



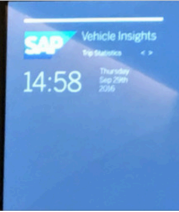
DEEP DIVE

Transform! The Information Economy Demands Agility

Today's Presenters



Eric Kavanagh
eGov Consultant at United Nations
Wimberley, Texas



Tony Fisher • 1st
General Manager (Simba Technology) at Magnitude
Software, Inc
Raleigh, North Carolina



Craig Chaplin • 1st
Senior Product Manager at Magnitude Software
Vancouver, Canada Area



COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

Insight Report

The Future of Jobs Report 2018



Tomorrow's Jobs

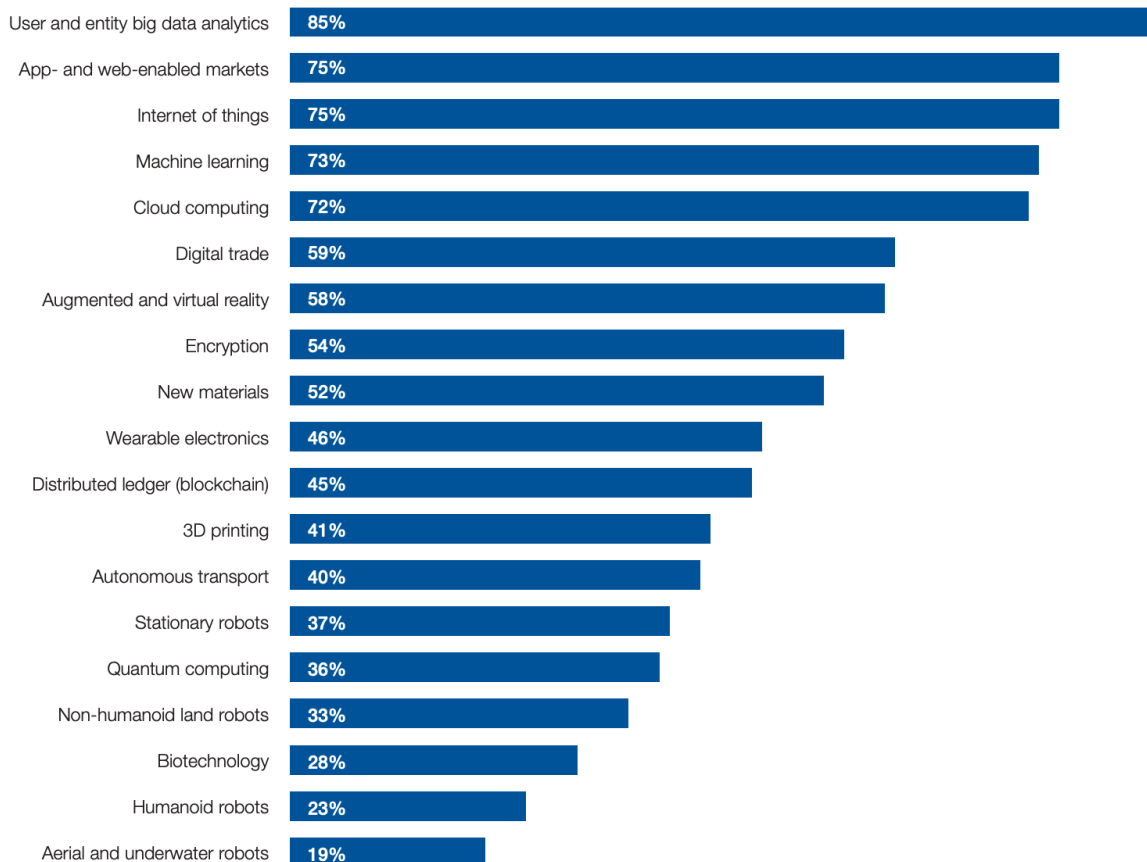
What do all of these jobs have in common? What's the one thread that weaves all of these roles together?

Hint: It's a four-letter word that starts with "D" and ends with "A". Any ideas?

That four-letter word is...

DATA!

Figure 2: Technologies by proportion of companies likely to adopt them by 2022 (projected)



Source: Future of Jobs Survey 2018, World Economic Forum.

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18 NEWS

FREE WHITE PAPER

OmniChannel Customer Experience:
The Unicorn of Modern CX

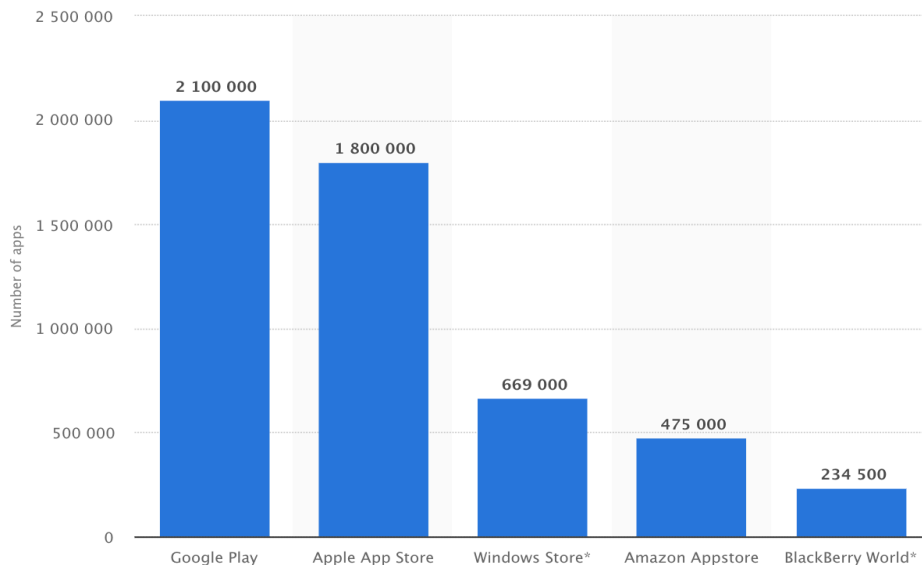
DOWNLOAD



Internet > Mobile Internet & Apps > Number of apps available in leading app stores 2019

PREMIUM +

Number of apps available in leading app stores as of 1st quarter 2019



DOWNLOAD

SETTINGS

SHARE

PNG

PDF

XLS

PPT

DESCRIPTION

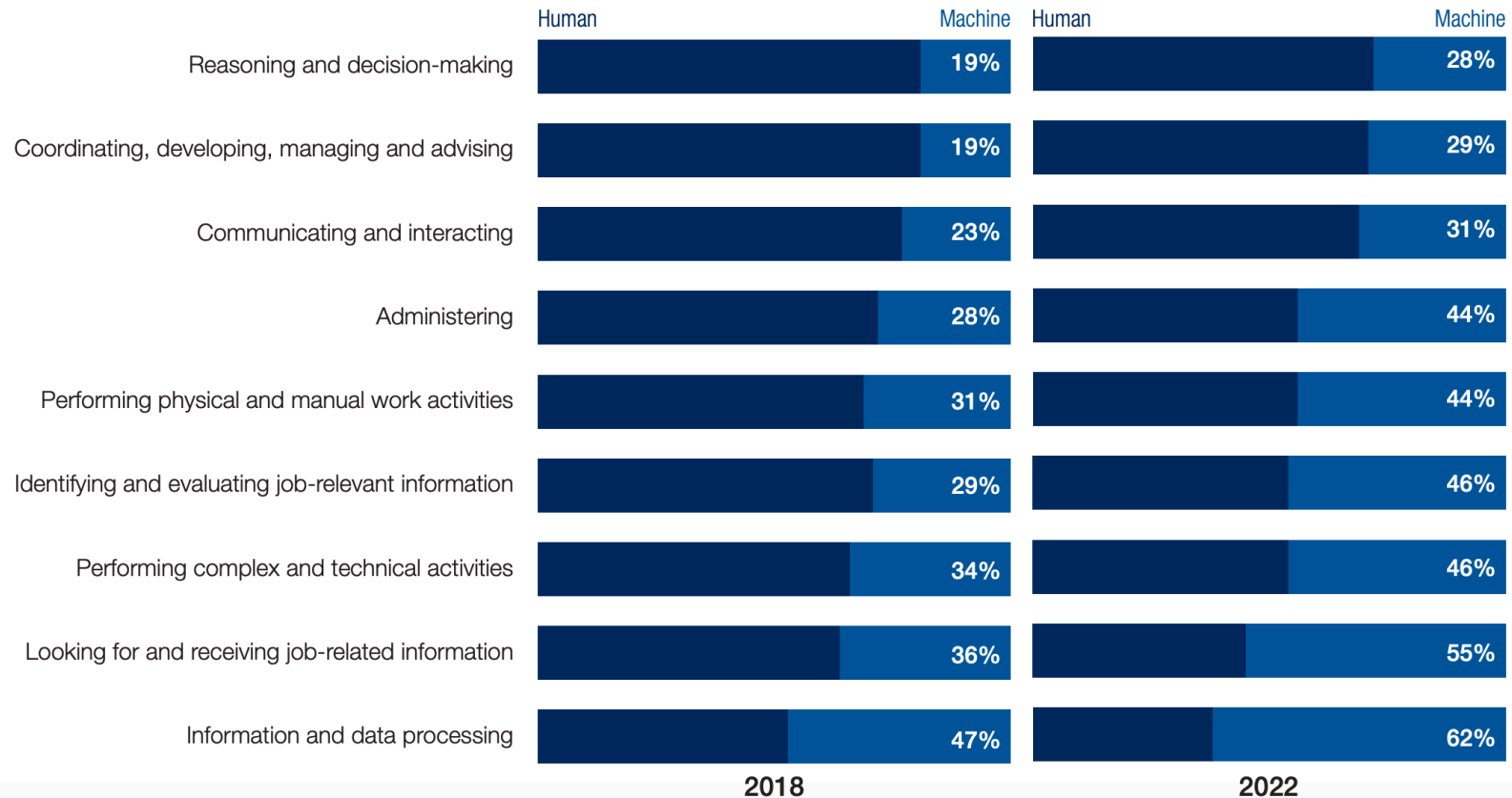
SOURCE

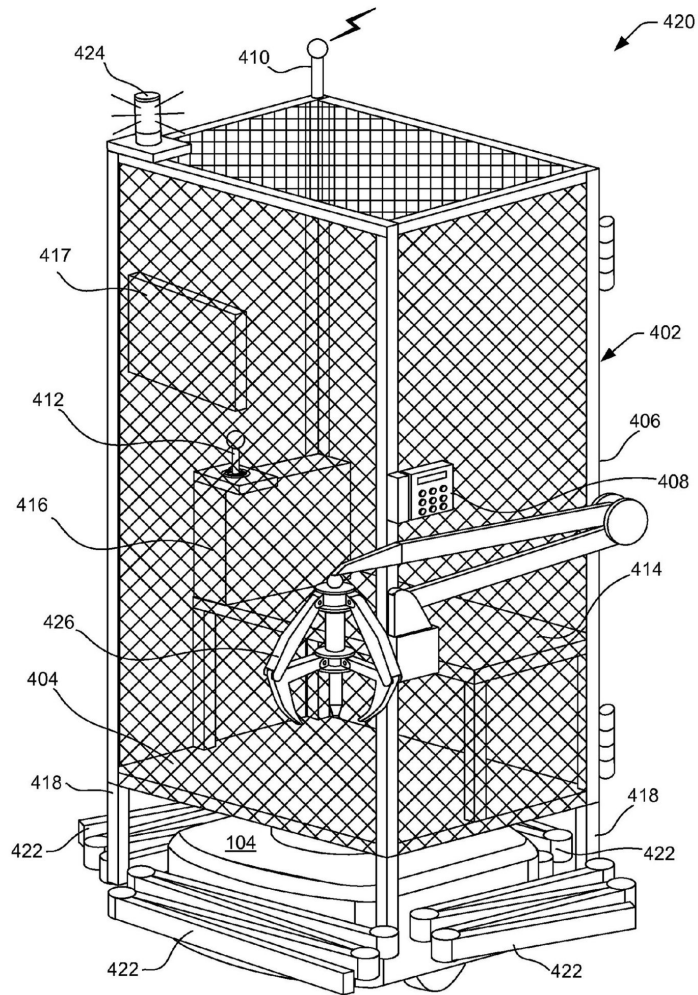
MORE INFORMATION

This statistic contains data on the number of apps available for download in leading app stores as of the first quarter of 2019. As of that period, Android users were able to choose between 2.1 million apps. [Apple's App Store](#) remained the second-largest app store with almost 1.8 million available apps.

Applications generate revenue in a number of different ways, such as [charging](#) users a small amount of money for the use of an app (an average of 1.02 U.S. dollars per app in the Apple Store), charging for access to premium features of an otherwise free app or simply selling ad space. [Global consumer spending](#)

Figure 5: Ratio of human-machine working hours, 2018 vs. 2022 (projected)

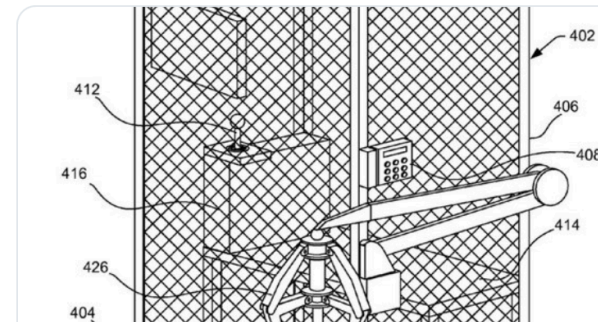




The Seattle Times @seattletimes · Sep 7, 2018



Amazon has a patent for caging humans in robot work zones.
[st.news/2Cxn063](https://www.seattletimes.com/st.news/2Cxn063) (Story by @mattmday and @bromano)



Amazon has patented a system that would put work...

Amazon said it never implemented the technology described in the patent, granted in 2016, and has no
[seattletimes.com](https://www.seattletimes.com)



Dave Clark

@davehclark

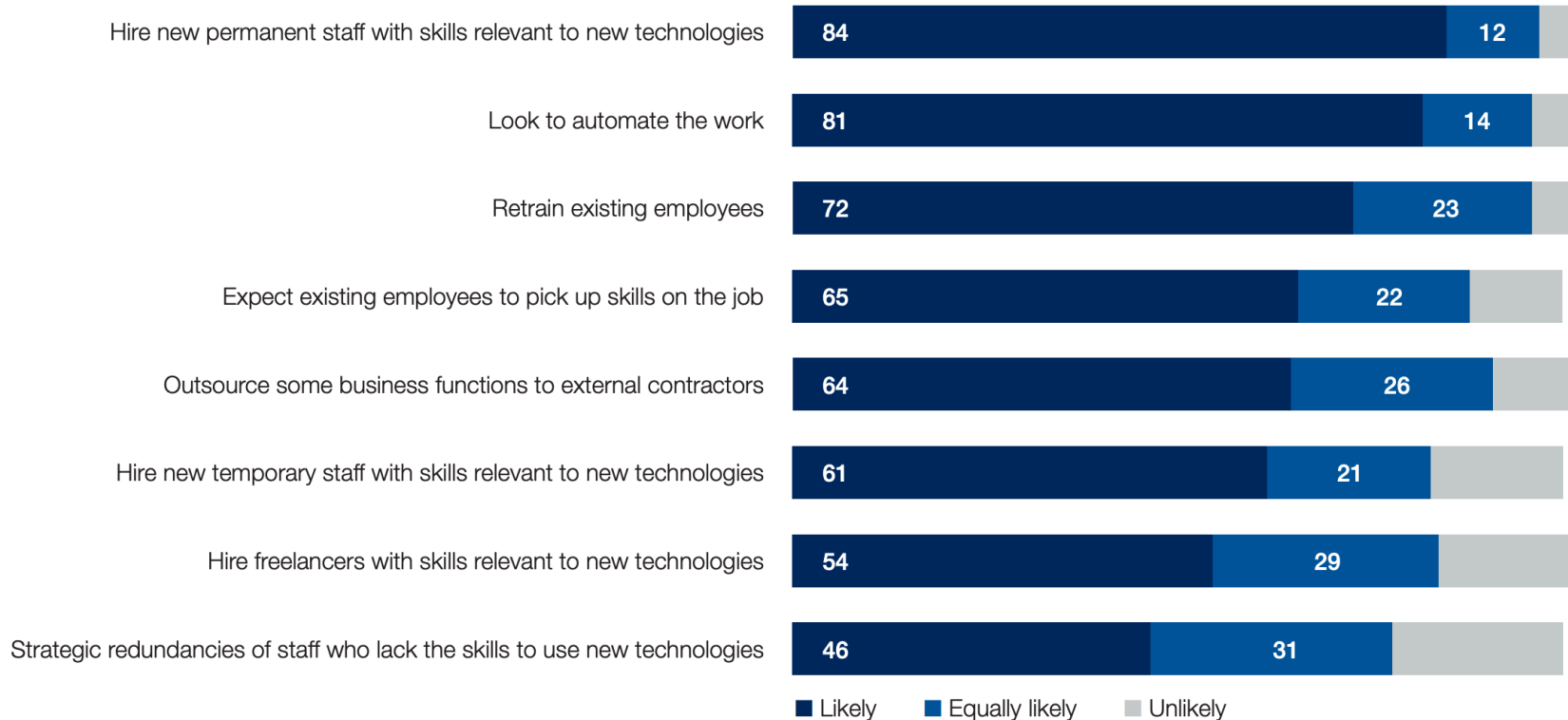
Sometimes even bad ideas get submitted for patents. This was never used and we have no plans for usage. We developed a far better solution which is a small vest associates can wear that cause all robotic drive units in their proximity to stop moving.

♥ 78 9:02 PM - Sep 7, 2018



36 people are talking about this



Figure 6: Projected (2022) strategies to address shifting skills needs, by proportion of companies (%)

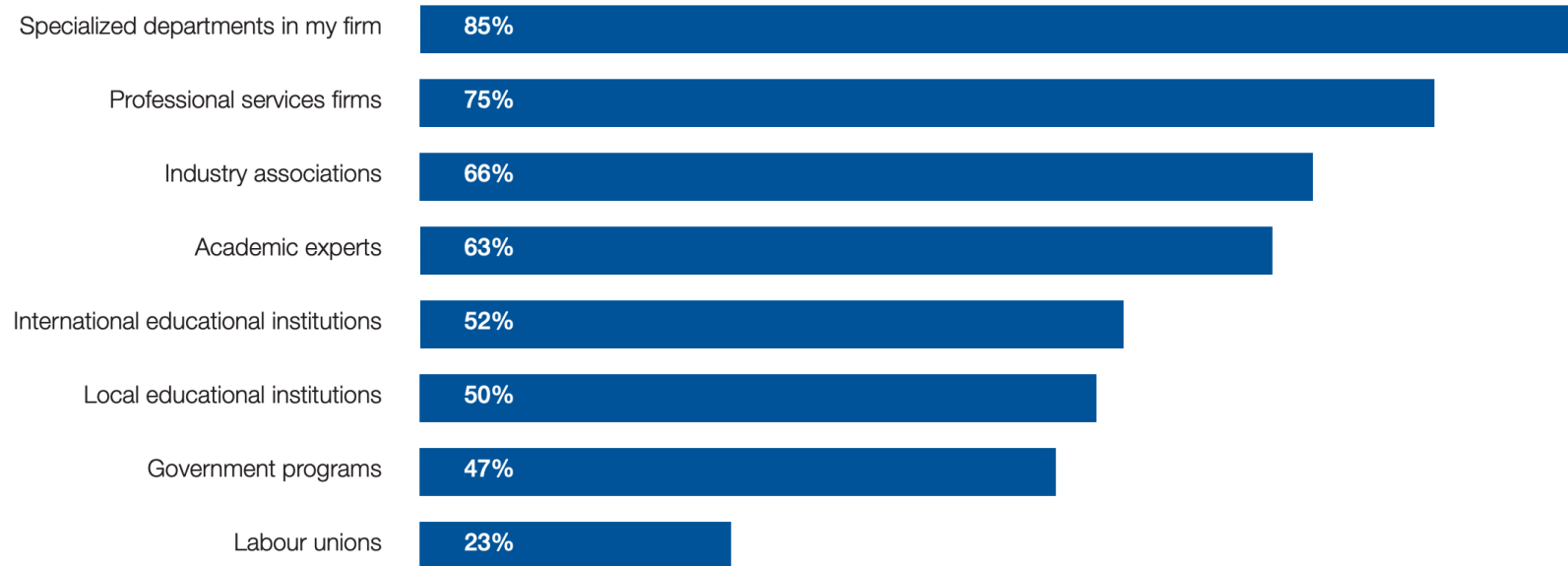
Amazon reportedly employs thousands of people to listen to your Alexa conversations

By Jordan Valinsky, [CNN Business](#)

Updated 2:38 PM ET, Thu April 11, 2019



Figure 8: Preferred partners in managing the integration of new technologies and workforce transition



Source: Future of Jobs Survey 2018, World Economic Forum.

The background of the slide is a blurred city street, likely Times Square in New York City, with tall buildings and a yellow taxi visible. The entire image is overlaid with a semi-transparent red filter. On the right side, there are several curved, perspective-oriented lines of binary code (0s and 1s) in a lighter red color, creating a sense of digital flow and data movement.

The Road to Digital Transformation Begins with Data



SIMBA[®]
BY MAGNITUDE

Transform: The Information Economy Demands Data Agility


TONY FISHER, Magnitude General Manager, Connectivity

CRAIG CHAPLIN, Magnitude Senior Product Manager, Connectivity


How is the Information Economy Reshaping Business?




By Enabling Transformative Business Models




AUTOMOBILE
TRANSPORTATION



Uber

 zipcar.



PAY-AS-YOU GO

 Spotify®

NETFLIX

PHILIPS



JUST-IN-TIME
MAINTENANCE









What is Driving Digital Transformation?

Today's Competitive Business Models Demand Agility



Digital transformation is the process of exploiting digital technologies and supporting capabilities to create a robust new digital business model.

- Gartner

Today's Competitive Business Models Demand Agility

Technologies Driving Digital Transformation



Social Media Platforms



Cloud



Analytics and AI



Mobile



IoT

Agile Business Models Driving Digital Transformation



Customer Experience



Process Agility



Collaboration



Transparency & Compliance

**“ 10% of revenue is spent
on digital transformations - IDC**



Businesses today run on an ever-expanding array of applications



Which leads to a multi-cloud environment



Which necessitates that organizations transform digitally



508

Average # of apps in organizations

The Infinite Cycle of Data, Applications & Transformation

Agile Data Management is the Only Option



69%

identify app. data as the most valuable asset*



87%

of organizations are multi-cloud



Today's Data Environment



Expanding requirements
for a better, more
productive customer
experience.



Lack of unified data
access across cloud, on
premise, and hybrid
environments



High cost of
data connectivity
sourcing/development,
distribution and
maintenance.

New Solutions Required to Un-Gate Data, Free-Up IT

Business decision makers demand easy access to the data they need – *when they need it*; traditional solutions create IT bottlenecks

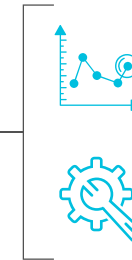
Today

Decision makers rely on data,
and need access to real-time
data at their fingertips

IT is often the gatekeeper
and **bottleneck** for business
user access to data



For every
identified
data source



Analytic
Applications



Line of
Business
Applications



Custom
Applications



And More

Tomorrow



Analytic
Applications



Custom
Applications



Line of
Business
Applications



And More



Outcomes

- More **reliable and valuable analytics** for decision making.
- **Ability to mash-up data** from various applications for a view unique to a business.
- **Better transparency and compliance** for highly regulated (and less regulated) businesses.
- **Process agility:** More reliable supply-chain management for operational efficiency.



SIMBA[®]
BY MAGNITUDE

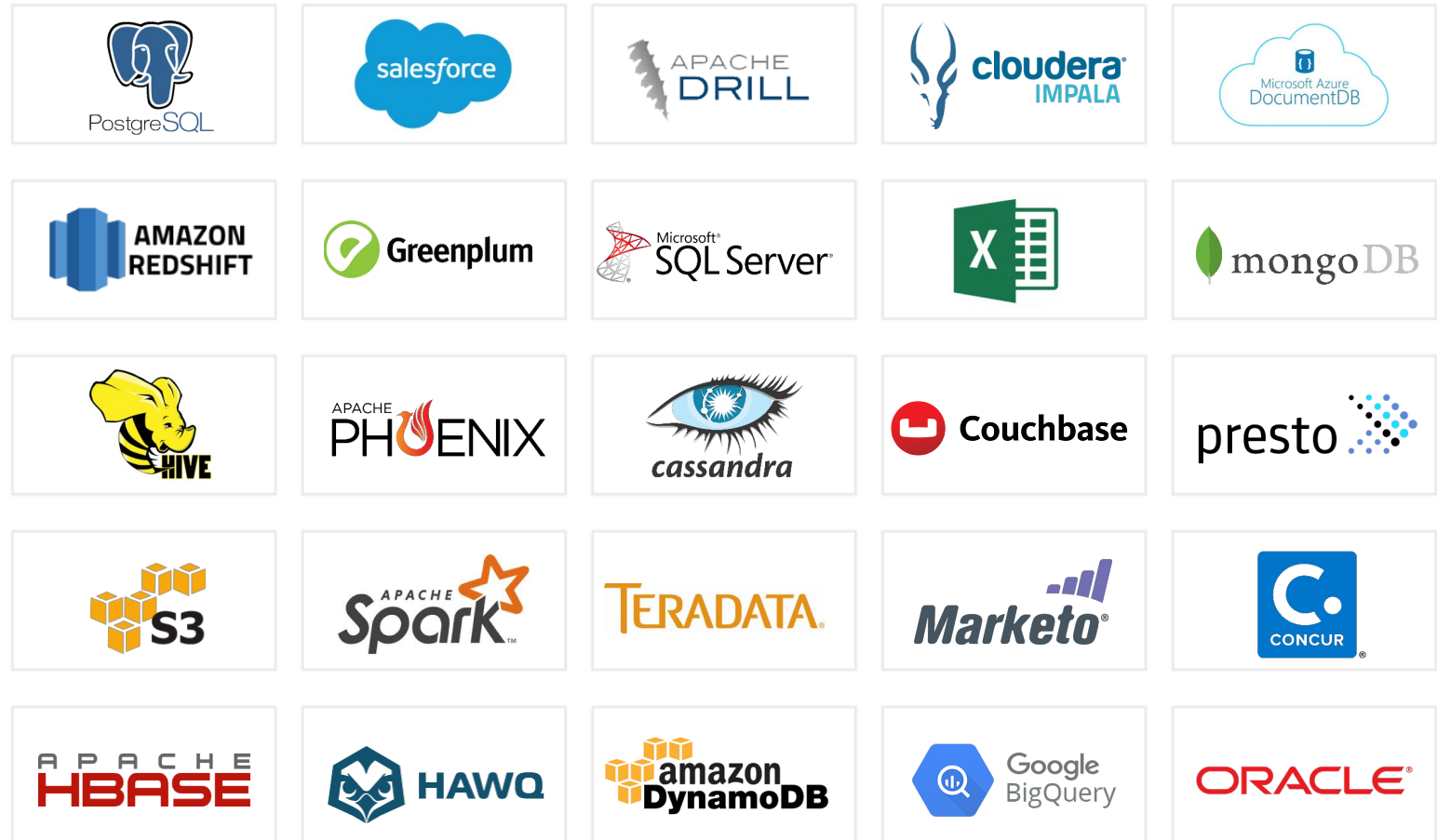
Delivering Solutions for your Digital Transformation

CRAIG CHAPLIN, Magnitude Senior Product Manager, Connectivity

It Starts with Data Connectivity ...

Standards-based
(ODBC or JDBC)
access to data sources

Data materialized in a
relational form to
leverage existing
knowledge and tools





It Starts with Data Connectivity ...

Simplified business views
for complex data sources

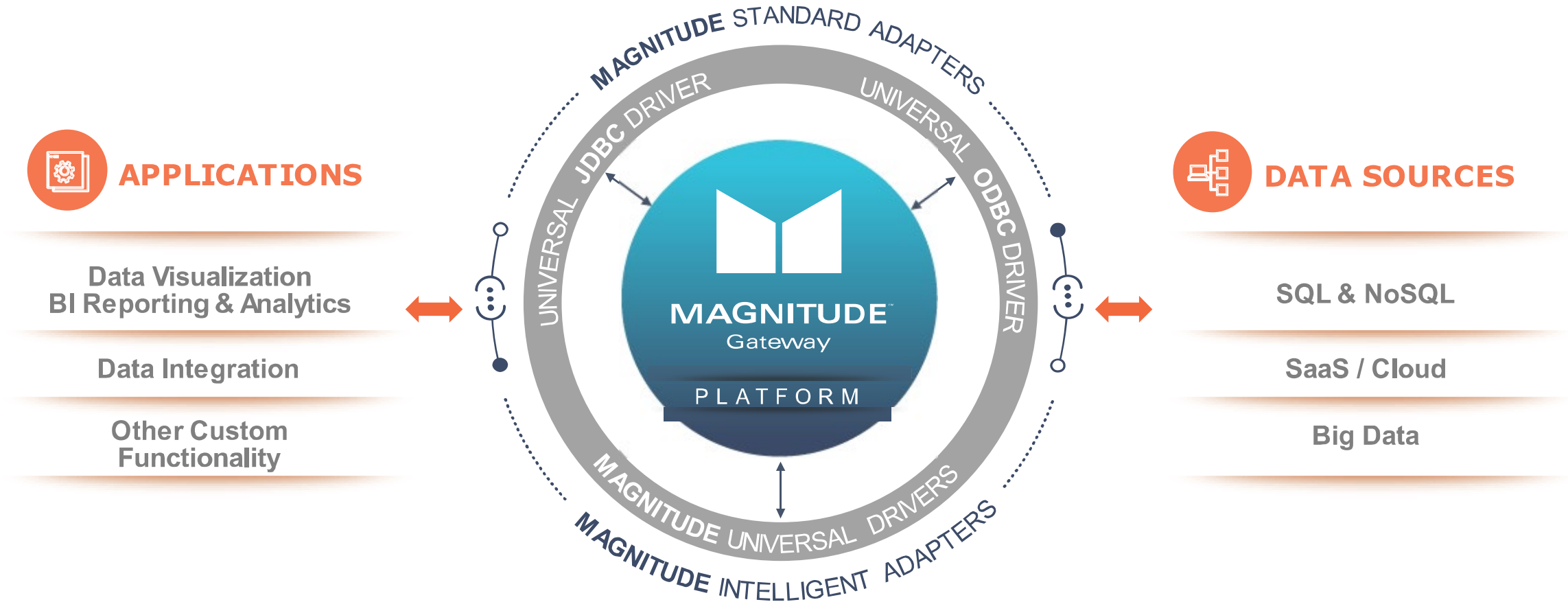
Limits dependency on IT

Transparent to applications

Personalized based on user
permissions and data
source configuration

```
SELECT
  XMAP.CHART_OF_ACCOUNTS_NAME A$Chart_Of_Accounts_Name,
  CUST.CUSTOMER_NAME A$Customer,
  CUST.CUSTOMER_NUMBER A$Customer_Number,
  INV.TRX_DATE A$Invoice_Date,
  INV.TRX_NUMBER A$Invoice_Number,
  XMAP.LEDGER_NAME A$Ledger_Name,
  XMAP.OPERATING_UNIT_NAME A$Operating_Unit_Name,
  INVL.SALES_ORDER A$Order_Number,
  INV.PURCHASE_ORDER A$Purchase_Order,
  'A$ZZ' Copyright Noetix Corporation 1992-2017'
A$ZZ
  SOB.CURRENCY_CODE Base_Currency_Code,
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  CUST.CUST$Cust_Price_Cls CUST$Cust_Price_Cls,
  CUST.CUST$Customer_Status CUST$Customer_Status,
  CUST.CUST$Eliminations_Dept CUST$Eliminations_Dept,
  CUST.CUST$Tax_Calc_Code CUST$Tax_Calc_Code,
  CUST.CUST$Tax_Loc_Code CUST$Tax_Loc_Code,
  XMAP.CHART_OF_ACCOUNTS_NAME Chart_Of_Accounts_Name,
  CUST.CUSTOMER_NAME Customer,
  PROFZ.ACCOUNT_STATUS Customer_Account_Status,
  CUST.CUSTOMER_CATEGORY_CODE Customer_Category,
  CUST.CUSTOMER_CLASS_CODE Customer_Class,
  PROFZ.CREDIT_HOLD Customer_Credit_Hold_Flag,
  CUST.CUSTOMER_NUMBER Customer_Number,
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'1021','BR Profile 2','2022','Extraordinary','2042','Hotel/Lodging','2062',
'Progress US Individual','2063','Commercial','2082','OPM DEFAULT','2083',
'Progress US Funding Source','2103','Consolidated','2123','FEDERAL Class',
'2124','NON-FEDERAL Class','2163','ETF','2183','HC NHS','2184','HC Non NHS',
'2185','HC Private','2203','Progress US Default','2223',
'TH Standard Invoicing','2224','French Customer','2244','BE Profile','2264',
'Interest Invoice','2265','Progress US Organization','2266','BR Profile 3',
'2286','PSBE Profile','3286','BFB - Site Detail','3287','BFB - Site Summary',
'3288','BFB - Account Summary',
'4286','Null Credit Limits',PROFZ.PROFILE_CLASS_ID) Customer_Profile_Class,
  Customer_Type.MEANING Customer_Type,
  INVL.ATTRIBUTE10 INVL$Location,
  INVL.ATTRIBUTE9 INVL$Organization,
  INVL.ATTRIBUTE8 INVL$Reason,
  MTRN.CURRENCY_CODE Inventory_Currency_Code,
  MTRN.CURRENCY_CONVERSION_DATE Inventory_Exchange_Date,
  MTRN.CURRENCY_CONVERSION_RATE
  Inventory_Exchange_Rate,
  MTRN.CURRENCY_CONVERSION_TYPE
  Inventory_Exchange_Rate_Type,
  MTRN.TRANSACTION_UOM Inventory_Unit_Of_Measure_Code,
  Invoice_Class.MEANING Invoice_Class,
  INV.INVOICE_CURRENCY_CODE Invoice_Currency_Code,
  INV.TRX_DATE Invoice_Date,
  INV.EXCHANGE_DATE Invoice_Exchange_Date,
  INV.EXCHANGE_RATE Invoice_Exchange_Rate,
  INV.EXCHANGE_RATE_TYPE Invoice_Exchange_Rate_Type,
  INVL.LINE_NUMBER Invoice_Line_Number,
  INV.TRX_NUMBER Invoice_Number,
  CTT.NAME Invoice_Type,
  INVL.UOM_CODE Invoice_Unit_Of_Measure_Code,
  MSTK1.INVENTORY_ITEM_ID Item$Inventory_Item_Id,
  MSTK1.ORGANIZATION_ID Item$Organization_Id,
  MSTK1.SV$Item Item$SV$Item,
  INVL.DESCRPTION Item_Description,
  INVL.UNIT_SELLING_PRICE Item_Selling_Price,
  ((INVL.UNIT_SELLING_PRICE)*NVL(INV.EXCHANGE_RATE,DECODE(
  INV.INVOICE_CURRENCY_CODE,SOB.CURRENCY_CODE,1,NULL))
  Item_Selling_Price_Base,
  TO_NUMBER(NULL) Item_Unit_Cost,
  NVL(MTRN.ACTUAL_COST,0) Item_Unit_Cost_Base,
  TO_NUMBER(NULL) Item_Unit_Margin,
  (((NVL(INVL.UNIT_SELLING_PRICE,0) +
  NVL(NOETIX_AR_PKG.GET_MOD_AMOUNT(
  INV.CUSTOMER_TRX_ID,INVL.SALES_ORDER_LINE,INVL.SALES_OR
  DER),0)) * NVL(
  INV.EXCHANGE_RATE, (CASE INV.INVOICE_CURRENCY_CODE
  WHEN SOB.CURRENCY_CODE
    THEN 1 ELSE NULL END))) - MTRN.ACTUAL_COST)
  Item_Unit_Margin_Base,
  XMAP.LEDGER_NAME Ledger_Name,
  (NVL((MTRN.PRIMARY_QUANTITY * -1),0) *
  (INVL.UNIT_SELLING_PRICE + NVL(
  NOETIX_AR_PKG.GET_MOD_AMOUNT(INV.CUSTOMER_TRX_ID,
  INVL.SALES_ORDER_LINE, INVL.SALES_ORDER), 0 )))
  Line_Extended_Amount,
  ((NVL((MTRN.PRIMARY_QUANTITY * -1),0) *
  (INVL.UNIT_SELLING_PRICE + NVL(
  NOETIX_AR_PKG.GET_MOD_AMOUNT(INV.CUSTOMER_TRX_ID,
  INVL.SALES_ORDER_LINE,
  INVL.SALES_ORDER),0))) * NVL(INV.EXCHANGE_RATE, (CASE
  INV.INVOICE_CURRENCY_CODE
  WHEN SOB.CURRENCY_CODE THEN 1 ELSE NULL END )))
  Line_Extended_Amount_Base,
```

... and Centrally Managed in a Data Connectivity Platform.



For a more agile business model:

Magnitude Gateway, from Magnitude's connectivity experts, the Simba Technologies team.

Why a Data Connectivity Platform?

Lower Costs

- Eliminates need to integrate with multiple disparate drivers
- Lowers integration and validation cost for growing data source connectivity needs

Streamlined Management

- Adapters can be added and updated easily
- IT involvement is not required
- Simple, user-friendly experience for all data sources

Centralized Governance

- Single place to manage user access to a variety of sources
- Centralized usage analysis and monitoring
- Simplified maintenance even in heterogeneous end user environments

Simplified Data Access

- Intelligent Adapters simplify access for less technical users
- Views are automatically personalized
- Insulates reports, etc. when data source changes

Our Vision

Realize the **operational efficiencies** promised by modern business applications with Magnitude's **unified application management** solutions.

Our reporting and analytics, master data management, product information management, productivity and data connectivity solutions provide access to and insights from trusted financial and non-financial information across the enterprise.