Turning Data Into **Interactive Information**

Tailor Made!

Storied Data Inc. is an interactive reporting and publishing platform for the creation and delivery of smart, personalized documents for the next generation of data-literate users

WHAT IS STORIED DATA?

Storied Data is a single tool to create and distribute any type of digital documents *– infographics, visualizations, dashboards, reports, catalogs, brochures,* and much more. Companies have the flexibility to deliver them to users as email attachments, web, or mobile pages. Users can conveniently access and interact with the documents online or offline. Each document's layout and content can be personalized for every recipient.

Flexible

Convenient

Tailor Made

WHY STORIED DATA?

Data explosion in the digital economy makes information overload a chronic pain for companies and individuals. Storied Data's interactive design paradigm helps *marketers, data analysts, designers, managers, and other business professionals* to deliver meaningful information in documents that users can easily customize to get insights and answer queries instantly.

- *Storied Data makes management, operational, sales and other perfor mance-reporting more relevant and effective.*

- *Storied Data makes customer-facing communications more personal, easily accessible, visually appealing and engaging.*

A NEW DESIGN PARADIGM FOR DIGITAL DOCUMENTS:

Storied Data has pioneered a new "interactive one-pager" document design paradigm. "One-pagers" have long been a favorite marketing and promotional tool for its direct way to deliver concise messages. The interactive one-pagers extend this paradigm to deliver in short form data-rich documents previously available in thick, multi page static PDFs, in infinitely scrollable HTML pages, or multi-tabbed dashboards. This compactness comes with the additional benefit of significantly lowering the time and costs of developing and distributing digital documents.

Storied Data transforms complex business data into an easy to understand information.

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3-INTO-1 TOOL

Design + Business Intelligence + Web Authoring

One tool to do it all. Less is more, and more is less costly.

KEY BENEFITS AND VALUE TO CUSTOMERS

95%
SHORTER DESIGN TIME

80%
TECHNOLOGY SAVINGS

75%
FASTER PERFORMANCE

92%
ENERGY SAVINGS (ESG COMPLIANT)

BETTER EXPERIENCE:

- Storied Data's new interactive format replaces static, dull PDFs; complex HTMLs; CSV data dumps; and slow BI systems with user-friendly, highly responsive documents that are easy to digest.

- This single document format for all devices makes the user experience across email, web and mobile simple and consistent.

- By offering better experience and more varied content, Storied Data turns external reporting into a marketing and sales tool.

DESIGN EFFICIENCIES:

- Storied Data enables fast and easy creation of modern, visual documents.

- Reduces the time and resources to develop reporting and information applications from months and weeks to days.

- Eliminates the need to use multiple tools for digital content creation such as graphic design, business intelligence, and web authoring tools.

COST BENEFITS:

- Storied Data lowers server costs by generating reports 10x faster compared to PDF, HTML or BI systems.

- Eliminates business Intelligence licenses and server concurrency costs, and reduces application maintenance.

- Reduces the resource requirements for data-driven applications – less developers, programmers, DBAs, ETL specialists, administrators, QA specialists.