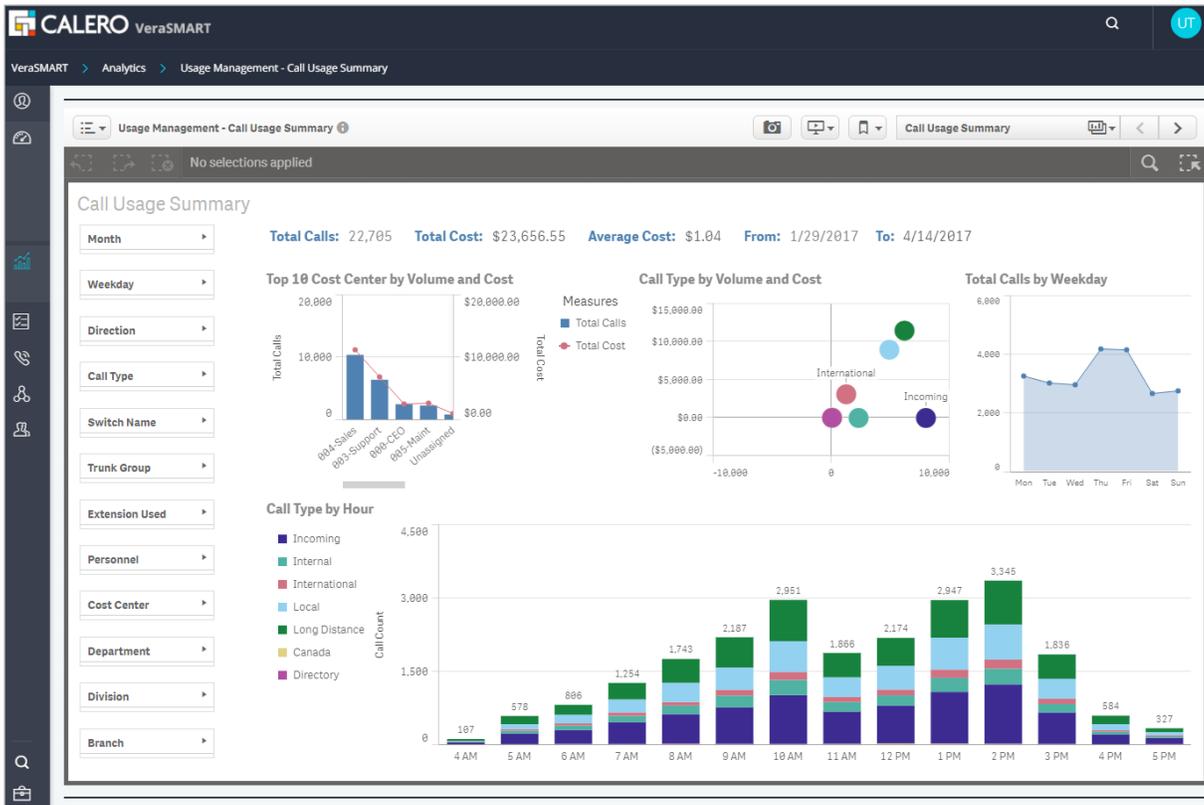


# VeraSMART InSight Analytics

*Transform Your Call Data into Actionable Insights*

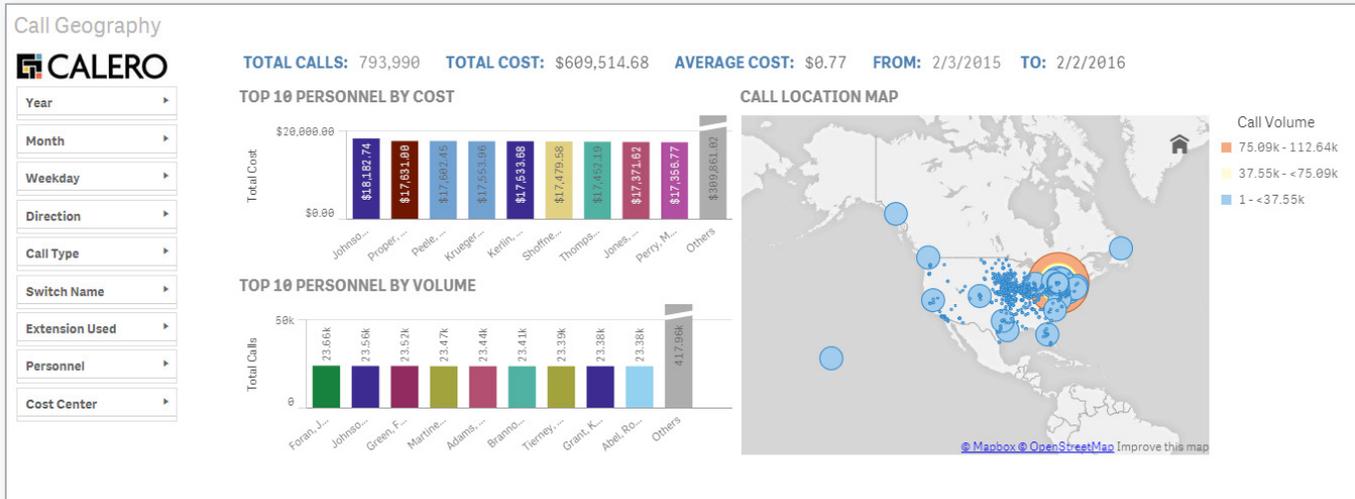


Multi-dimensional dashboards provide new ways to analyze and interact with your call data.

The InSight Analytics accessory module for Calero VeraSMART Call Accounting lets you deeply explore your call data, reveal connections instantly, and see opportunities and risks from every angle – transforming your hard work into quantifiable business insights.

If the explosion of Big Data has taught us anything, it's that data alone is meaningless without solutions designed to explore, analyze, and interpret. Insight Analytics lets you explore your call data in ways never before possible. Charts, tables and graphs are wired together with interactive discovery and visualization to help you quickly understand “what’s happening” and “why”.

# Get More Value from Your Call Data



The call geography map pinpoints where your call volume is geographically concentrated.

## InSight Analytics Benefits

### Gain Insight and Act Immediately

Gain actionable insights in minutes instead of hours or days using conventional reports. Apply that insight immediately to accelerate ROI of your communications programs.

### Keep Your Finger on the Pulse

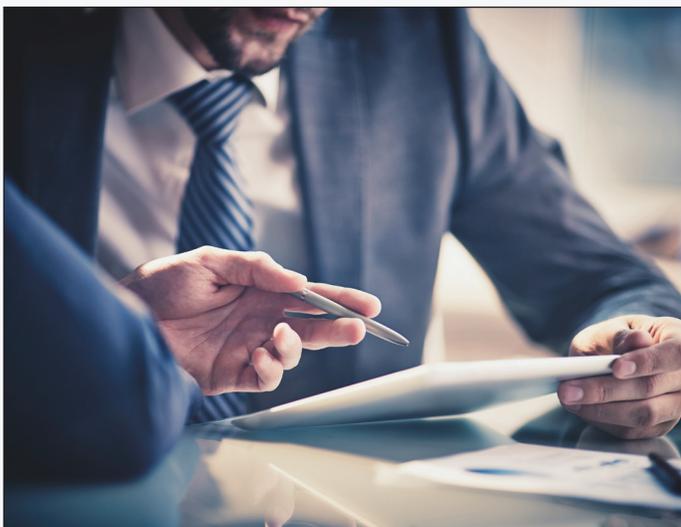
Compare metrics and key performance indicators to spot subtle trends, geographic patterns, unusual activity and cost spikes, compliance risks, and excessive usage.

## Collaborate and Share

Bring your call accounting data to life with visualizations that make it easy to share cost saving opportunities, potential risks, and additional insights with management and other members of the team.

## Root Out Root Causes

Drill deeper into your data, leveraging free-form exploration to identify problem causes and correlations that warrant further scrutiny.



*“Imagine an analytics solution so intuitive that anyone in your organization could easily explore vast amounts of communication data via personalized reports and dynamic dashboards to discover meaningful and actionable insights.”*

# Advanced Data Discovery & Visualization

Call Details

**CALERO** TOTAL CALLS: 353,967 TOTAL COST: \$486,170.13 AVERAGE COST: \$1.37 AS OF: 3/21/2016

Year: [Dropdown] Month: [Dropdown] Weekday: [Dropdown] Direction: [Dropdown] Call Type: [Dropdown] Switch Name: [Dropdown] Extension Used: [Dropdown] Personnel: [Dropdown] Cost Center: [Dropdown]

Personnel	Extension Used	Call Direction	Reported Dialed/CLI Number	Call Type	Call Location	Vendor	Start Date	Start Time	Cost
Lee, Alex	65521	Outgoing	0-161-8701834	National	GBR: MANCHESTER	-	3/22/2016	14:45:25	\$23.45
Aiken, Kathleen	66740	Outgoing	0-121-8354431	National	GBR: BIRMINGHAM	-	3/22/2016	14:45:26	\$23.45
Babcock, Denise	67022	Outgoing	72990754	Local	GBR: LONDON (INNER)	-	3/22/2016	14:45:28	\$23.45
Downs, Gail	62079	Outgoing	72317582	Local	GBR: LONDON (INNER)	-	3/22/2016	14:45:50	\$23.45
Brewer, Ashley	63504	Outgoing	72357382	Local	GBR: LONDON (INNER)	-	3/22/2016	14:45:58	\$23.45
Roberts, David	65460	Outgoing	0-1904-356565	National	GBR: YORK	-	3/22/2016	14:46:07	\$23.45
Bordelon, David	62851	Outgoing	0-161-8701834	National	GBR: MANCHESTER	-	3/22/2016	14:46:09	\$23.45
Haag, Sandra	62772	Outgoing	0-141-3324139	National	GBR: GLASGOW	-	3/23/2016	11:14:39	\$23.45
Gravely, Evan	69791	Outgoing	72355382	Local	GBR: LONDON (INNER)	-	3/23/2016	11:48:41	\$23.45
-	63428	Outgoing	0-151-5561342	National	GBR: LIVERPOOL	-	3/23/2016	11:55:30	\$23.45
Kibbe, Joann	64763	Outgoing	82956010	Local	GBR: LONDON (OUTER)	-	3/23/2016	15:07:02	\$23.45
Beverly, Jeffrey	62290	Outgoing	0-141-3324539	National	GBR: GLASGOW	-	3/24/2016	07:31:47	\$23.45
-	69315	Outgoing	0-151-5518342	National	GBR: LIVERPOOL	-	3/24/2016	11:41:41	\$23.45
-	60568	Outgoing	0-141-3324539	National	GBR: GLASGOW	-	3/24/2016	13:20:28	\$23.45

Drill down to view your call data in detailed table view, easily exportable as PDF or spreadsheet.

## InSight Analytics Features

### Interactive Data Discovery & Visualization

Easily explore vast amounts of data – helping you to quickly understand “what’s happening” and “why.”

Charts, tables and graphs are wired together for deep exploration. Each click updates your entire view, so you can explore questions and make discoveries wherever the data takes you.

## As Easy as Searching the Web

Simply type in search strings, just as you would in a web browser, to uncover data relationships and information in places you wouldn’t think to look.

### Cumulative Filtering

Each filter you select changes all the visuals on your dashboard simultaneously. For example, choose three days of the week to isolate and compare your call patterns across all visuals.

## VeraSMART Data Consumption Comparison Matrix

Functionality Desired	Monitor (dashboards)	Modify (list views)	Share with People (standard reports)	Share with Systems (EZ-Share®)	Analyze/Explore (InSight Analytics)
Specific Answer	✓	✓	✓	✓	✓
Information Discovery					★ ★ ★
Static Filtering	✓	✓	✓	✓	
Dynamic Filtering					★ ★ ★
Modify Raw Data		✓			
Scheduling			✓	✓	
Bulk Distribution			✓	✓	
Summarized Data		✓	✓	✓	✓
Pagination			✓	✓	
Excel Export		✓	✓		✓
ASCII CSV Export	✓		✓	✓	✓
PDF Export					✓
Email from VeraSMART			✓	✓	

# VeraSMART: The Call Accounting Solution You'll Never Outgrow

## VeraSMART Deployment Options

To help you obtain maximum value from your call accounting solution, Calero offers the choice of on-premise purchased software or a VeraSMART SaaS implementation. With either option, you maintain administrative control of your solution.

## On-Premise Purchased Software

- Hardware and software purchased by user as capital expense
- On-premise location provides highest level of application control
- Highest level of control over internal systems and data

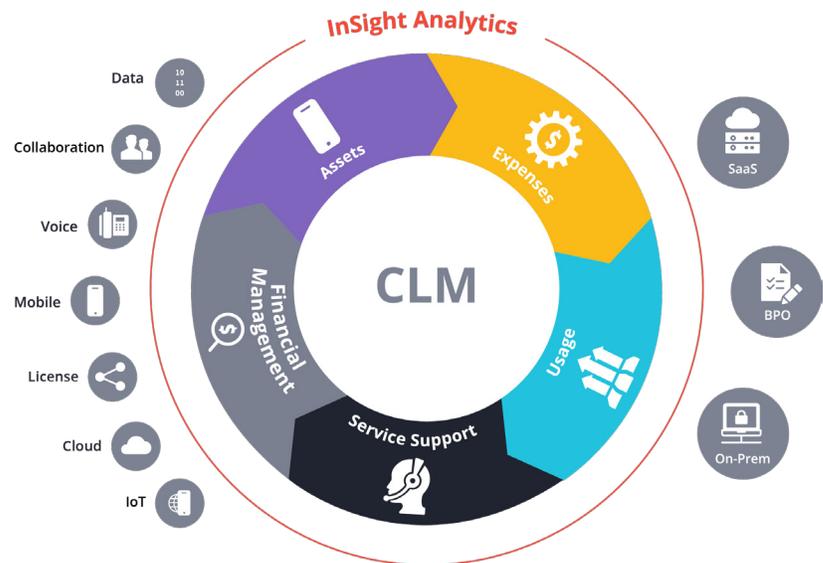
## SaaS Implementation

- Software is an operational expense for user
- SaaS hardware/software are owned and maintained by provider
- Lower total cost of ownership - no upfront capital costs
- Provider performs software upgrades

In addition to VeraSMART Call Accounting, Calero's Communications Lifecycle Management (CLM) approach supports the full spectrum of unified communication channels. Whether it's voice, mobile, messaging, video, or beyond, you have the ability to view, manage and optimize your entire communications business holistically, moving beyond just the traditional "cost savings" value proposition of TEM.

Now, in addition to expense management, you are able to derive true business value from clear visibility into the full lifecycle of your communication solutions to understand performance in the aggregate, and to demonstrate the impact on organizational performance.

## Communications Lifecycle Management



## About Calero Software, LLC

In addition to VeraSMART Call Accounting, Calero Software is a leading provider of Communications Lifecycle Management solutions with a deep commitment to innovation and customer service. Calero's CLM approach supports the full communications lifecycle (from procurement to payment) including software/services that aid Telecom Expense Management (TEM), Wireless Expense Management (WEM), Managed Mobility Services (MMS) and Usage Management. Calero has thousands of customers in the United States and more than 40 countries worldwide, including Fortune 1000 corporations, universities and government agencies. For more information, visit us at [www.calero.com](http://www.calero.com) or [www.call-accounting-solutions.com](http://www.call-accounting-solutions.com), or call 585.383.6806.