wherein users can perform critical, in the moment "write-back" into the system of record and make changes to data instantaneously. This capability can be defined at many levels to facilitate data management and governance processes.

Intelligent Visual Topology

Fluid, intuitive visual assets are at the forefront of the miVEDiX user experience. These visual assets are aesthetically pleasing and customizable, and all designed to meet iVEDiX's sense of visual topology. This topology is supported by an Intelligent Topology Algorithm, which facilitates intelligent data points and helps automate the curation of meaningful data visualizations.

Every data point that is plotted on a graphical asset or listed in a data grid understands context, which is defined by iVEDiX as data lineage. The User Layer and Core Engine Layer are in sync when it comes to understanding the nature of each data point – whether it is a dimension, attribute, or a measure – and consequently the inherent visual plotting cues necessary to generate an accurate visualization. Thus, the miVEDiX platform is intelligent enough to recommend visualization options as well as possible visual alternatives based on the embedded context of the data.

ADOPTION TRENDS: FROM HEALTHCARE TO BANKING AND GOVERNMENT

Today's adoption trends show that some markets or verticals are more embracing of mobility than are others – and this adoption isn't always in the industries we might expect. This is the experience of iVEDiX, which was originally designed with retail in mind but saw in 2014 that the healthcare industry was more ready to aggressively adopt mobile analytics.

Healthcare organizations rank among iVEDiX's top adopters and use cases due to its ability to bring secured data straight to

physicians, nurses, and patients in a unified view of a patient's health. From reducing physician turnover to streamlining workflows and providing secure access to patient data, miVEDiX has proven itself as a platform capable of delivering a much-needed mobile advantage in healthcare organizations. One particularly compelling miVEDiX use case in healthcare is through its integrated workflow and write-back capabilities that are actively helping providers consolidate multiple tabs, papers, and processes of patient and medical information into a simple, two-touch physician portal. A patient portal that follows the same design is coming soon.

Today iVEDiX's healthcare customer portfolio includes some of the largest national healthcare organizations, including 2,500 clinics and 10,000 physicians. Of course, iVEDiX customers and use cases aren't limited to health care. The solution also has customers in Retail and Business Services, including Banking and Government. Additionally, iVEDiX has seen an upswing in verticals where partners are looking to OEM the platform in areas as diverse as sensors and payroll.

KEY HIGHLIGHTS

1. Uniquely combined abilities to identify, configure, and visualize in an interactive, mobile-first solution
2. Write-back capabilities via the device for an engaging and collaborative mobile environment
3. Collapsed layers of infrastructure translate to lower TCO and reduced demands on IT
4. Selectively chosen partners to build a network of business partners with IT-specific knowledge



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