

Reimagining Analytics

Product & Technology

June 2020



value^xd™
AN ANALYTICAL UNIVERSE



Value Xd: An Analytical Universe

Your Analytical Imagination, Unchained, Uninterrupted

Value Xd is a cutting edge and unique cloud-based analytics platform with groundbreaking analytical technology, modules and applications.

Unlike other widely used software in the industry¹, Value Xd reinterprets and covers the entire analytical value chain within its own technology. Value Xd radically transforms and fixes the key architectural and flow issues we encounter in analytics software everyday, creating efficiency, transparency and effectiveness.

Data is the raw material in all analytical projects; equations and algorithms are the analytical actions that are applied to data; and the end result of equations being applied to the raw material are the analytical outputs. Outputs are then used to make decisions in business and finance, and across a whole range of disciplines.

Therefore, why in the most commonly used analytics software, which has 750 million users², do equations sit behind the raw material? Why do you have to click on a cell to find out what equations have been applied to that or another data point?

The analytical actions are hidden behind the raw material, and accessible only through data points. This is a fundamental architectural issue that we have learned to cope with because of technological path dependency, but it is cumbersome and clunky.

Equations Made Easy

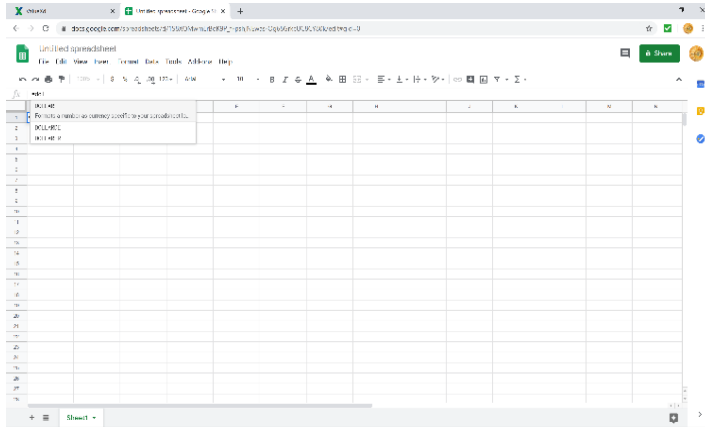
Value Xd is groundbreaking because it rectifies these issues, because ***equations always sit above and in front of the raw material, as universal abstract tools that can be applied to any cell or a combination of cells.***

¹ Gartner's Magic Quadrant for Analytics and Business Intelligence Platforms
<https://www.gartner.com/doc/reprints?id=1-YAE9AY1&ct=200206&st=sb&signin=522fb8987f00ebbf8b0ca18d23821939>

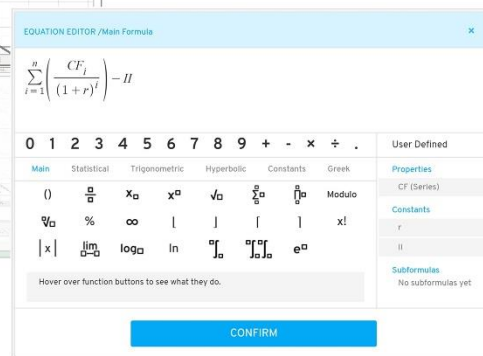
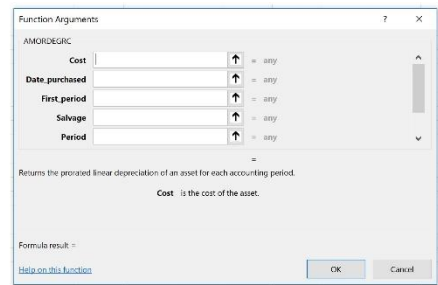
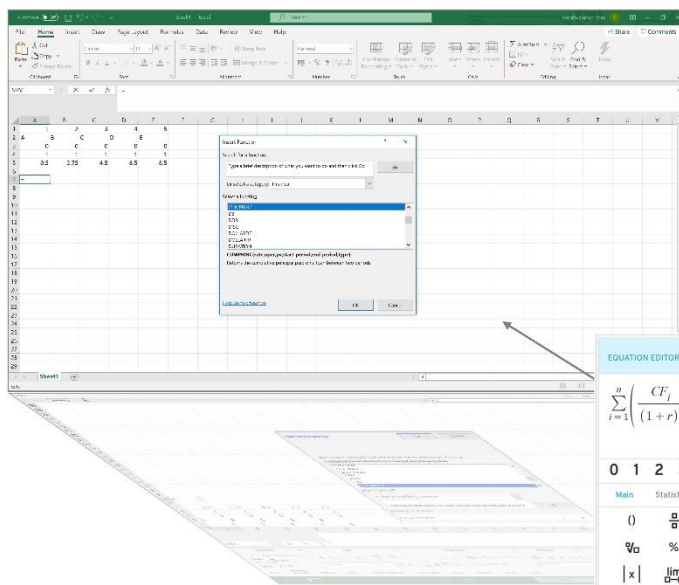
² <https://www.google.com/search?q=global+number+of+excel+users&oq=global+number+of+excel+users&ags=chrome..69i57.5399j0j7&sourceid=chrome&ie=UTF-8>



They are never inside cells, hidden from view until a data point is clicked. Equations are accessible, visible, shareable tools in the cloud, creating a library of live equations ready to be applied to any cell, in any new or old project, without having to 'save as' old files.



*All images are used as examples only.



In the most commonly used analytics software, not only equations are hidden behind the raw material, but they are also written through coder invented abbreviations. Furthermore, equations are also not visible, one cannot see and confirm the mathematical equation that the abbreviation is allegedly executing.

Analysts and investors should not have to learn a whole new language of abbreviations to execute basic or complex mathematical equations. In fact, they should have a way to confirm the actual equations applied through the abbreviations.



Value Xd resolves these issues:

- * All equations are written in the mathematical language that analysts learn at university and through professional training.
- * All equations sit above and in front of the data, are in their mathematical form, and are visible and editable by the user.

Value Xd creates efficiency, transparency and effectiveness while bringing mathematics back into analytics.

Live Simulations

Lastly, in the most widely used software to date, there is no capability to fine tune and simulate multiple outcomes and scenarios, or to project variables into the future in a simple and effective way. Value Xd resolves this through a unique tool that we call **The Controller**, allowing the user to access, fine-tune, and project the variables used inside the models from the front end, after the model and the output have been created - allowing for easy simulations and multiple scenario analysis, even during live presentations.

This dynamic front end access to the equations and data used in the creation of the analytical outputs is a key Value Xd feature. Moreover, it is available during live presentations, making meetings and discussions of analytical outputs more informed and proactive. This allows for a refinement of debate during board room discussions, leading to more informed decisions.

Transforming Analytics

Value Xd has reimaged, revolutionised, and reordered analytics, by reinterpreting the entire analytical value chain within its own technology. By bringing equations to the front, liberating them from cells, turning them into abstract tools that can be easily shared and written in actual mathematical language, Value Xd has irrevocably changed the landscape of analytics. Moreover, it has created superior efficiency, transparency and effectiveness.

Value Xd Impact

Value Xd Impact, our first edition, is an analytical ecosystem dedicated to sustainable and impact investing, which will be launched at the Responsible



Investor London 2020 Digital Festival in June. Founder and CEO, Dr. Armen V. Papazian, will be on the *Fintech and AI* Panel and will discuss the key opportunities, rewards, and challenges of the digitisation of responsibility.



Value Xd Impact Concept Video (3 min)

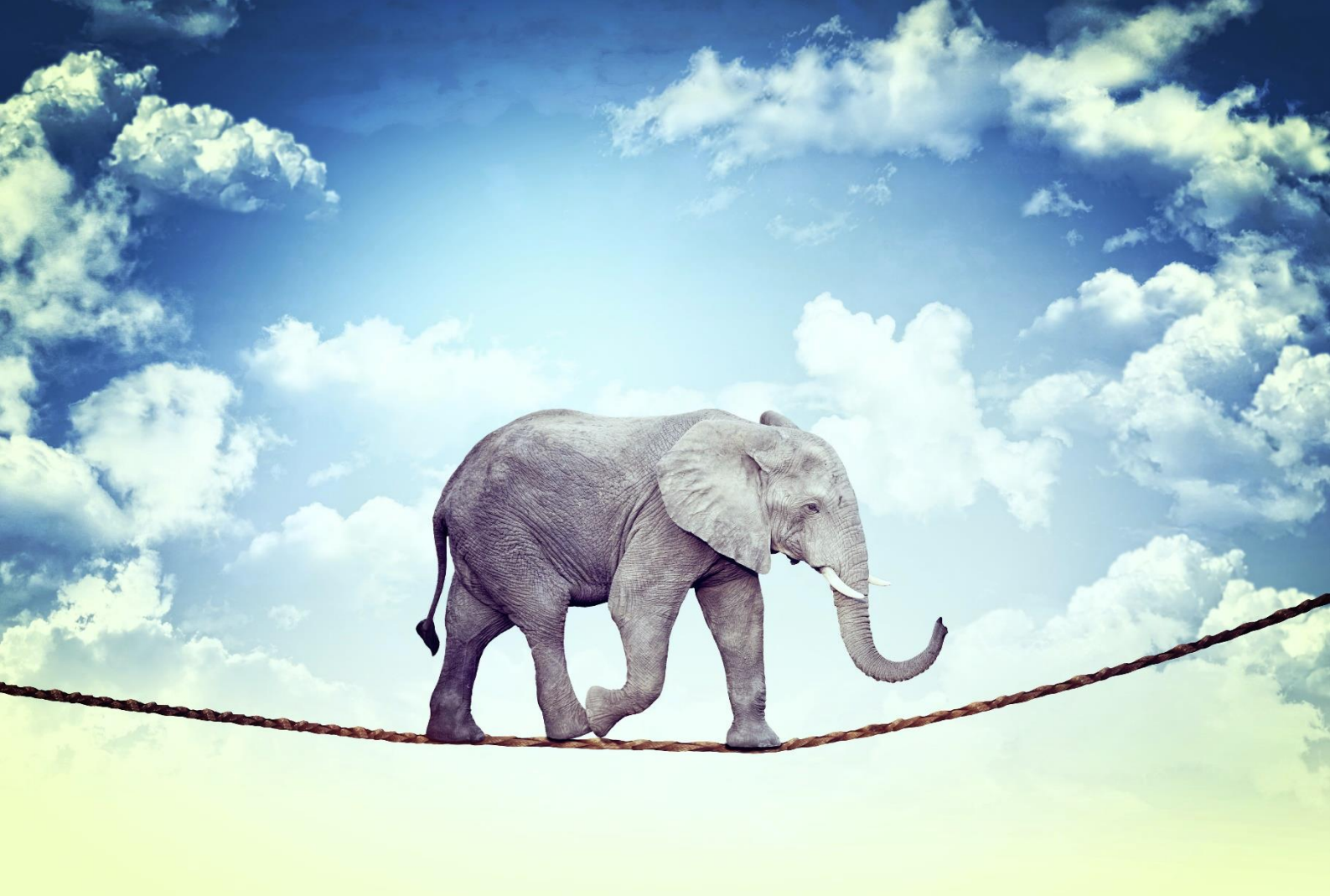
[YouTube Link](#)



Value Xd Impact Virtual Product Tour (5 min)

[YouTube Link](#)





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