

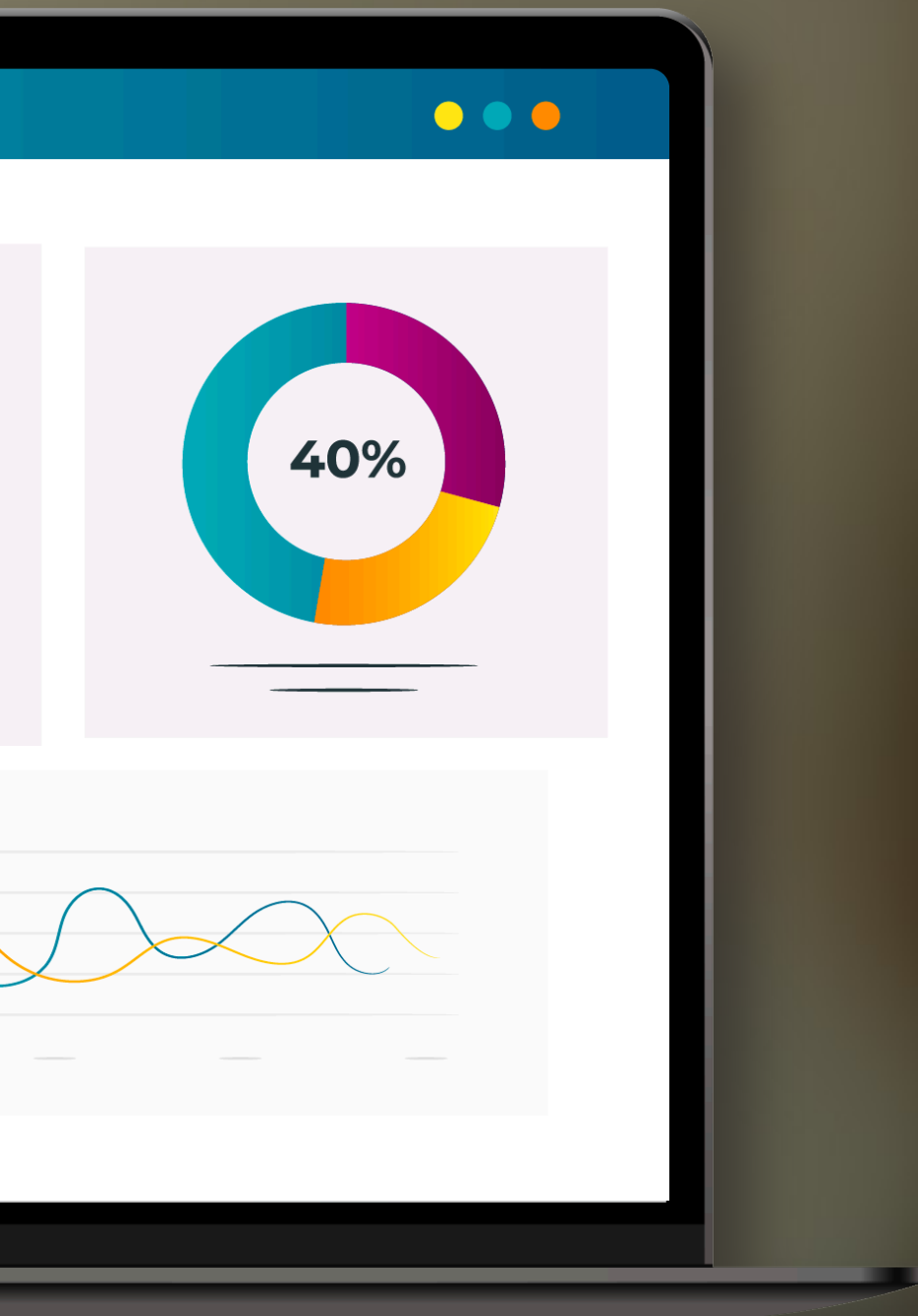


**dstny**  
ANALYTICS

**Dstny Analytics**

Analytics and reporting platform for  
communication service providers

The **Dstny Analytics Platform** is an analytics and reporting platform that collects data from multiple communication solutions and presents that data in one unified user experience.





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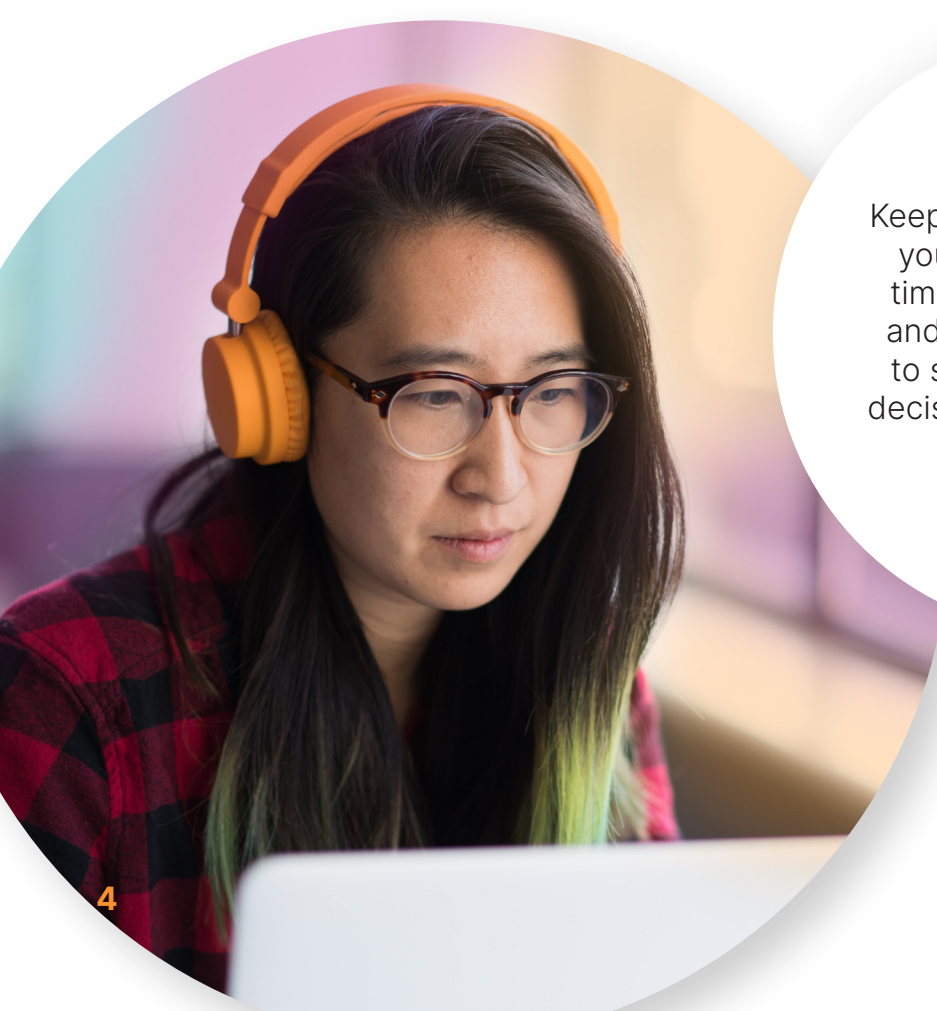
# Insights with data

A high service level and efficient communication are crucial to keeping customers satisfied and loyal to your business, regardless of which market you operate in. While good service might not be the reason why a customer chooses your company, a bad service experience will give them reason to start looking elsewhere. To reach and maintain a high service level, you need to start by determining how you currently work and communicate internally, as well as with customers. Once you know this, and the underlying reasons, you can start making informed and competitive decisions to improve your business further.

Are you available when your customers are trying to reach you?  
Do you have effective internal and external communications?  
Do customers reach the right person to get help with their inquiry?  
Are you making optimal use of your resources?

To fully understand your communication and service level, you need to start collecting data about them.

Data help to determine the causes of and relations between different factors. However, to understand and identify all the value that data can bring, they need to be interpreted in the light of the organization's specific goals.



Keep a close watch on how your data changes over time to identify patterns and gain insights in order to start making informed decisions and to reach your business goals.

# A platform that brings data together

**The Dstny Analytics platform is a web-based analytics and reporting platform that gathers a company's communication data into one unified view.**

The Dstny Analytics platform collects data from many well-known communication solutions through several integrated modules and presents them in one unified user interface. All data are processed into understandable reports that can be exported and further distributed.

Dstny Analytics systems works with the biggest telecom carriers in scandinavia, municipalities, customers in all sectors, and communication service providers of all sizes. We continuously strive to expand the platform's functionality with new partners and integrations. With a wide network and close collaborations, we can offer a powerful platform that is used and trusted by communication service providers all over the world.



A cloud-based solution that is reachable from your own web browser. No need for your own extensive installation, investments in new servers, or OS and database licensing agreements.



Handle multiple customers in a single installation. Due to extensive white label support, each customer can have their own UI. Ideal when systems are to be integrated with a portal or comprise part of a product portfolio.

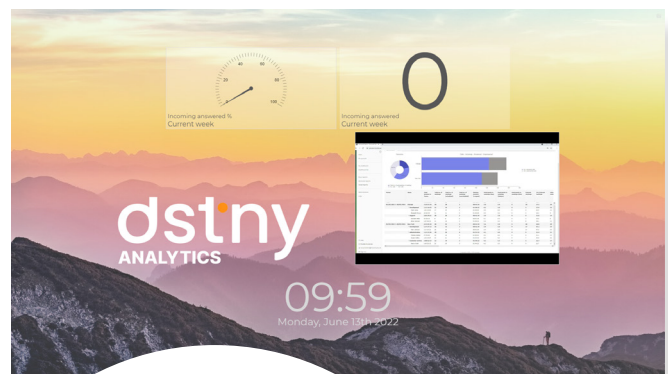
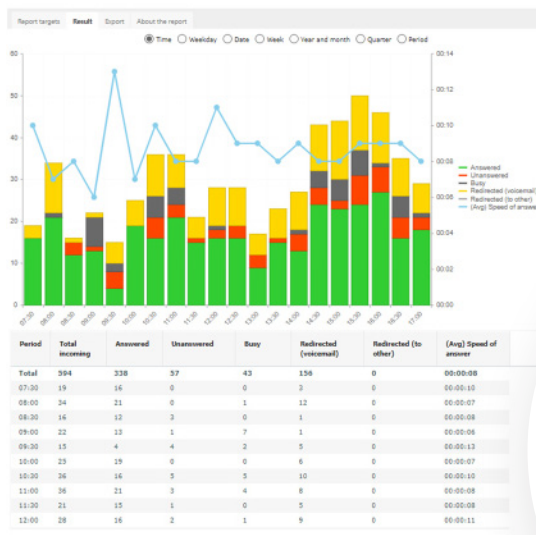


Support for multiple communication solutions through integrated modules. A customer setup can contain any number and combinations of technical solutions from different vendors.



# Basic & advanced reports

The Dstny Analytics Platform offers two different types of reports: basic and advanced. Advanced reports offer more ways to analyze and work with the data. Moreover, the core functionalities and all the features are built into every customer system for easy activation and deactivation as needs dictate. Regardless of which communication solutions your organization is using, you can choose both basic and advanced reports.



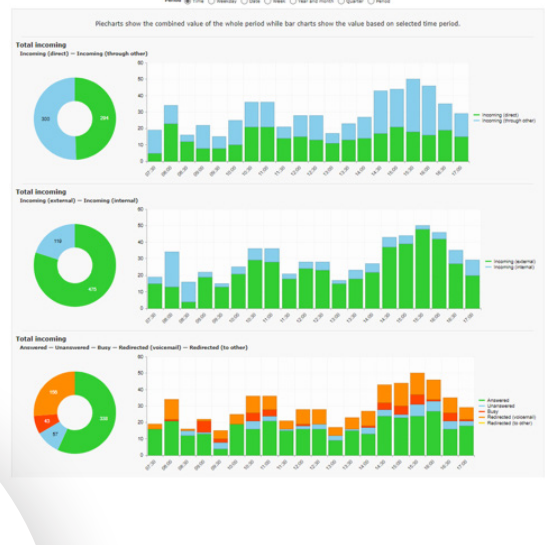
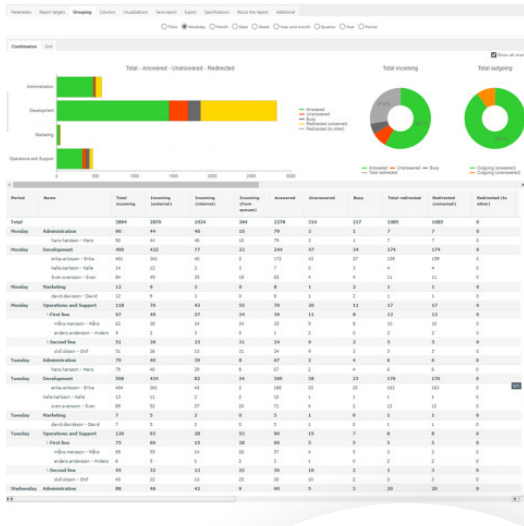
**Basic reports** are simple, predefined templates that present the most common communication data without any added advanced functionalities.

To simplify matters for companies and users looking only for the most common communication data, we developed our Basic Reports. They are easy to create and understand, but with fewer options and functionalities than our Advanced Reports. New users gain access to their data, with all the advantages and value this brings to the company.

Basic Reports do not support any other report grouping than by total. However, they can be grouped in any interval you like. They are simple and straightforward yet powerful.

Basic Reports are often used as an entry module to the more powerful Advanced Reports. This is a quick and easy way to start using the Dstny Analytics Platform.

Not all communication solutions and data sources deliver the same information to the platform. The content in a report may vary depending on which communication solution an organization uses. However, once a user has familiarized themselves with the reporting system, they can use all the supported modules thanks to the unified interface.



**Advanced reports** contain more features and additional data compared to basic reports. They also include advanced grouping and comparison features. Both the content and the format can be tailored to end-user requirements.

Advanced reports are the analytics view, where users can create custom reports tailored to their needs and focus areas. Both the content and the format can be tailored to end-user requirements. The reports can then be saved as both template reports and scheduled reports. This is a powerful report generator with advanced grouping and comparison features. Measurement objects can be viewed and presented both

individually and grouped according to organizational affiliation.

The Dstny Analytics Platform supports several hierarchical levels based on the customer's own organizational structure. This structure is also included in the advanced report results and exports.



# Core platform functionalities

The Dstny Analytics Platform is a flexible solution with many powerful core functionalities. They enable data to be presented in many ways and help organizations to identify patterns or highlight important data. Each service provider can modify the installation according to their organization and customer needs. It is possible to create commercial offers that combine different feature sets to match customer inquiries. This is easily set up and modified directly in the system.



## Extensive grouping functionality

All reporting can be based on an organizational structure. The groupings that are used can be synchronized with any external source through the Dstny Analytics Catalog API. This allows customers to create organization or suborganization level reports, as well as to easily locate bottlenecks and visualize communication patterns.



## Dynamic data

The platform compiles reporting result sets based on dynamic data. This enables matrix reports where the information is presented on both axes. Combined with the hierarchical grouping support, the system can present data for extremely complex organizational structures in a user-friendly and intuitive manner.



## External data sources

The platform supports several ways of importing measurement objects from external sources. It is designed to quickly integrate new data sources on request and supports the integration of several data sources, such as live data or other SaaS sources. The platform also has the ability to automatically synchronize with any external catalog.



**An installation can be used as a separate system with a standalone login page or be completely integrated with an existing portal.**

Due to its many integration possibilities, the platform often becomes part of an organization's existing portals and ecosystem, which makes it feel like a native part of the commercial and technical offering. This creates a seamless experience for end users.



**Powerful API**

There are still many scenarios where the data created and presented in Dstny Analytics need to be used and/or correlated in other systems. For those scenarios, Dstny Analytics has a powerful and easily accessed HTTP API that is used in a vast variety of integration setups.



**Close to admin-free**

The Dstny Analytics Platform can be completely integrated with external systems, such as a company's customer systems. In such installations, everything is handled automatically and there is no need to manage the Dstny Analytics Platform.

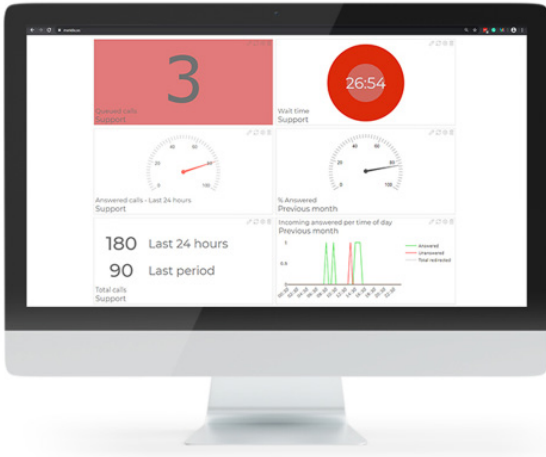


**Flexible licensing model**

Dstny Analytics offers two types of licenses (basic and advanced) to its partners. However, partners can choose whether they want to offer their customers the same type of licenses or to mix and match different system features to create their own licensing models. The available features depend on which license the partner has purchased from Dstny Analytics.





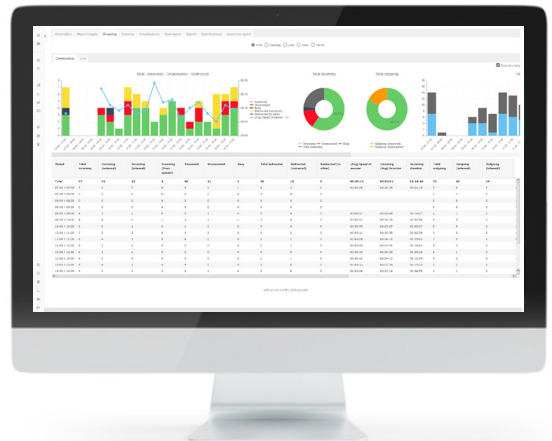


**Present live data on a dashboard and stay updated throughout the day.**

Present live data to create a status overview and a quick call-to-action if needed. For example, present the number of people in a queue, missed calls during the day, or colleague availability.

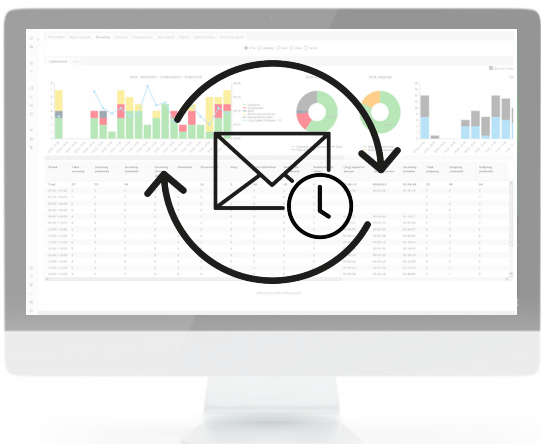
**All reports created in the Dstny Analytics Platform can be exported to excel for further processing and distribution outside the system.**

The exported reports have the same look and feel as within the system. They are designed to use Excel's built-in functions, such as filters and sorting.



**With scheduled reports, the system generates updated reports and distributes them to specified recipients at defined times.**

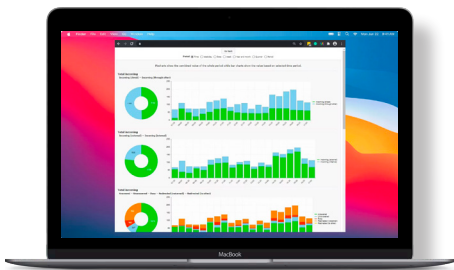
Scheduled reports automate the creation and distribution of reports. This simplifies information distribution across the customer's organization without the need for every single person that could benefit from the information having to learn how to use the Dstny Analytics Platform.



# Data visualizations

The Analytics Platform offers several different visualizations. They add interest and present findings in a way that makes your data more understandable and memorable for your audience. Each visualization aims to present the data in a particular way and assist in analyzing the content.

You can find all our visualizations on [www.dstny.com/analytics/visualizations](http://www.dstny.com/analytics/visualizations).



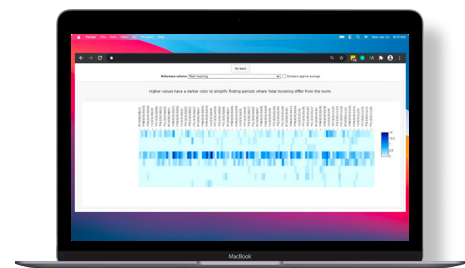
## Composition set

Some values in the reports are a composition of other values. As an example, total incoming is often the sum of incoming from both external and internal data. The composition set visualization is designed to show these sets and the distribution of them within a composition.

## Heatmap

The heatmap visualization is designed to identify patterns or time periods that stand out. Each day is represented with a colored rectangle where the color shows the value compared to the whole period's minimum and maximum value.

If the Result grouping is set to something other than Total, each measurement object or group will be represented as one row. This makes it possible to compare objects over time, as well as view progress or change.



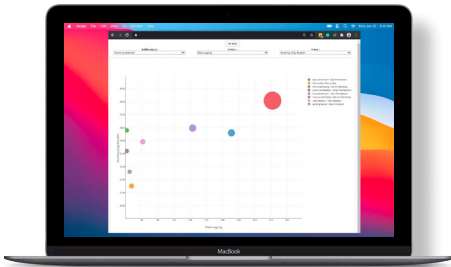
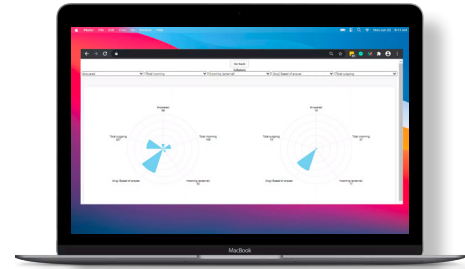
## Data distribution analyzer

All the average values in the reports are calculated from a large set. The data distribution analyzer helps you evaluate how representative an average value is. With both a box plot and a line graph, the minimum, maximum, median, and quartile values are represented. With this visualization, it is easier to identify periods where the average value does or does not give a good representation of the actual values.



## Radar chart

The radar chart visualization compares groups or objects over a set of values. You can select up to five different column values, and each column value will be represented as a cone for each group or object.

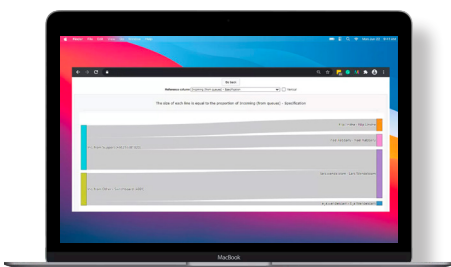
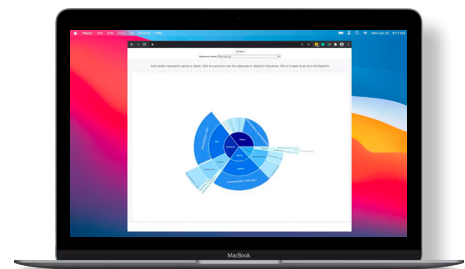


## Bubble chart

The bubble chart visualization is designed to compare groups or objects. Three different columns can be selected to compare. Each group or object will be represented as a bubble where the size is determined by one column value, and the x- and y-axis can be set to other column values. Besides comparing groups, this visualization also identifies correlations between different columns.

## Sunburst

The sunburst visualization provides an overview of groups and objects as well as their significance in the organization. The reference column set defines what value will be used to draw each group's proportion or object within a specific group. Use it to get a quick overview of your organization and how the communication gets handled.



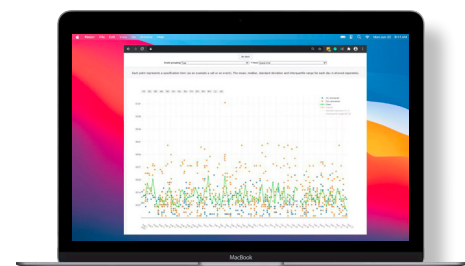
## Flow diagram

In some reports, it is possible to view the flow of your data. Maybe a call ends up in a switch, then to an IVR, and then gets forward to a queue before an agent finally answers? The flow diagram visualization presents how many events occur in specific parts of the system.

## Timeline

In the timeline visualization, each separate call or event is plotted out based on the time it occurred. It is also possible to draw a line for the mean and other statistical measurements for each day.

The timeline visualization provides a graphical way to view the specifications.



# Why customers choose us

The Dstny Analytics Platform is used by both small local businesses and municipalities, as well as major multinationals. Partners and customers appreciate our support and the flexibility of the platform. Since we work with many communication solutions on the market, if a company switches solution, there is a good possibility that we also offer support for the new one. And it will work in the same way.



Cloud-based hosting makes it possible for an installation to be scaled either up or down (computing power) as well as out or in (number of servers).



An installation can contain any number and combination of modules, all depending on the customer's needs.




Existing integrations with many well-known communication solutions on the market makes it easy to setup and launch a new customer system.



Service providers can have separate tenants for all customers in their own system (also relevant for resellers with different sub-systems).

**Together with our partners,** we are constantly developing new features and additional integrations for new communication solutions. This gives our customers piece of mind knowing that the platform will continue to improve and grow along with their needs.



**We believe in data-driven decisions  
for companies to develop and  
improve their business.**

Are you interested in how the Dstny Analytics platform can help your company make data-driven decisions and the many possibilities this offers?

If so, do not hesitate to contact us here at Dstny Analytics.



## Contact us

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