

‘Width is everything...’

Media Science debuts SmartView at Strata New York

Media Science is delighted to announce the launch of SmartView, the most complete view of performance data for marketers.

SmartView does three things:

Data:

SmartView aims to work with all time-series data, regardless of original format (think WIDE DATA rather than BIG DATA). Using the powerful Media Science platform, SmartView takes data and processes it into a single proprietary format, so that users can get on with easily comparing and contrasting performance, enabling better informed decisions.

Visualise:

SmartView is built on the principle of simplicity and great user experience. Once data is in the system, SmartView visualises it simply. Whether users want to view a single source or collide data to compare performance, SmartView can do this. Users can also export to a simple, elegant ‘print ready’ format to use at their next meeting.

Insight:

While putting data in one place and visualising it elegantly is important to users, we know want added insight too. We’re building more ‘smarts’ into SmartView all the time. Things like trend analysis, inflection points and correlation analysis are on the way, to name just a few.

Media Science is built on the Microsoft Azure cloud platform and is a Microsoft BizSpark company. The platform is built on Microsoft .NET 4 MVC3 leveraging C# and F# and the SQLAzure database, with data stored on a hierarchical basis. Built on their own API, the Media Science platform will be opened to third party application developers from early 2012.

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Or see him at StrataNYC!

Data > Visualisation > Insight = Better Decisions

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