

Press Kit 2021.01

UNSCRAMBL

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Company Backgrounder

MISSION

At UNSCRAMBL, our mission is to fix the last mile problem in an organization's data pipeline that feeds the data consumers. We believe that every data consumer should have timely and seamless access to data and insights, and be able to collaborate on them to make informed decisions. Unfortunately, that is not the case today. It's time to consumerize BI.

THE LAST MILE PROBLEM

While enterprises have placed a lot of emphasis on data collection, data repositories, analytics infrastructure and self-service BI tools, timely and seamless access to data and insights for data consumers at the last mile of an organization's data pipeline has remained an unsolved problem.

There are multiple reasons for this last mile problem:

- Self-service BI meant to serve the data consumers ended up becoming tools for analysts. Data consumers find these tools complex.
- Dashboards are rigid and have well-defined boundaries. Data consumers feel constrained and keep going back to analysts for ad-hoc analysis.
- Data is spread across multiple sources. Data consumers soon lose their way figuring out where to get an answer to the questions.

Data consumers eventually resort to, let me just ping the analyst and ask? This is how they tread the last mile, and with everybody on collaboration platforms like Teams, Slack or Zoom - this is where our opportunity lies.

CONSUMERIZE BI, EMPOWER EVERYONE

There are 3 key trends that are converging. First, collaboration platforms like Microsoft Teams, Slack and Zoom have really taken off in the last year. Second, people are getting more and more used to chatting with bots in different settings. Third, BI and analytics are moving into the age of the "augmented consumer".

At UNSCRAMBL, we have recognized these trends, and we have built Qbo, a personal AI data analyst for enterprise users. QBO directly connects to disparate data sources and does not require any data movement. Once connected, QBO allows natural language conversations with the underlying data source(s) and surfaces results and insights in a meaningful fashion for the users. Importantly,

users can access QBO in collaboration tools, and we have selected Microsoft Teams as our preferred launch platform.

Qbo can be hosted by UNSCRAMBL, or can be deployed by enterprises in their cloud or on-premise environments. This makes it suitable even for enterprises with highly sensitive data and stringent security needs

LEADERSHIP TEAM



Vibhore Kumar, Ph.D.

Chief Executive Officer

Customer focused leader with more than 20 years of experience in analytics and high-performance computing, and a flair for innovation. Author of multiple award winning research articles and numerous patents. PhD in Computer Science from Georgia Tech.



Praveen Thakur

Chief Executive Officer

30+ years of regional executive leadership experience in the technology industry across Asia Pacific and Japan. P&L management, sales, technical pre-sales, partnerships and industry solutions at IT giants such as Oracle and IBM.



Anand Ranganathan, Ph.D.

Chief AI Officer

Data scientist, big data developer, architect & researcher. 20+ years of experience building ML powered solutions across 100+ customers. More than 100 patents and publications. PhD, Computer Science from University of Illinois, Urbana-Champaign.



Niket Vaidya

Chief Revenue Officer

20+ years of technology sales experience in growth markets. Business leader with a proven track record of driving multi-million dollar solutions. Led several enterprises through successful Big Data and analytics transformations journeys.

ADVISORY BOARD



Mike Gleason

Chief Financial Officer

Mike brings over two decades of entrepreneurial mindset with extensive start-up and small business experience and the proven ability to provide financial leadership in fast-paced, high-pressure environments.



Bugra Gedik, Ph.D.

Co-founder



Vish Narayanan

Advisor



Howard Mergelkamp III

Board Member

About Qbo



UNSCRAMBL empowers business users to have natural language conversations with their data in collaboration platforms such as Microsoft Teams through an AI-powered data analyst, Qbo.

- Always available: in synchronous and asynchronous mode, on mobile, browser, desktop, Qbo connects you to your data on-premise, on-cloud and in applications 24/7.
- Powerful built-in analytics that can help you understand trends, patterns, identify segments and anomalies like your very own team of data scientists

- Qbo is superbly easy to use: all your data conversations in natural language. Just ask!
- Time-saving: no more combing through multiple dashboards and expensive B.I. tools
- Confident and safe: governed, secure data access and controls for stress-free interactions

Now available natively within Microsoft Teams

[Watch Qbo work](#)

“With Qbo, Microsoft Teams users can now get conversational access to data and insights in natural language making it simpler to build data-oriented storyboards. This integration with qbo will enable customers to more quickly make data-driven decisions.”

— Michal Lesiczka | Group Product Manager, Teams Partnerships, Microsoft Corp.

Making headway in A.I.

UNSCRAMBL's Qbo has made impressive strides in the U.S and Asia in the finance, retail, health and aviation industries and continue to lead not just in business world but in academics as well.

Gartner

Hype Cycle for Analytics & Business Intelligence 2018, 2019, 2020

- Conversational Chatbots for Analytics
- Continuous Intelligence

Hype Cycle for Communications Service Provider Operations 2020

Hype Cycle for Customer Experience Analytics 2019

Hype Cycle for Data Science and Machine Learning 2019

Market Guide to Augmented Analytics 2021

“Data and analytics leaders must enable analysts and consumers with Augmented Analytics capabilities to accelerate the convergence between analytics and data science for enhanced data-driven decision making.”

Download the report [here](#).

Awards



Digital Artwork

Artwork outline, files link for downloading.

UNSCRAMBL Brand

Brand logo

Logo colours

Logo Usage

Minimum Size

Exclusion zone

Lock up partnerships

Qbo Brand

Brand logo

Logo colours

Logo Usage

Minimum Size

Exclusion zone

Lock up partnerships

Key visuals

Color Palette

Special requests contact information

UNSCRAMBL Brand

[Brand logo](#)

[Logo colours](#)

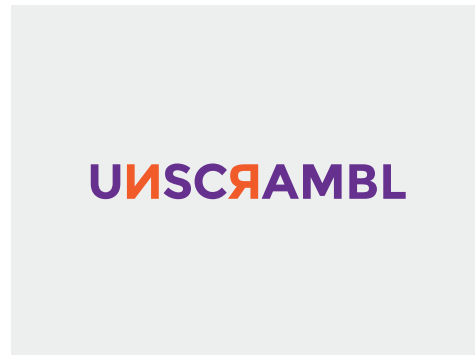
[Logo Usage](#)

[Minimum Size](#)

[Exclusion zone](#)

[Lock up partnerships](#)

UNSCRAMBL



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UNSCRAMBL Brand

Brand logo

Logo colours

Logo Usage

Minimum Size

Exclusion zone

Lock up partnerships



Lock up partnership visual guide: ensure that our brand gets a fair and equal presence

UNSCRAMBL

Minimum use: 13.2 x 1.28 mm / 38 x 4.6 PX



Do not tilt or rotate



Avoid drop shadows and other effects



When placing on busy images, opt for the single colour reverse white option



Do not distort

Qbo Brand

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Qbo Brand

Brand logo

Logo colours

Logo Usage

Minimum Size

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Lock up partnerships



Lock up partnership visual guide: ensure that our brand gets a fair and equal presence

qbo

Minimum use: 10 x 5 mm / 28 x 13 PX



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Avoid drop shadows and other effects



When placing on busy images, opt for the single colour reverse white option



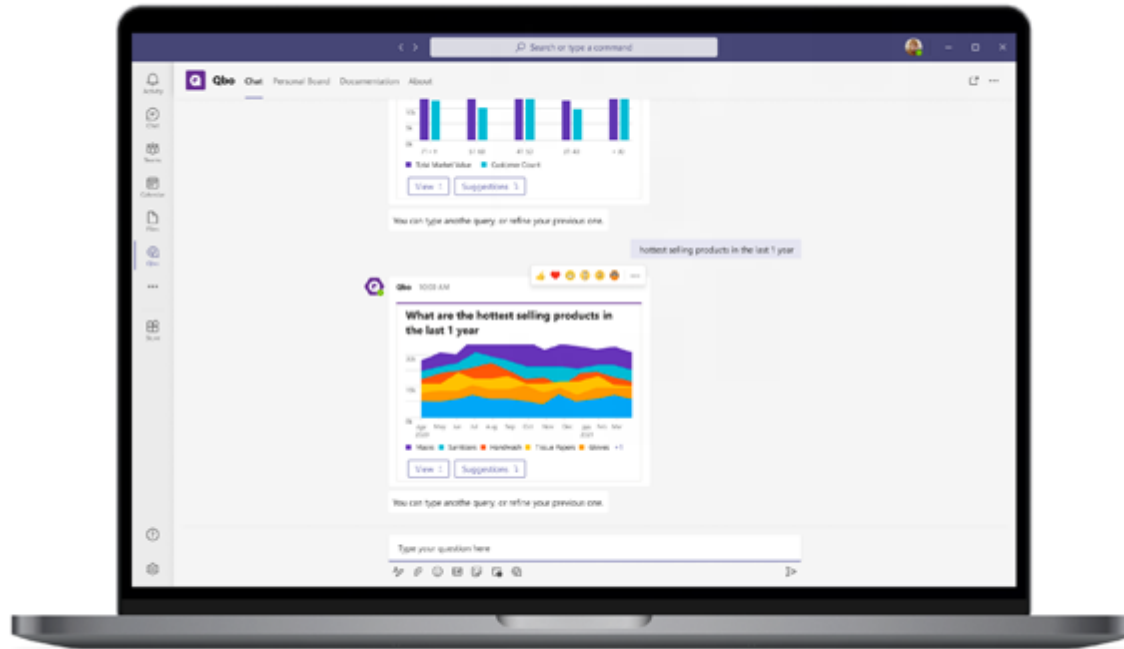
Do not distort

Key Visuals

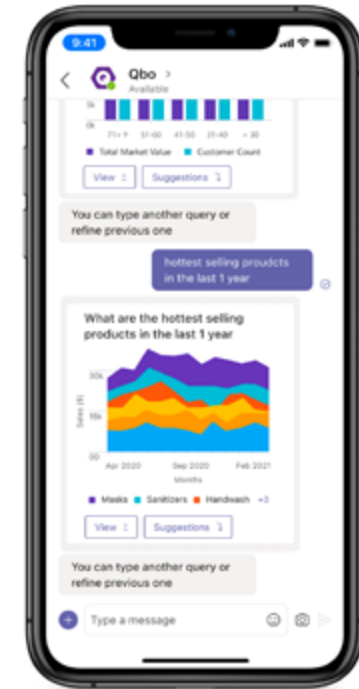


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Key Visuals



[download]



[download]

Colour Palette

#d8dcdd
RGB
R-216,
G-220,
B-221
CMYK
C-35,
M-10,
Y-15,
K-30
PMS
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Y-20,
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PMS
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QBO
TEAL

REGAL

CITRUS

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Colour Palette

#6b0000
RGB
R-107,
G-0,
B-0
CMYK
C-25,
M-100,
Y-100,
K-30
PMS
187C

**GRADIENT
SPLIT MARKER**

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G-91,
B-41
CMYK
C-0,
M-60,
Y-65,
K-0
PMS
165C

#67318f
RGB
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RGB
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C-65,
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Y-5,
K-15
PMS
259C

**GRADIENT
SPLIT MARKER**

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