

Patented technology solutions to:

- Analyze large, complex or real-time data sources quickly and accurately
- See the big picture and the underlying detail at the same time
- Navigate easily and intelligently through your data based on visually identified outliers, anomalies and patterns
- Monitor or replay time series and events to spot hidden trends

Key Customers

- 7 of the top 10 global investment banks including Citigroup
- Major investment managers including Prudential
- Leading retailers including Casas Bahia

Products

Fractal:Intelligence™

Configure and use Fractal Maps; set structures, color coding and other visual cues to highlight drivers and trends; link to multiple data sources including Microsoft® Excel™, web services, OLAP cubes and most enterprise databases

Fractal:Server™

Share Fractal Maps through your web or intranet sites with staff, managers, executives or clients, to increase productivity and profitability

Fractal:SDK™

Embed and extend Fractal:Edge technology for new or existing products and custom applications

Markets

Financial Services
Retail
Pharmaceutical
Manufacturing
Consumer Goods
Aerospace

Applications

Trading
Risk and Compliance
Corporate Performance

Management Team

Richard Laughton · President & CEO
Gervase Clifton-Bligh · Founder & VP, Products
John Polo · VP, Channels

Sales Offices

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Overview

Fractal:Edge provides a unique data visualization solution that turns large, fast-moving or complex data sources into a simple, interactive picture so you can navigate, analyze and understand your data more effectively.

The Case for Advanced Visualization

Until now the presentation of complex data has been restricted to Excel-style data grids and simple graphs that provide a limited view one slice at a time. By capturing hundreds of slices in one simple picture and providing intuitive guided navigation, Fractal:Edge unlocks the value in your data.

Whatever information drives your business decisions, Fractal:Edge solutions let you:

- See the complete picture – detail, context and overview at the same time
- Improve analysis – reliably identify key values and relationships
- React quicker – *spend more time dealing with issues and opportunities and less time finding them*

Simple Deployment

Our revolutionary visualization technique – called Fractal Maps – can represent multiple data sources in a single interactive view with connections to other enterprise applications to speed workflow. With a range of deployment options and a simple powerful toolset, solutions can be delivered in hours or days, not weeks or months, optimizing your return on investment.

Fractal:Edge solutions bring about a fundamental change in the way business users make decisions – maximizing opportunities, minimizing risks and building competitive advantage.

