

## Inspect the Unexpected

Knowing why a particular set of actions occurs, and understanding the behavioral factors driving customers, apps, and systems, is where modern competitive advantage truly lies.

Interana allows business users to analyze the massive volumes of data needed to unlock insights. These insights help companies build the right strategies to acquire new customers, maximize retention, and improve business performance. And it doesn't begin and end at simple website clickstreams and user sessions.

- Product managers use Interana to understand which new software features increase conversion rates.
- Media outlets use Interana to learn what drives users to engage with content, and how to optimize these factors to reduce churn.
- IoT companies use Interana to pinpoint anomalies in machine data, without rolling it up in reports and losing its underlying fidelity.

## Powerful Analysis in Seconds

Companies generate increasing amounts of data, but they analyze a lot less than they create. Traditional analytics approaches are either to aggregate pre-determined dimensions in a data warehouse, or to churn through a data lake for each new query. While these approaches work if you already know what you're looking for and have the time to wait, neither option provides enough flexibility for users to iteratively ask questions and explore the entirety of their raw data.

Interana is an alternative to data warehousing and big data analytics, designed specifically to handle the time-series nature of behavioral data. It allows non-technical business users to ask an unbounded series of questions — across multiple channels, and over any time frame — and analyze trillions of data points in seconds, without summarizing data or added extract-transform-load (ETL) processing.

## For enterprises needing to understand patterns of actions at large scale, Interana's full-stack platform is the fastest and most scalable solution available for real-time discovery and analysis using raw data.

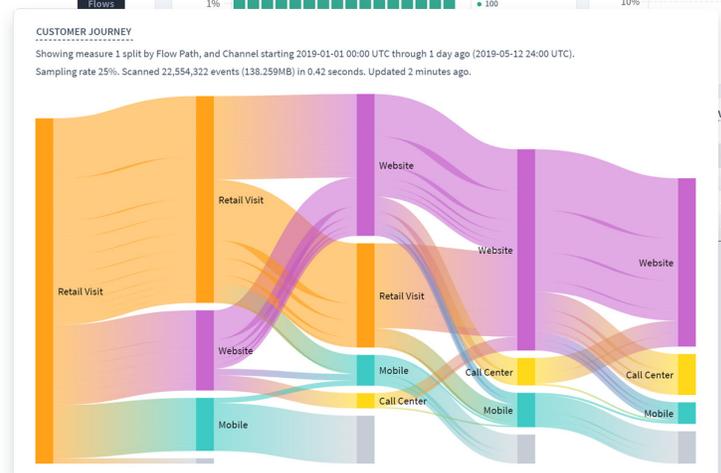
The back-end of the platform combines a proprietary distributed columnar datastore with ingestion and compression techniques optimized for time-series data, allowing it to deliver answers to complex queries anywhere from 1,000 to 3,000 times faster than other data analytics solutions.

The vast majority of useful data is time-series data. For example: the clickstream from users in your app or on your website, retail transactions at brick-and-mortar stores, calls to tech support, and events in log files, just to name a few. These data sets all contain timestamps, and they get more interesting as you observe how they change over time.

Inspecting these events and finding anomalies or unexpected correlations between subsequent patterns of behavior, however, is even more interesting. Doing so can identify actionable areas for improvement in your business.

## Ease of Exploring Behavior

Interana provides the ability to map behaviors over time with Sankey flow diagrams that you can interactively explore. Customize the length, filters, and time frame of the flow, and Interana will instantly process and display the data in real time, making it easy for the user to get their answer or decide what question to ask next.



A flow diagram showing customer touchpoints across traditional and digital channels.

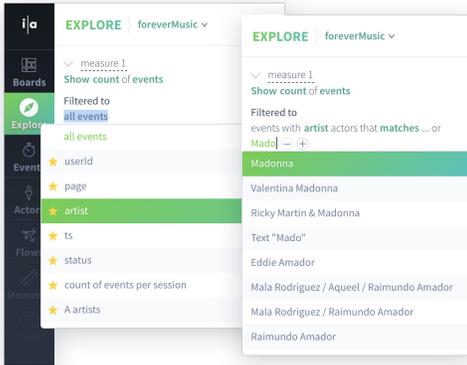
## Purpose-built Solution

Interana is trusted by Fortune 500 companies nationwide to understand more than 30 billion customer events daily.

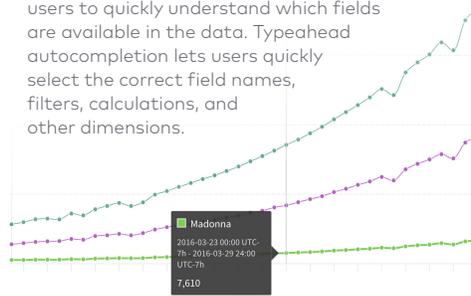


## Easy Graphical Query Building

Interana features a graphical live query builder that obviates the need for any particular technical expertise, including knowing SQL or how to code. You don't even have to know anything about the structure of the data.



The query builder's drop-down menus allow users to quickly understand which fields are available in the data. Typeahead autocompletion lets users quickly select the correct field names, filters, calculations, and other dimensions.

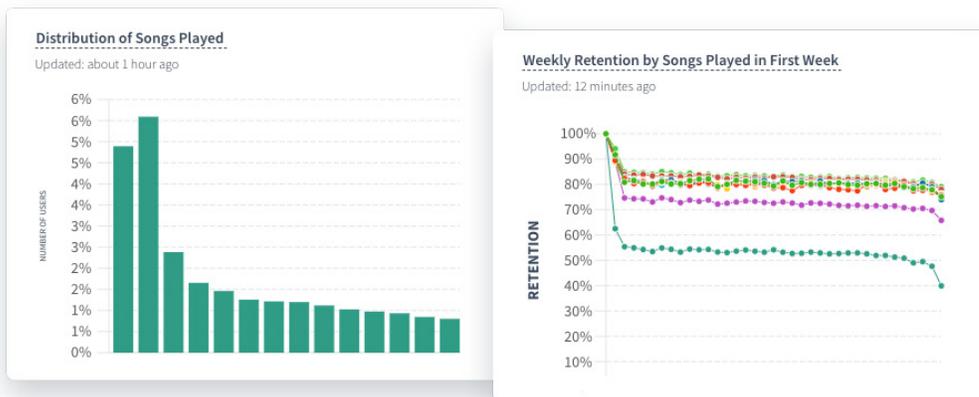


## Flexibility to Ask Deeper Behavioral Questions

Interana goes beyond aggregation functions to calculate custom metrics and answer complex queries on the fly – without ETL or subsequent data modeling. The examples below use Interana to contrast a reporting-style question with a more complex behavioral question.



Counting purchases per day, split across different product categories, is straightforward. A more insightful behavioral question is how the first product category a user encounters affects the average amount of time to make their first purchase. Here, we could drill into behaviors of our fastest buyers to explore how we could optimize the shopping experience for our slowest buyers.



Viewing a distribution of songs played is a basic way to measure engagement. A more valuable question is how the number of songs played in a user's first week affects retention. Here, we see that users who listen to 10 songs in their first week retain almost as well as users who listen to 90 songs. We could then redesign the user experience to encourage users to play 10 songs within the first week.

## Interana with Other Tools

While Interana can serve as the centerpiece of your data analysis infrastructure, it has also been designed to integrate seamlessly into traditional data warehousing and business intelligence (BI) systems.

In fact, it is extremely common for customers to use Interana in conjunction with data warehousing platforms like Azure SQL Data Warehouse or Amazon Redshift, and in conjunction with BI tools like Microsoft Power BI and Tableau.



Google Cloud Platform



## Getting Started

Getting data into Interana is easy. Interana ingests raw data directly from object storage services on AWS or Azure. Alternatively, configure Apache Kafka to land streaming data directly in Interana.

Interana operations experts will handle cluster deployment and maintenance in a virtual private cloud in your account, alongside other existing infrastructure, ensuring that your data never leaves its trust zone.

**For more information about Interana, and to see the product in action, please visit [interana.com](https://interana.com)**

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