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# BEYOND BUSINESS INTELLIGENCE

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**Amberd** helps organizations move from **dashboards to decisions**.  
While traditional BI tools show what is happening, Amberd interprets your data in context to  
show what it means and exactly what to do next.

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# THE FUNDAMENTAL BI GAP

In an era defined by data abundance yet insight scarcity, companies face a persistent challenge: how to rapidly transform complex, scattered information into clear, actionable decisions. Traditional business intelligence (BI) tools remain constrained by static dashboards, predefined metrics, and dependency on specialized data teams. As a result, it's often a struggle to obtain timely answers to critical strategic questions.

**Amberd** takes a different approach, operating directly on top of existing data to deliver clear, decision-ready answers.

Amberd provides a private LLM native AI platform that enables executives to access enterprise data in real time, combining structured and unstructured sources to deliver clear, reliable answers for better decision making.

The screenshot displays the Amberd AI interface. On the left is a sidebar with navigation options: 'Quick Analysis' (with a '+ New Analysis' button), 'Go to Admin Settings', 'System Bookmarks' (with a 'Sort By' dropdown), and 'Your Bookmarks'. The main area shows a query: 'Which customers are most at risk of revenue decline in the next 30 days'. The response, dated 2:03 PM, 15 Nov, includes a title 'Customers at Risk of Revenue Decline in the Next 30 Days', a brief explanation of the analysis, and a table of results. Below the table are options to 'Generate Report', 'Copy', 'Helpful', and 'Not Helpful'. A text input field at the bottom prompts the user to 'Ask me anything about your data...'. The Amberd logo is visible in the top left and bottom left corners.

Customer	Risk Score
Alpha Group	87.42%
Nova Holdings	72.18%
Orion Systems	64.95%
Delta Corp	91.33%

# HOW AMBERD TRANSFORMS DATA

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Amberd sits directly on top of your existing data stack, interpreting both structured and unstructured sources in context. It eliminates the need for manual analysis and the long wait for engineering pipelines.



## ROOT CAUSE & CONTEXT

Identify what changed across systems in real time and explain root causes with full business context, moving beyond simple charts to actual understanding.



## ACTIONABLE NEXT STEPS

Move directly from insight to action with clear, prescribed next steps. Decisions are no longer delayed by interpretation cycles or manual reporting.



## INSTANT TIME TO INSIGHT

Unlike traditional BI that takes months to deploy, Amberd delivers instant value by operating without a warehouse, removing the gap between data and execution.

# TOTAL COST OF OWNERSHIP

Amberd provides a significantly lower TCO compared to traditional BI tools. By removing the need for data warehouses, ETL pipelines, and constant data engineering, organizations can save over 60% in three-year costs.

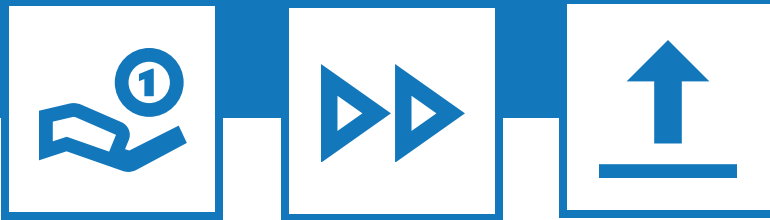


	Tableau	Amberd
Approach	Dashboards & visualizations	AI-powered decision layer
Output	Charts, reports	Answers, explanations, actions
User	Analysts, business users	Executives, decision-makers
Interaction	Build & explore dashboards	Ask questions, get answers
<b>Data types</b>	<b>Structured only</b>	<b>Structured + unstructured</b>
<b>Time to insight</b>	<b>Days to weeks</b>	<b>Instant</b>

Comparison Metric	Tableau	Amberd
Total Cost of Ownership (3 years)	~\$1.15M	~\$410K
Deployment Time	8-18 months	4-8 weeks
Cost Savings (vs. Tableau)		~\$740K
<b>Deployment Speed Benefit</b>		<b>6-16 months faster</b>





# FROM INSIGHT TO EXECUTION

The organizations that move fastest with data don't just present numbers; they present decisions. Amberd empowers your team to move directly from insight to action with confidence.

**Stop navigating dashboards and start making decisions today.**



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