

LIBRALOGIC · 2009–2012

BI Catalyst Platform

Introduction — Business Intelligence for growing businesses.
One dashboard for all your data sources.

2009	SaaS	Warsaw	2011
FOUNDED	DELIVERY	HQ	ACQUIRED

Archival materials - original presentation c. 2010

THE CHALLENGE

Data overload is the new normal.

**Multiple disconnected tools**

Email, spreadsheets, CRM, sales reports — all separate, all requiring manual consolidation every single day.

**Hours lost on reporting**

Preparing a single presentation means gathering materials, checking notes, writing summaries — a never-ending cycle.

**No single source of truth**

Searching scattered information leads to incomplete analysis and decisions based on outdated data.

**Excel is not enough**

At current information volumes, a spreadsheet cannot serve as a reporting system, planning tool, and analytical platform at once.

THE SOLUTION

Speed up your work in 3 steps.

BI Catalyst gives you access to all your data in one place — at any time, from any browser.

1

Collect data in one place

Connect multiple data sources — CRM, ad systems, email platforms — and process them into actionable insights through dedicated reporting tools.

2

Prepare any format you need

With access to all data via one BI Catalyst application — from anywhere with internet — create any presentation, report, or export format required.

3

Share with others

Share results in any format you specify — or simply grant a client account access to show them exactly what they need, in real time.

CORE CAPABILITIES

What BI Catalyst delivers.

Built for media buyers, SEM managers, and data-driven teams in 2009 — when the competition was still in Excel.

Unified BI Dashboard

One interface connecting data from multiple sources — SEM platforms, analytics, CRM — with ROLAP engine for fast slice-and-dice analysis.

Multi-format Reporting

Generate reports in any format on demand. Schedule automatic delivery. Share dashboards with clients via secure read-only access.

SaaS — No Infrastructure

Browser-based. No software to install on client machines. Works with any modern browser supporting HTML standards.

Localization & Customization

Polish and English UI out of the box. Extensible to any language. White-label available. Custom visual branding per client.

TARGET SEGMENTS

Who benefits from BI Catalyst?

Designed for organizations that manage data from multiple systems and need instant consolidated reporting.

Media Houses & Publishers

- Campaign performance across all ad networks
- Real-time SEM / display tracking
- Client reporting in one click
- Cross-channel attribution

Digital Agencies

- Multi-client dashboards
- Automated white-label reports
- Budget vs. actual spend tracking
- Shared client access portals

E-commerce & SMB

- Sales + marketing consolidation
- Lead source attribution
- KPI monitoring & alerts
- Management reporting automation

TECHNICAL OVERVIEW

Minimal requirements. Maximum flexibility.

BI Catalyst was designed for zero-friction deployment — no specialist software required on the client side.

CLIENT SIDE

- Any modern web browser
- No plugins required
- HTML standards compliant
- Internet connection

DATA SOURCES

- CRM systems
- SEM / ad platforms
- Google Analytics
- Custom databases via API

INFRASTRUCTURE

- Fully hosted (SaaS)
- On-premise option available
- Custom subdomain setup
- Role-based access control

✓ SaaS deployment requires no additional hardware or software investment. Accessible from day one.

GETTING STARTED

Three ways to use the platform.

Choose the deployment model that fits your organization's needs, data governance requirements, and technical capacity.



SaaS (Hosted)

Fastest onboarding. No infrastructure needed.
LibraLogic manages all hosting, updates, and backups.



On-Premise

Install on your own servers for full data control. Requires
own IT infrastructure and maintenance.



Hybrid / Custom

Data on your infrastructure, application hosted by
LibraLogic. Best of both worlds for regulated industries.

Contact LibraLogic to define the optimal solution — data feeding, maintenance, and development path.

ARCHIVAL MATERIALS · 2009–2012

Ready to **consolidate your data?**

Contact LibraLogic to define the optimal analytical solution for your organization.

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Note: LibraLogic (Sobieski, Knap Spółka Jawna) and its platform, contracts and client base were transferred to **24/7digital** in July 2011. These materials are published for archival and informational purposes only.