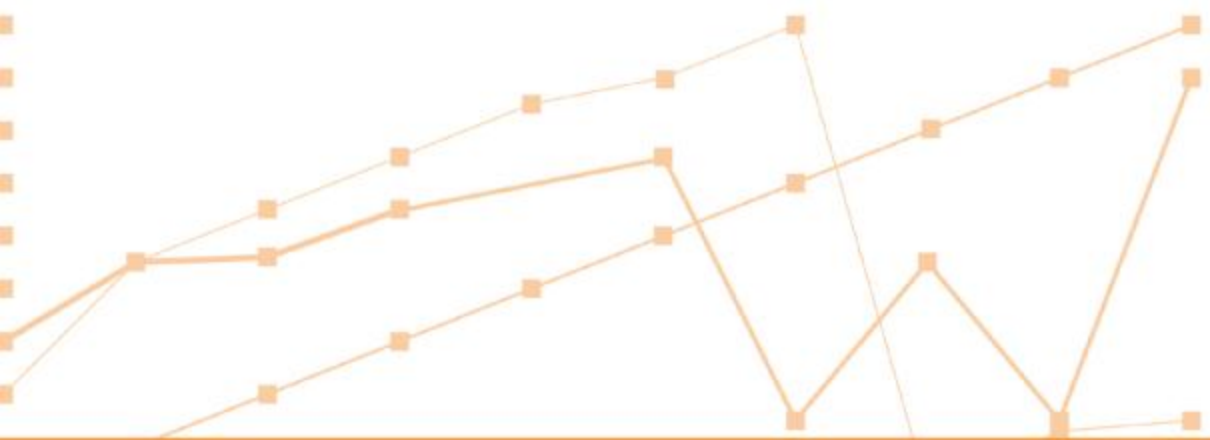


504+	53+32+	504+	53+32+	504+
0239	211.22	0239	211.22	0239
211	1323	211	1323	211
5+5	0.055	5+5	0.055	5+5
1132	504+	1132	504+	1132
3232	0239	3232	0239	3232
2440	211	2440	211	2440
53+32+	5+5	53+32+	5+5	53+32+
211.22	1132	211.22	1132	211.22
1323	0239	1323	0239	1323
0.055	2440	0.055	2440	0.055
504+	53+32+	504+	53+32+	504+
0239	211.22	0239	211.22	0239
211	1323	211	1323	211
5+5	0.055	5+5	0.055	5+5
1132	504+	1132	504+	1132
3232	0239	3232	0239	3232
2440	211	2440	211	2440
53+32+	5+5	53+32+	5+5	53+32+
211.22	66	211.22	66	211.22

Embedded Analytics

The Datawatch OEM Partner Program



Agenda

- About Datawatch
- Value of Embedded Analytics
- Demonstration
- Datawatch OEM Partner Program
- Next Steps



About Datawatch

Founded in 1986, Public since 1992

- NASDAQ: DWCH

Pioneer in real-time visualization and transformation of any data

Global operations and support

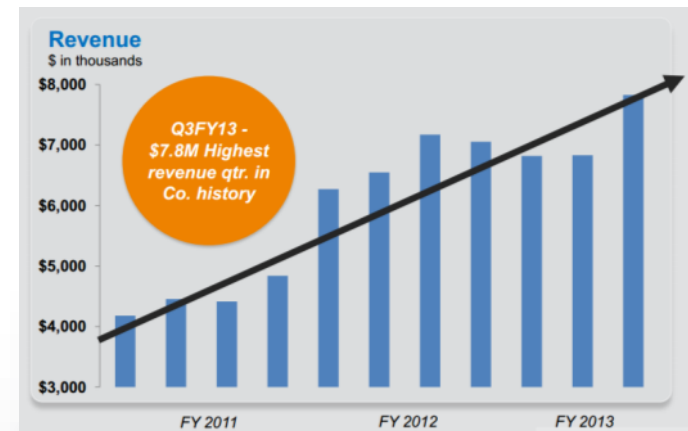
- US, UK, Germany, Australia, Singapore, Philippines

Extensive global customer base

- 99 of the Fortune 100

Resold and embedded by leading vendors

- SAP, IBM, Tibco, Thomson Reuters



Recognized Leader and Innovator

- “Best in Class” for Product
 - Robustness/sophistication of technology
 - Integration with 3rd party Technologies
 - Online training, forums and documentation
 - Perfect “Recommend” score

Dresner “Wisdom of Crowds BI Market Study 2013”



Why Embed Visual Data Discovery

- Analytics is one the top priority for CIO and CFOs
- Expand the value of your solution by combining and analyzing data from multiple sources
 - Capitalize on rapid growth of Data Discovery
- Users want interactive discovery, not just pretty charts or dashboards
- Focus on your core competency and embed the best in class solution

#1 spot
in CIO & CFO priorities

\$35B BA Market size
35% Data Discovery Growth
large and growing market

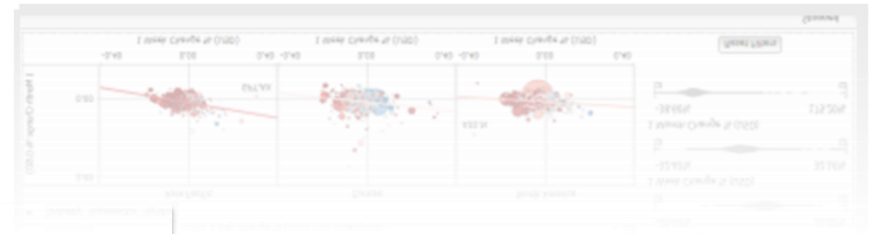
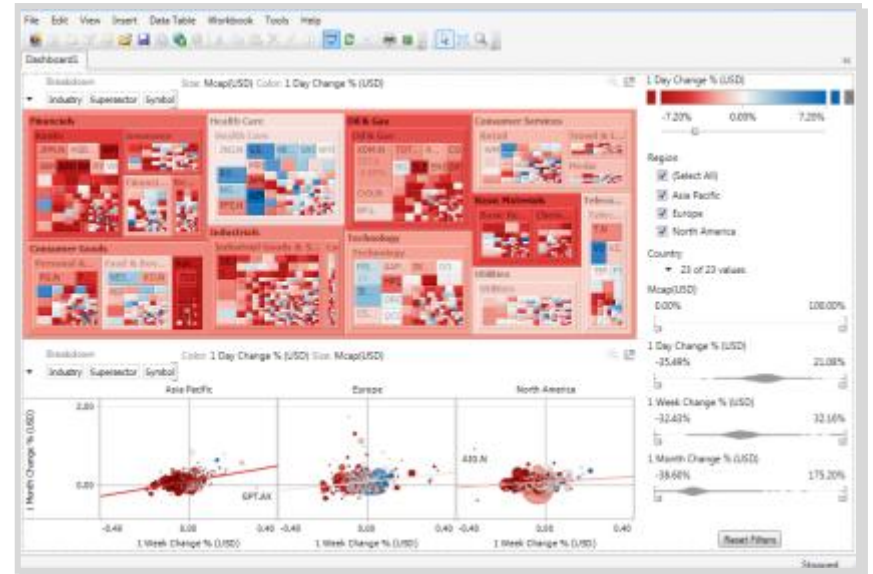
The Datawatch Difference

Only Datawatch provides **Visual Data Discovery** software that optimizes **Any Data Variety**, regardless of structure, at **Real-Time Velocity**, to deliver next generation analytics to forward-thinking organizations.



VISUAL Data Discovery

- Easy for users to author, customize and share
- Interactive exploration
- Visually filter results
- Quickly identify anomalies and outliers with large or in-motion datasets

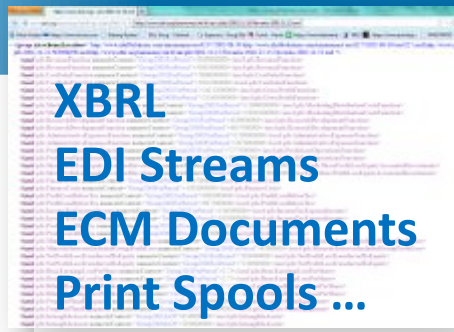
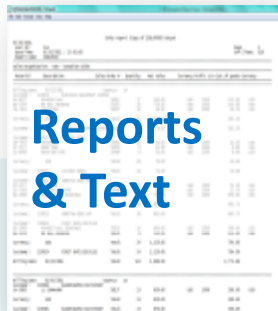


*Recognized for innovation
with In-Memory Computing*

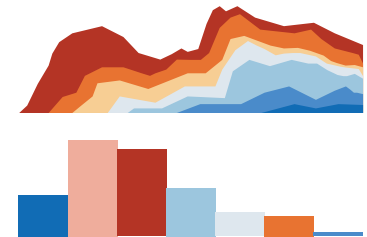


Greatest data **VARIETY**

- Structured, Relational and OLAP Sources
- Hadoop and Emerging Sources
- **Semi-Structured Sources**



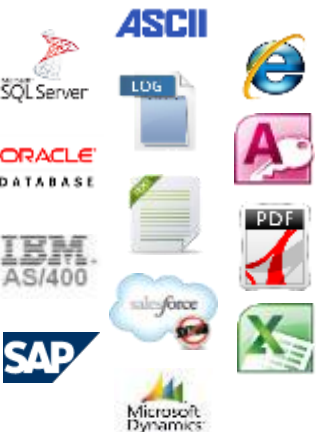
Modeled and transformed for analysis



At the **VELOCITY** of Business

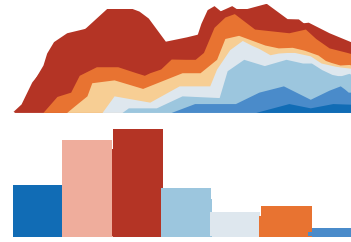
Active MQ
Qpid
KDB+Tick
SAP Sybase CEP
Streambase
OSisoft

Direct
real-time
and CEP
connectors

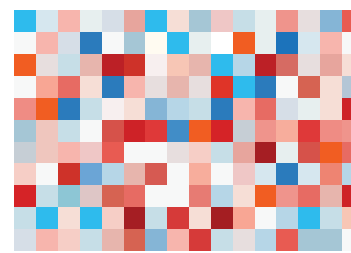


Access all
structured and
unstructured
data sources

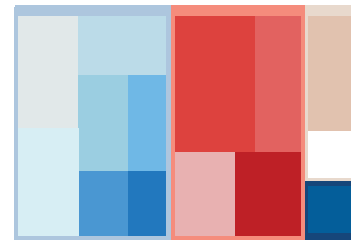
CHARTS



HEAT MAPS



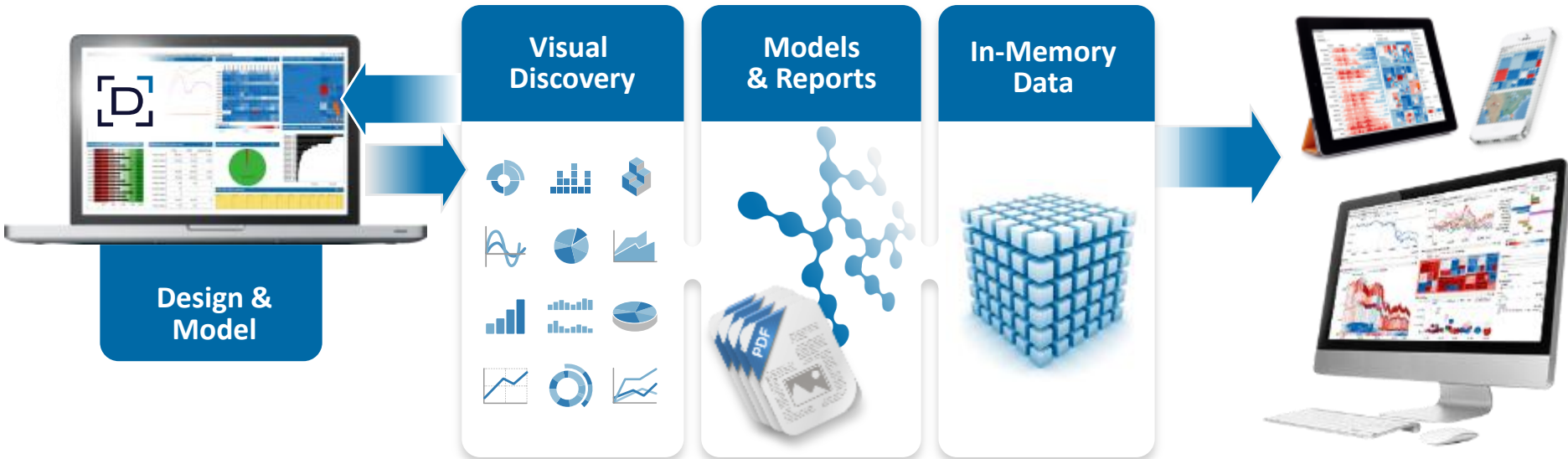
TREE MAPS



The Datawatch Family

 DATAWATCH
DESKTOP™

 DATAWATCH
SERVER™

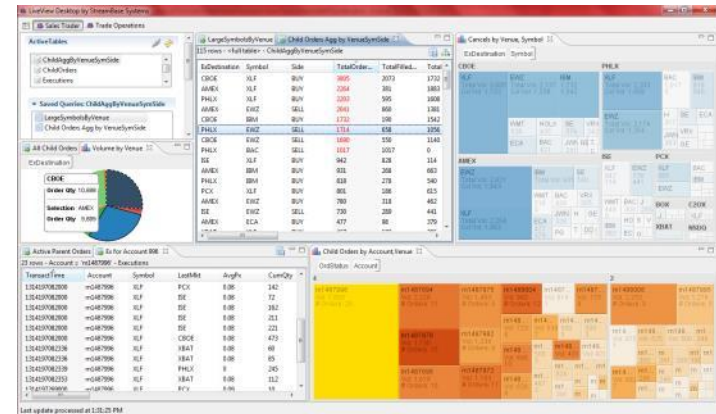


 DATAWATCH

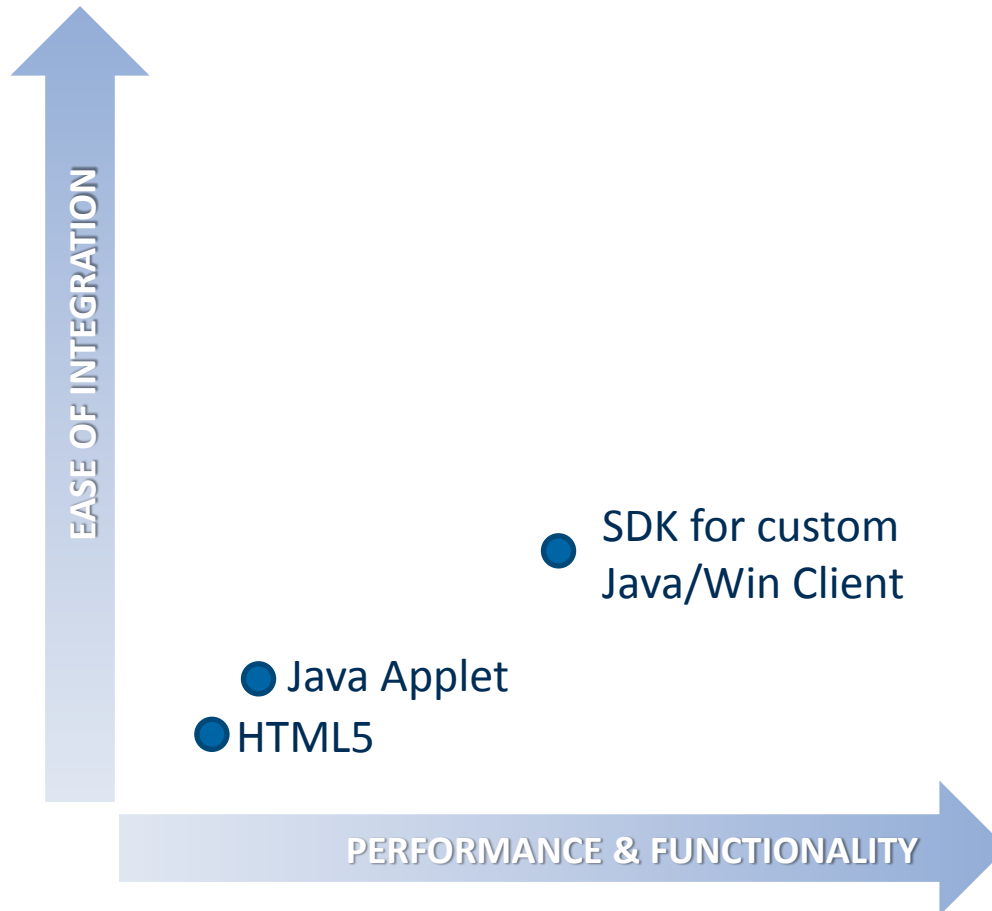
Example - Tibco StreamBase

StreamBase LiveView is a push-based real-time analytics solution that enables business users to analyze, anticipate and alert on important business events in real-time, and act on opportunities or threats as they occur.

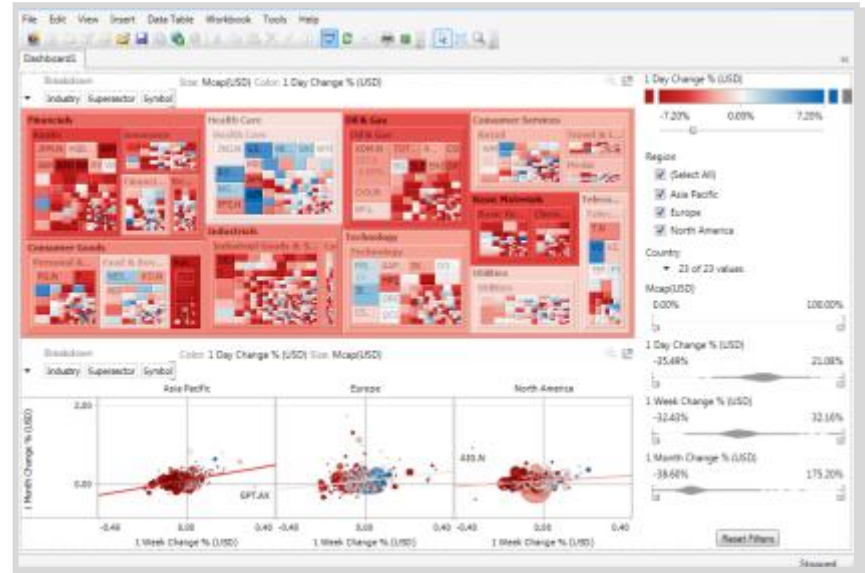
Datawatch is embedded as the visual data discovery technology.



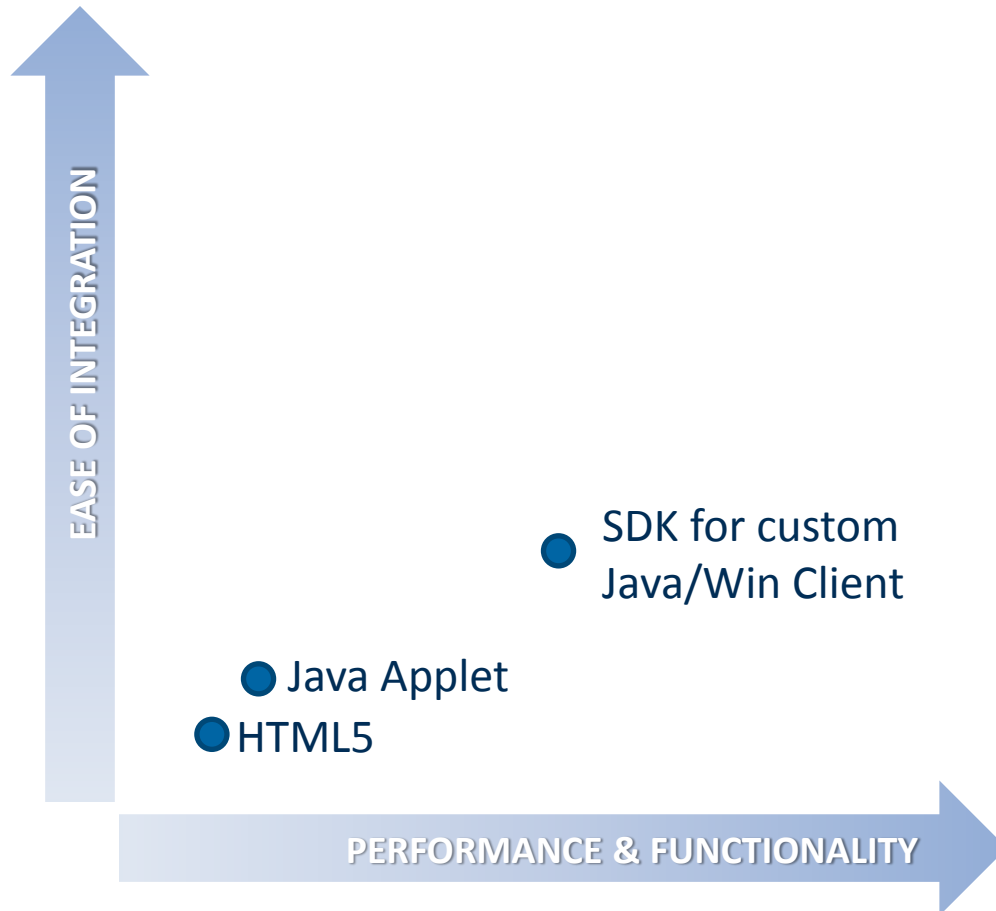
Integration Options



Demonstration



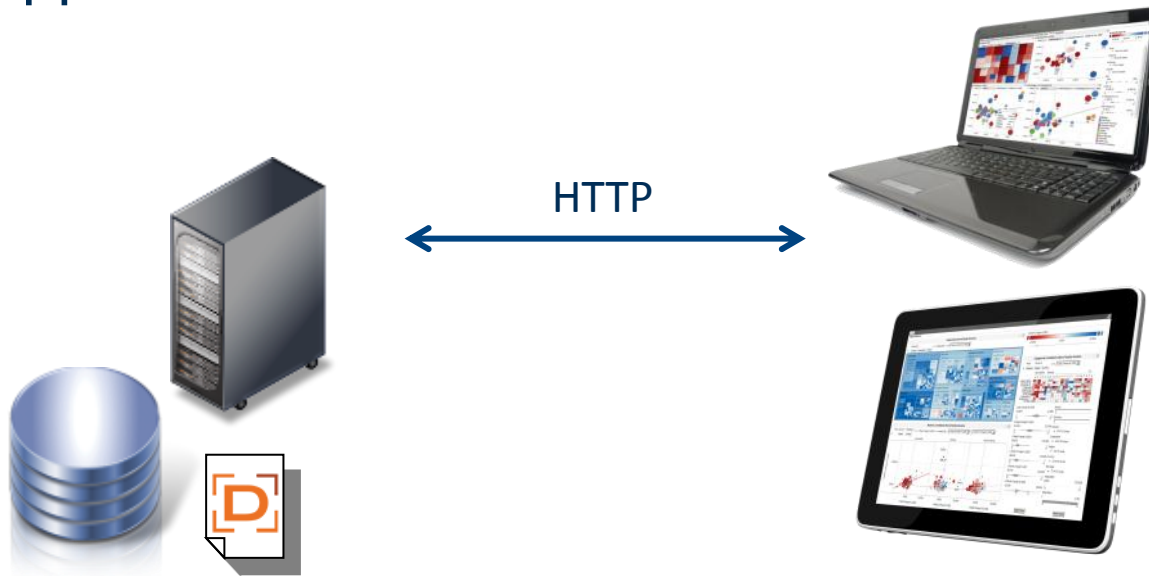
Integration Options



Embed into Web App – HTML5



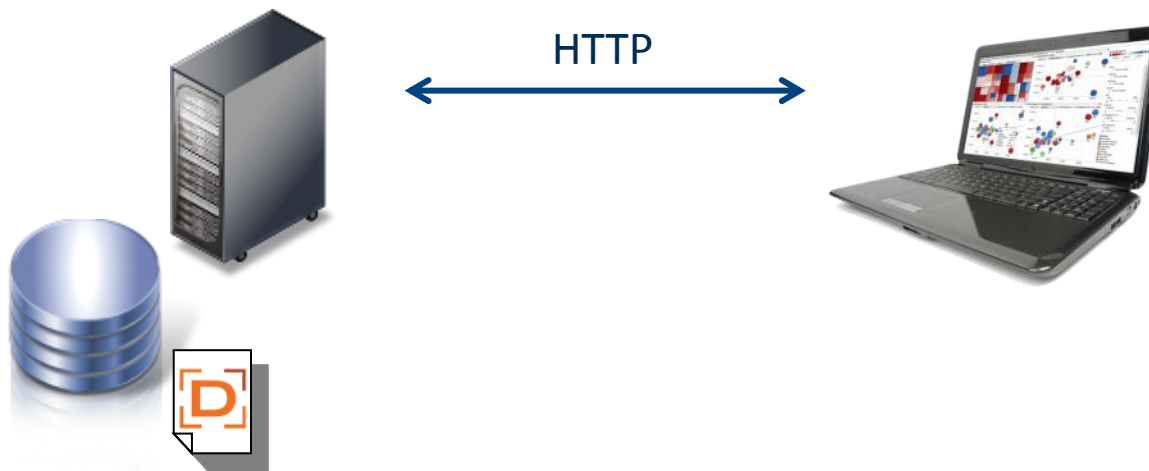
- HTML5 and Ajax thin-client interface
- Use iframe and one line of HTML code with URL
- Same filtering and analysis capabilities
- Secure architecture – no data uploaded to mobile device
- Supports iPad and Android



Embed into Web App – Java Applet



- Java applet executes within the browser
- Cut and paste 15 lines of HTML and point to your server
- Reduced latency as displays are rendered on the client vs the server
- Superset of capabilities vs HTML5 including support for popup alerts, rearrangement of breakdowns, pausing of updating data, etc..



Embed with Custom Desktop Client



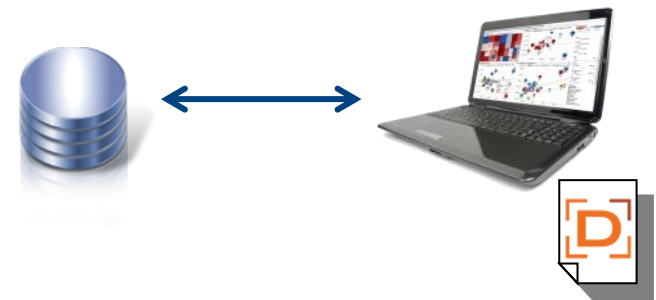
- Compile Datawatch capabilities into your Java or Windows (WPF) client
- Can be server connected or standalone

Server Connected



Workbooks and data delivered via Datawatch Server

Standalone



Workbooks are local and client connects directly to data sources

Custom Data Connectors

- Ability to create custom connectors to data sources where a Datawatch connector is not available
 - Custom polling data connectors
 - Custom streaming data connectors
- If you have a proprietary database, or source with a fixed schema where you can make it easier for users to access

Additional SDK Capabilities

- **Actions**
 - Navigation – parameterized transitions between dashboards
 - URL Actions – displays parameterized web URLs
 - Script Actions – to trigger application specific behaviors
- **Controls**
 - Workbook and dashboard rendering
- **Data Loaders**
 - Ability to control data loading

Datawatch OEM Partner Program

- Experience working with partners large and small
- SDK with documentation, components and libraries
- Technical and sales training
- Co-branding and co-marketing
- Dedicated team focused on OEM success



Contact Datawatch Today

- Phone us directly: (978) 441-2200
- Email us: partners@datawatch.com
- Visit our website at www.datawatch.com to download a free trial of Datawatch Desktop and learn today about Next Generation Analytics

