HALitics

AUTOMATED DATA MODELING

Unify transactional data from multiple systems, deploy data warehouses and create analytics ready data in a few days not months. Built in logic understands the data structure of many common ERPs saving you time and money. Implement fast with no infrastructure, no IT, no code required.

PRE-BUILT DASHBOARDS & ANALYTICS

Don't pay for hundreds of hours of professional services to reinvent the wheel at every company. Use our Unified Data Layer and growing library of pre-built KPIs, dashbords and analytics to quickly get visibility into company performance so you can drive accountability and uncover opportunities for value creation.

RAPID APP DEVELOPMENT

Build, learn, and iterate in days. Quickly connect everything from anywhere together and deploy poweful business logic without a single line of code. A typical app devlopment cycle is just 2 to 6 weeks. Easy to iterate and evolve so you can achieve your digital transformation in bite size pieces.

COMING SOON

Planning & budgeting module
Automated machine learning

Platform Overview

The Promise of Digital Transformation

- Deliver insight by connecting data across systems
- Drill down & drill across for actionable insights
- Accountability and fact based decision making
- Automate business processes & decisions
- Leverage algorithms, AI, machine learning
- Step changes in cost, quality & speed
- Transform the customer experience
- Create new sources of revenue
- Change the competitive game

The Challenge

- Takes too long
- Costs too much
- Slow end user adoption
- Requires highly specialized skills, resources
- Consumes too much management bandwidth
- Too inflexible: not easy to modify, iterate, evolve
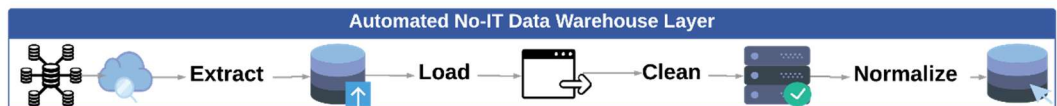- Difficult for typical managers to derive real insight

HALitics brings together a set of mutually reinforcing digital technologies to deliver cost effective, enterprise class capabilities for private equity backed mid-market companies in performance management, financial planning & analysis, business process automation and AI-powered decision support tools to unleash digital transformation. Designed by private equity operating professionals to meet the unique needs of private equity firms and their portfolio companies.

How HALitics Changes The Game

- Pre-built smart connectors for common ERPs
- Automated data ingestion, cleanse and modeling
- No technical ETL processes & tools
- Integrates financial and operational data
- Source agnostic common data model
- Plain English semantic data layer
- Thousands of pre-built reports, analytics, workflows
- Virtual analysts interpret data, coach management
- Rapid application development environment
- Business process automation engine
- Automated AI model selection, test & deployment

Performance Management	Financial Planning & Analysis	Business Process Automation	Decision Support Tools	Virtual Analytics Team
• Goal setting & cascade • Drill down KPIs • Weekly flash reports • Automated financial reporting, monthly board packages • Initiative & impact tracking • Management operating system	• Product, channel profitability • Budgeting & planning • Variance analysis • Rolling horizon forecasts • Scenario analysis • Acquired entity integration & consolidation	• Improve throughput • Reduce errors • Increase process velocity • Lower cost • Enhance customer service • Improve value proposition • Accelerate sales	• Optimize front line decisions • Ensure fact-based decisions • Reduce risk/errors • Improve customer service & sales • Adjust tactics in real time, e.g. surge pricing • Custom and pre-built	• Optimize data architecture • Apply data science • Understand key business drivers & trends • Uncover new insights • Identify opportunities to improve • Drive digital transformation

Planning & Budgeting Module	Rapid App Development Module	Automated Machine Learning Module
• Pre-built financial logic • Multi-entity consolidation • Standardized & automated reporting • Faster, more robust forecasting	• Connect to existing data / systems • Create scalable multi-platform apps • Quickly build functionality with no code • Easy to iterate and evolve	• Leverage ML without data scienists • Optimize data and sampling • Build and test multiple algorithms • Manage model deployment & learning

Unified Analytics Layer

- Smart ERP Connectors
- Automated Data Models
- Mapped to Common Data Structure
- Multi-source Unification
- Plain English Semantic Layer
- Pre-built Calculations

Analysis Ready Data

Pre-built Analytics & Dashboards

- 1,000+ KPIs Out of the Box
- Drillable Dashboards
- Drillable Financials
- Scheduled Distro, Alerting, Mobile
- Robust Security & Permissions

Automated No-IT Data Warehouse Layer

Extract → Load → Clean → Normalize

The Result

Better solutions, faster, at lower cost with less risk

Create smarter products with built-in learning capabilities

Change competitive game through step changes in cost, quality, information & speed

Traditional approaches to so called Industry 4.0 technologies are expensive, time consuming, difficult to understand and generally apply only to large companies with a deep technical bench. With Halitics achieve the same result in a fraction of the time and cost in mid market companies.

HALitics
Future Proof Your Business

The Digital Transformation Platform
for Mid Market PE-backed Companies

Platform Features

Automated data warehouse

Traditionally, building a robust data warehouse to support your analytics and reporting needs required specialized IT and DBA skills and tools that most mid-market companies do not have in house. Sure, specialized professional services firms can build and maintain a custom solution but at a significant cost. HALitics changes all that. Our cloud platform automatically accesses, unifies and prepares data from almost any source and automates the build, optimization and deployment of a data warehouse in minutes or hours not days or weeks like traditional solutions. No no infrastructure needed. Integrating your data into a secure, enterprise grade, data hub in the cloud gives you the ability to drive true cross-functional, cross-business and cross-data source reporting and analytics.

Smart connectors

Our smart connectors do more than simply connect to a data source. They come with pre-built data models that take raw transactional data from many common ERP systems, perform automated data transformation and calculation tasks and map your data into our Unified Data Layer. These steps are the biggest time sinks when implementing most BI and performance management solutions. For a current ist of connectors see our website.

Unified data layer (UDL)

Our data hub platform understands the complex data structures behind many ERPs and maps each system into a "plain english" unified data layer. This all means our pre-built analytics and dashboards can be built once, pointing at the UDL, and then work out of the box with every source system for which we have a smart connector saving you time and money to implement. The UDL also makes it a snap to combine data from different ERP instances for consolidated reporting -- which is especially powerful when integrating add on acquisitions into a platform company.

Pre-built analytics & dashboards

We automatically generate thousands of pre-built KPIs, reports, management dashboards and specialized analytics. Reporting and analytics categories include marketing analytics, sales pipeline, customer/channel revenue and profitability analysis, pricing optimization, cost & labor productivity, purchasing optimization, inventory management, delivery & customer service performance and of course financial statements. Our pre-built solutions give you 80% or more of what you need to run your business as well as analytic tools that help you identify and capture new improvement opportunities. This saves hundreds of hours and allows you to focus limited bandwidth and investment on tweaking or customizing just the most critical 10-20% to ensure HALitics fits your business like a glove. Bottom line: save $20,000 to $100,000 in implementation costs and shorten time to value by several months while delivering high quality analytics, dashboards and reporting that are still tailored to your needs.

Rapid application development module (RAD)

Quickly automate business processes, digitize customer touch points and build self-serve functionality for customers, vendors and employees alike. Legacy systems are inflexible and replacing them takes too long and costs too much. The solution: use our no-code rapid application development module to connect to and extend functionality of existoing systems with full CRUD (Create, Read, Update, and Delete) capabilities. What used to take months and highly specialized resources to scope, code and maintain can be achieved in just a few days. Gone are the days of time consuming business requirements gathering to drive complex fixed scope multi-month development projects that often fall short of meeting your real needs. Instead our platform allows you to rapidly build, test and deploy new modular pieces of functionality then easily modify and iterate your way to killer solutions. With a flat rate subscription build as many applications as you like.

Planning & budgeting module

Coming Soon! With your data mapped to our UDL it becomes much faster to implement world class planning, budgeting and forecasting tools with much lower upfront costs. We do all the heavy lifting by pre-building a robust financial planning and reporting module that integrates seamlessly with our UDL so you can be up and running in days not months. Enjoy more timely, consistently formatted, error-free and automatically distributed financial statements, variance analysis and board packages. Easily consolidate multiple acquired entities. Add robust budgeting and rolling forecast workflows and use changing company results to refresh your investment models.

Automated machine learning module

Coming Soon! While over hyped AI has the potential to fundamentally transform many businesses. Essentially machine learning techniques massively reduce the cost and improve the accuracy of predicting things with obvious important ramifications for most businesses. But building actionable AI models requires large quantities of well organized, quality controlled, constantly refreshed data together with highly specialized, and increasingly scarce, technical expertise. Our automated machine learning module, working in concert with our data hub platform, greatly simplifies and accelerates the process of employing real world AI without a team of high powered data scientists. The platform automates much of the heavy lifting normally performed by scarce data scientists. It identifies important variables, splits data into training and testing batches, selects ML algorithms to test, optimizes data prep to maximize model performance, runs dozens of competing models, identifies top performers and deploys the winning model into production and manages the ongoing model learning feedback cycle to improve predictive performance.

Built by Private Equity professionals for PE-backed mid-market companies

HALitics was born from our frustration as private equity operating professionals with finding the right technology solutions to robustly measure mid-market portfolio company performance and help company management drive change and deliver on stretching targets. Many of the same underlying fundamentals are also essential ingredients to unleashing portfolio company digital transformation.

Essentially we scour and evaluate hundreds of technology solutions and bring together the best of breed in each category and then interconnect them in a way that greatly reduces the cost and complexity of implementation, improving time-to-value to better match the pressure and time constraints of private equity ownership. Implementing HALitics early in an investment helps company managers and PE sponsors drive more value creation faster to ensure superior investment returns.

Future Proof Your Business