

www.natzka.com

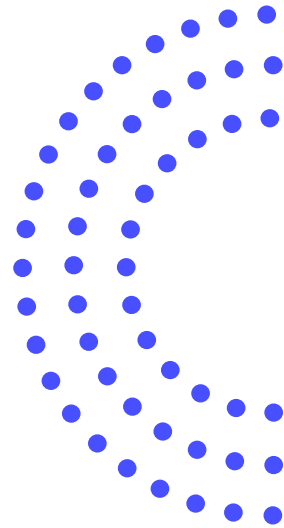
Technical Foundations



swiss made software

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Executive Summary

Natzka models and streamlines decision-making, unifying disparate data into a single cohesive environment and significantly enhancing the ROI of all processes modelled on the platform. It surpasses traditional Business Intelligence (BI) and Corporate Performance Management (CPM) tools, empowering IT and data leaders to develop smarter strategies. Natzka’s design prioritises clarity, simplifies data management and access for all users, and eliminates the need for complex SQL queries. This reduces IT operational overhead and speeds up the time to value.

Natzka implements enterprise-grade security and compliance measures, including TLS encryption, Role-Based Access Control (RBAC), Single Sign-On (SSO), and ongoing monitoring. Data is owned by the client, protected by end-to-end encryption, and not utilized for external AI training. Scalability is flexible, with a transparent, resource-based pricing model that enables precise resource allocation and cost optimization.

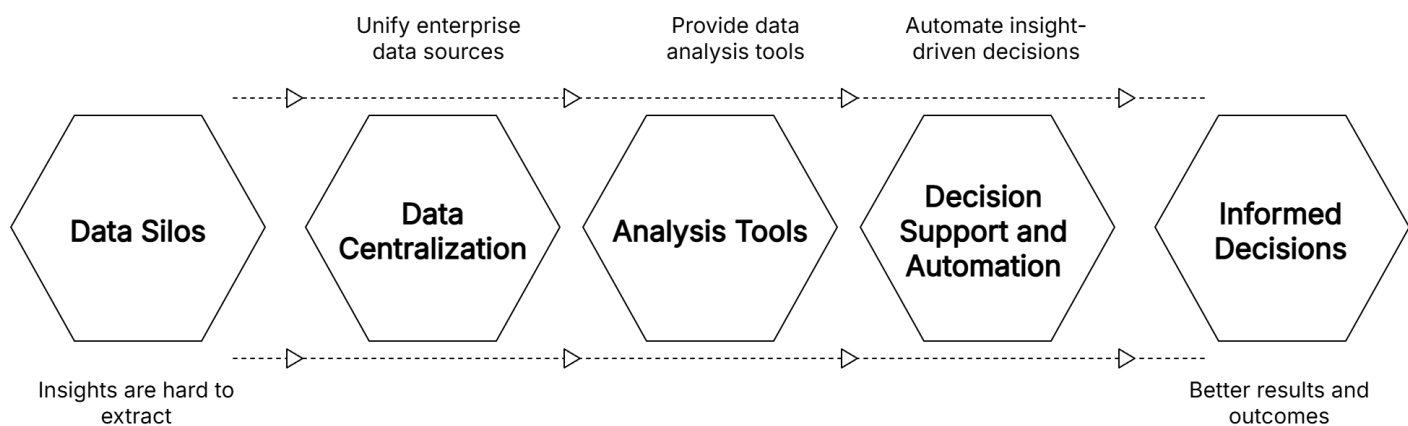
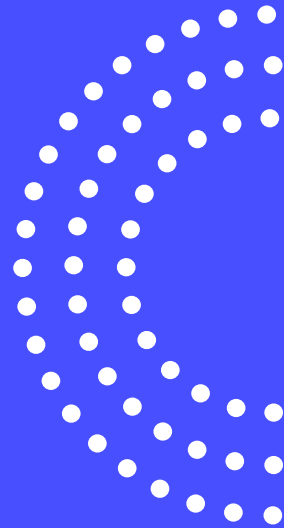
Natzka's web front-end is optimized for large data presentation, backed by a memory-safe database engine. The platform is delivered as SaaS via GitOps practices. This stack ensures high performance, scalability, and maintainability. In-memory processing facilitates rapid data ingestion and near-real-time insights. The platform can integrate custom AI and automation agents tailored to an organization's proprietary data for improved efficiency and decision intelligence. Contact us to evaluate Natzka's potential through a Proof of Concept (PoC) or Proof of Value (PoV).



Setting a new benchmark in enterprise data intelligence.

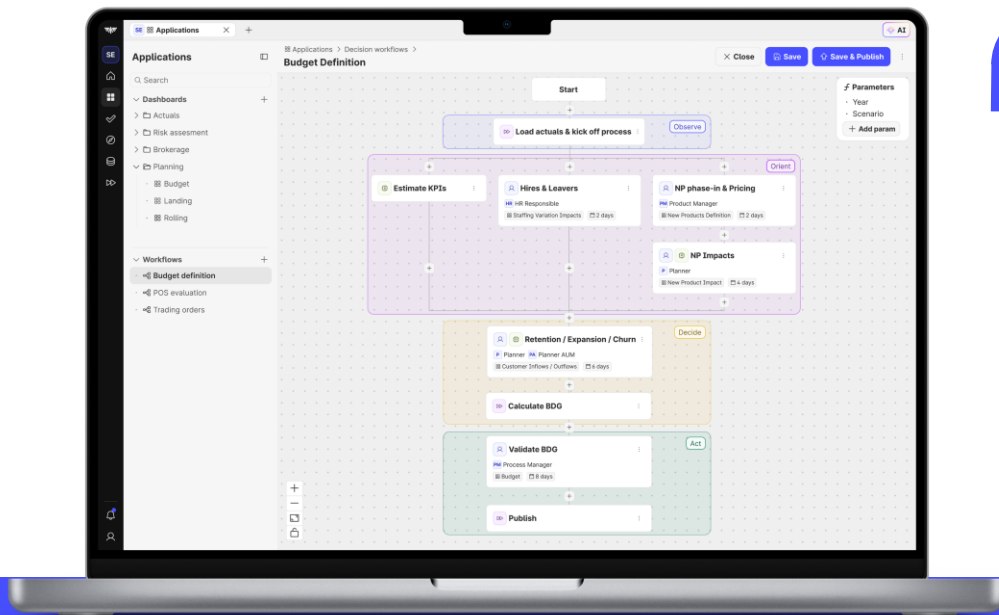


Clarity over Complexity



At its core, Natzka operates on the principle of clarity over complexity. Enterprises frequently contend with large data volumes and often find it difficult to extract actionable insights and decisions, leading to missed opportunities. Teams frequently spend significant time on data preparation rather than on added value tasks, and Natzka is designed to address these issues.

It aims to improve decision-making processes by unifying all enterprise data into a single, reliable source. This unified data foundation provides tools for data analysis, insight generation, and decision automation. **The objective is to enhance team agility and support informed decision-making, leading to measurable business outcomes.**



Decision Intelligence
is the new
competitive edge.



Defining Decision Intelligence

Natzka distinguishes itself from conventional Corporate Performance Management (CPM) and Business Intelligence (BI) tools by offering a more holistic and dynamic approach to data utilization. While traditional tools often provide static dashboards and retrospective reporting, Natzka extends capabilities to include a dynamic virtual representation of the entire business.

This virtual representation moves beyond simple data aggregation; it functions as a living, breathing digital twin of the enterprise. This architectural choice signifies a highly integrated, real-time, and comprehensive data model, capable of supporting complex simulations, predictive analysis, and automated decision-making across all organizational layers.

The platform's structure incorporates key conceptual components allowing the decision modelling and includes comprehensive management of enterprise data and models, robust metadata and hierarchies, a dedicated integration layer, and clearly defined measures, facts, and KPIs. This comprehensive model is crucial for maintaining data integrity and reliability, offering trust and a singular authoritative source of truth for all business operations.

Natzka empowers organizations across various decision types: from defining long-term strategic visions and implementing tactical goals to streamlining day-to-day operational processes and automating workflows.

Data Foundation and Data Management

Natzka is engineered to establish a smarter data foundation, fundamentally simplifying how organizations interact with their information. **A key technical differentiator is its approach to data modeling, which deliberately moves away from the complexities of traditional SQL, JOINS, and indexes. Instead, the data model is intrinsically focused on semantical relationships, hierarchies, and Key Performance Indicators (KPIs).** This abstraction layer is designed to handle complex data relationships natively, optimizing for the specific types of queries and analytical patterns common in decision intelligence workflows.

The benefit of this design is twofold: it significantly enhances user accessibility, allowing non-technical users to explore and analyse data intuitively without SQL knowledge or extensive training and it delivers precision and speed essential for rapid business growth. For IT departments, this translates to a reduced reliance on specialized database or application developers for routine analytical tasks and a lower total cost of ownership for data access and transformation.

The platform excels in data ecosystem integration, providing intuitive **ETL (Extract, Transform, Load)** tools and simple drag-and-drop actions to unify data from multiple sources. This functionality is critical for dismantling data silos and eliminating the tedious, manual data preparation processes that often plague enterprises.

Natzka is designed for seamless integration with existing ERP systems and other tools if data can be extracted from these sources. This ensures consistency and efficiency across all business processes by allowing data to flow transparently throughout the organization.

By creating end-user-oriented data products, Natzka provides a trusted single source of truth, thereby eliminating inconsistent datasets, disconnected reports, and the endless reconciliations that consume valuable time and resources.

At the core of Natzka's analytical strength there is an in-memory processing architecture, which is fundamental to deliver lightning-fast performance.

The platform ingests the latest data directly into memory for analysis, enabling rapid computation and near-real-time data refresh, often within seconds.

This design choice is a deliberate engineering decision to ensure that insights are available virtually instantaneously, allowing organizations to react swiftly to changing business conditions. While in-memory processing offers unparalleled speed, it also implies careful consideration of data volume and cost.

Traditional data architectures often impose limitations through 'sparse' data structures, which can restrict how data is organized and analyzed. Natzka bypasses these constraints by design, offering a level of freedom not typically found in conventional systems.

This translates directly into:

- **Unlimited data ingestion:** Natzka's architecture allows for virtually unlimited data ingestion. The underlying memory-safe database engine and in-memory processing are engineered to scale both vertically and horizontally, efficiently handling large amount of data.

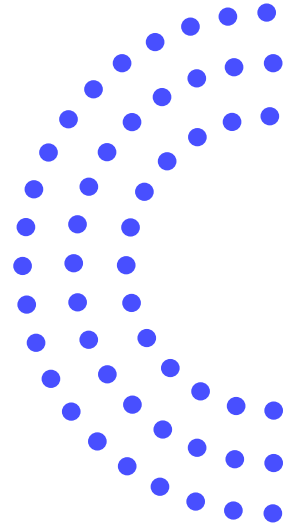
- **Freedom in metadata hierarchy and complexity:** Natzka imposes no rigid restrictions on the number of dimensions or the complexity of metadata hierarchies. You can define and navigate intricate relationships between data points. This flexibility is supported by a dynamic schema that adapts to diverse metadata structures without requiring pre-aggregation or fixed cube definitions.
- **Infinite dimensions in analytical structures:** unlike traditional OLAP cubes that struggle with a high number of dimensions due to inherent sparsity issues, Natzka's architecture allows for virtually unlimited dimensions within analytical structures. This eliminates the need for data modeling compromises, enabling users to explore data across every conceivable attribute without performance bottlenecks, thanks to efficient handling of sparse data.
- **High cardinality metadata support:** Natzka is built to manage metadata with extremely high cardinality. This capability is crucial for granular analysis ensuring that performance remains consistent even with millions or billions of unique metadata entries.

Engaging with data products: the Data Explorer

Natzka offers distinct levels of interaction with data products, providing answers to various user needs and analytical depths. The easiest and most immediate engagement is through the Data Explorer, followed by the development of dedicated application screens and dashboards for tailored views, and finally, the construction of interactive scenarios and sophisticated ML integrations.

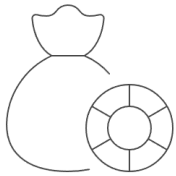
The Data Explorer feature exemplifies Natzka's dedication to user accessibility and intuitive analytics. Exploring complex multi-dimensional datasets becomes as easy as pivoting data in a spreadsheet, often with even greater ease due to its familiar drag-and-drop gestures on top of a structured data model. This user-friendly interface, which requires no specialized technical training, enables users to discover vital insights with minimal effort, turning tasks that previously took hours into moments. Furthermore, users can save and share queries directly within the platform, facilitating truly collaborative data exploration without the need for external emails or cumbersome copy-pasting of code. Unlike traditional spreadsheet applications, formulas within Natzka are fully semantic, referencing structured metadata rather than positional cell coordinates, eliminating the common concern that adding a column might inadvertently break the entire model.

The flexible data model also allows users to **"drill-down anywhere" and effortlessly change the perspective of their analysis with simple drag-and-drop gestures**, yielding insights faster and more intuitively than traditional pivot tables. For common analytical needs, Natzka provides a rich set of pre-built functions, calculations, and operations that would typically demand extensive custom development, including time-series comparisons like time-shifts (e.g., comparing actual values with previous year values), previous period comparisons (e.g., quarter-on-quarter analysis), yearly cumulated values (YTD) and many more.



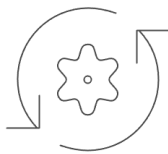
Enterprise applications

Natzka supports the rapid development of customized enterprise applications. They are purpose-built solutions designed directly leveraging Natzka's unified, high-performance data foundation. **These applications integrate complex business logic and specialized workflows across critical functions, from financial performance management to intricate supply chain optimization.** This underlying architecture inherently simplifies the creation of sophisticated analytical applications, empowering developers to build with significant freedom from traditional data modeling constraints.



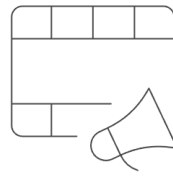
Finance

Offering capabilities for Financial analysis and decisions and Financial reporting & consolidation.



Operations

Providing Operational BI & Performance Management and Supply Chain & Inventory Analytics.



Sales & Marketing

Facilitating Sales performance & analytics and Marketing analytics & customer insights.



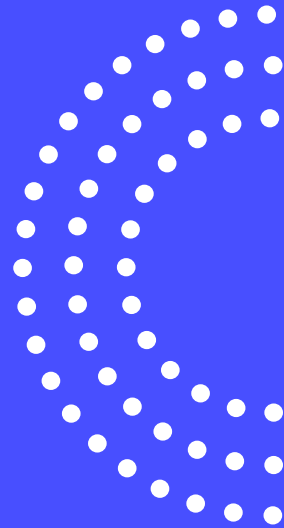
HR

Supporting workforce & HR analytics for strategic workforce planning.

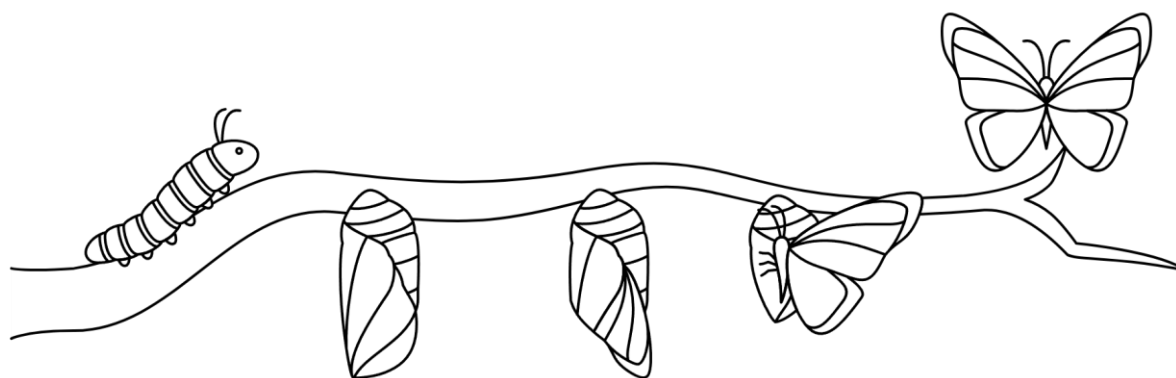
It's possible to incorporate complex **business rules and advanced calculations**, significantly reducing development time and maintenance overhead often associated with highly dimensional or dynamically changing data landscapes.

Applications provide a precise, actionable view of the business at the most granular level, allowing for sophisticated scenario planning and automated decision support tailored to unique operational challenges. The ability to quickly deploy effective digital tools that transform raw data into a direct lever for operational precision and strategic execution, accelerates critical business processes and enable unparalleled agility in response to market dynamics.

Advanced analytics, ML and AI



Achieving Rapid AI Operationalization



Complex Integration
Cumbersome ML platform integration

Seamless Interfacing
Simplified data pipelines are created

AI Agents Monitor
Proactive risk assessment implemented

Intelligent Automation
Key tasks are automated efficiently

Operational Efficiencies
Enhanced decision-making agility

Machine Learning (ML) and Artificial Intelligence (AI) are critical for transforming raw data into actionable intelligence and tangible business outcomes while maintaining a competitive edge. Natzka provides the foundational platform for this transformation, ensuring rigorous data integrity and delivering the meticulously prepared datasets essential for high-fidelity ML model training and robust deployment.

A key advantage lies in Natzka's robust, native integration capabilities with leading hyperscale ML platforms (such as Azure ML, Google Cloud AI Platform, or AWS SageMaker). This seamless interfacing creates simplified data pipelines, effectively eliminating architectural friction and significantly reducing the complexities and associated costs.

Natzka's dedicated AI Platform, complemented by integrated Natzka AI Agents, extends capabilities beyond traditional analytics. These agents continuously monitor critical operations, proactively assess systemic risks, and intelligently automate key tasks.

Decision **Intelligence** and collaborative **workflows** orchestration

Decision Intelligence is a practical discipline focused on explicitly understanding and engineering how decisions are made, and how outcomes are evaluated, managed, and improved via feedback. It bridges the gap between insights and actions, transforming data and analytics into impactful, measurable outcomes. Natzka's platform supports comprehensive decision modelling allowing users to design and deploy complex decision workflows that seamlessly integrate AI, advanced analytics, and predefined business rules for decision support, augmentation, and automation.

The platform offers flexible execution, supporting both fully automated decision-making processes and scenarios requiring "human in the loop", adapting dynamically to evolving business needs. Crucially, the practice of Decision Intelligence within Natzka necessitates the utilization of many AI techniques, employing composite AI approaches including optimization, simulation, rule and logic-based systems, non-generative machine learning, and knowledge graphs. No single AI technique is sufficient for comprehensive decision intelligence. This multi-technique approach ensures the AI solution is tailored to the specific decision problem, guaranteeing the most effective and reliable outcome.

Crucially, Natzka enables the seamless connection of more decision processes across disparate business areas. This allows one decision flow to autonomously observe the outcome of another and, in response to a new business need or detected events, launch a corresponding workflow without manual intervention.

By explicitly modeling and engineering how decisions are made, including also the collaborative aspects of it, Natzka makes the decision process transparent, auditable, and amenable to continuous refinement. Every step of a decision is tracked with full traceability, providing a comprehensive audit trail that enables continuous improvements.

Technology, Security and Compliance

Natzka is built on robust technologies. This reflects a deliberate choice of modern, high performance, and scalable components.

The core stack includes Rust, Pulumi, Grafana, ArgoCD, Kubernetes, and React. This indicates a sophisticated, cloud native, DevOps centric architectural philosophy.

Rust, known for performance and memory safety, underpins critical backend logic. It ensures high efficiency and reliability. Kubernetes provides robust container orchestration for dynamic scaling, resilience, and high availability. ArgoCD facilitates GitOps practices.

This enables declarative, automated deployments, streamlining CI/CD. Pulumi supports Infrastructure as Code. It allows programmatic provisioning and management of cloud resources, enhancing automation. Grafana monitors platform performance and operational health. React powers a modern, responsive, and performant user interface.

This combination is a very well-engineered, future-proof platform. It is designed for optimal resource utilisation and simplified management.

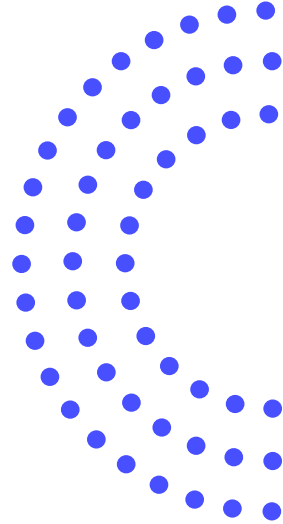
Security is a paramount concern for Natzka, integrated into the very fabric of its development and operations. The platform is developed leveraging Agile and DevOps methodologies, which inherently promote a **DevSecOps approach where security is embedded throughout the entire software development lifecycle, rather than being an afterthought.**

This ensures that security considerations are addressed from design through deployment and continuous operation. Proactive monitoring, a key component of this approach, further reinforces a continuous security posture by identifying and mitigating potential threats in real-time.

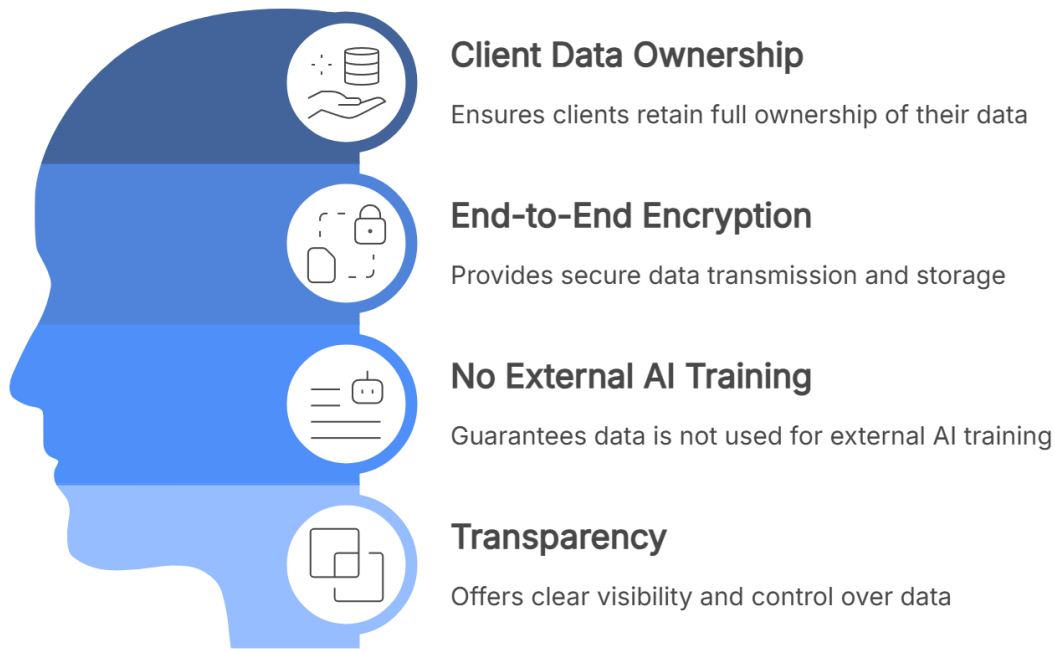
Data safety is Natzka's top priority.

The platform incorporates a comprehensive suite of safeguards designed to protect sensitive enterprise data. These include TLS (Transport Layer Security) encryption for data in transit, robust Role-Based Access Control (RBAC) to ensure users can access authorized information only, Single Sign-On (SSO) integration for streamlined and secure authentication, and continuous proactive monitoring.

These built-in security measures provide a strong defensive perimeter for client data. Natzka also extends its security requirements to its ecosystem, mandating that all service providers adhere to stringent confidentiality and security rules.



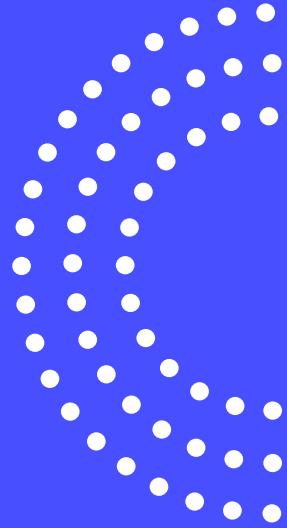
Data control and Privacy



Natzka places significant emphasis on client data ownership and protection. The platform assures that client data is fully owned and protected. This commitment is ensured by end-to-end encryption, so that data remains secure throughout its lifecycle within the platform.

A crucial differentiator and a key trust-building element for enterprises is Natzka's explicit policy: **we never repurposes data for external AI training**. This policy directly addresses a growing concern among organizations regarding the privacy and proprietary nature of their data when engaging with AI-driven platforms. Clients retain complete ownership and visibility of their data at every step, providing unparalleled control and transparency.

Scalability and performance optimisation



Natzka architecture maximises dynamic scalability, designed to adapt seamlessly to the fluctuating demands of modern businesses. The platform offers flexible scaling options that cater to both routine daily operations and periods of peak demand, ensuring consistent performance regardless of workload intensity. This inherent adaptability is critical for maintaining operational efficiency and responsiveness in fast-paced environments.

A significant advantage for IT departments is the level of control Natzka provides over resource allocation. The platform ensures that your IT department is always in control, enabling them to dynamically scale resources up or down to manage peak workloads effectively. This dynamic resource management capability is instrumental in ensuring consistent performance while simultaneously optimizing costs as demand fluctuates.

Natzka employs a **transparent resource-based pricing model**. This means that clients pay only for the resources they use, nothing more, with costs directly tied to actual consumption of environment's resources. This model offers greater cost predictability and efficiency for IT operations, as it moves away from traditional, often opaque, per-user licensing plans. If an organization's resource needs decrease, their costs will be lower, while conversely, if needs increase, they only pay for the additional resources consumed. This transparency in cost fluctuation, even during peak usage, allows for more precise budget planning and avoids the inefficiencies associated with "shelfware" (unused software licenses or capacity).

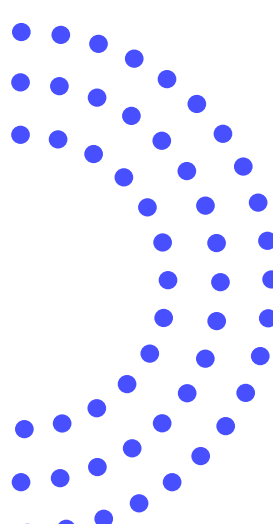
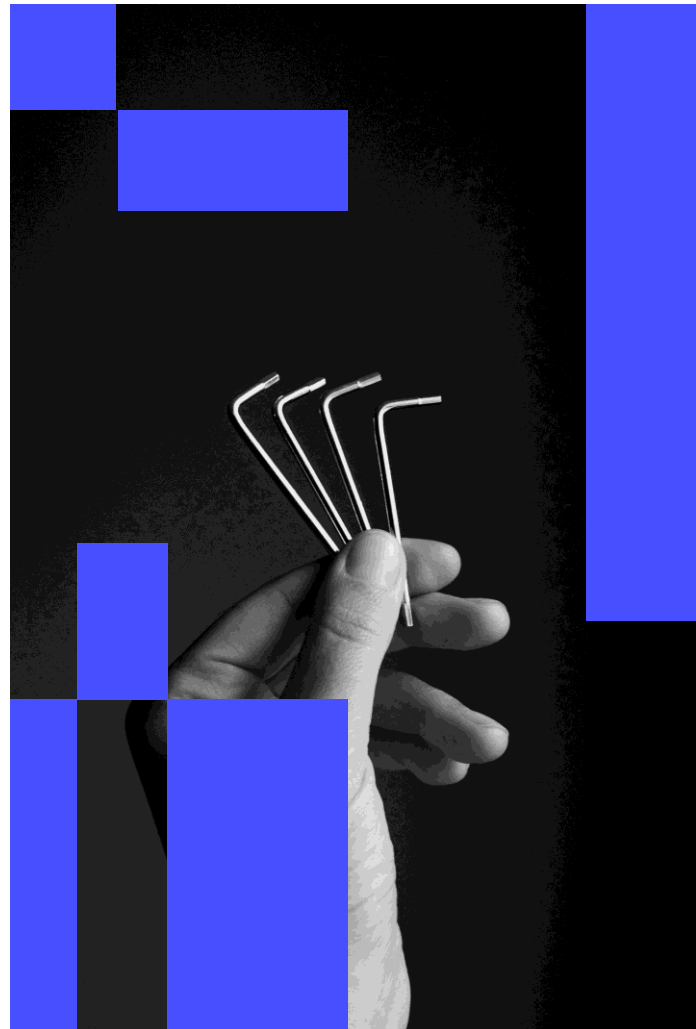
Natzka places no restrictions on the number of development, test, or production environments that can be spun up under a single subscription. Similarly, organizations can onboard an unlimited number of users without incurring per-user fees. However, it is important to note that increased concurrent user activity can lead to higher resource consumption (CPU, memory, storage) and, consequently, increased costs, as pricing is directly linked to resource usage. IT departments retain the ability to adjust allocated resources to meet their internal needs, maintaining control over their expenditure.

Rapid project implementation

Natzka is designed for rapid deployment and efficient integration, aiming to significantly **reduce the average time to production compared to other tools on the market.**

While implementation timelines naturally depend on project complexity, the platform's focus on simplifying implementation logic minimizes disruption to ongoing business operations. This expedited time-to-value is a critical factor for IT leaders, as it translates directly into a lower Total Cost of Ownership (TCO) and a faster return on investment for the enterprise. A platform that promises rapid ROI and minimal operational overhead during deployment is highly attractive, especially when demonstrating value for a Proof of Concept or Proof of Value.

All functionalities are available to every Natzka client from day one, without premium features being locked behind higher-cost plans. This ensures that organizations can take full advantage of everything the platform offers from the moment of adoption, maximizing value realization from the outset.

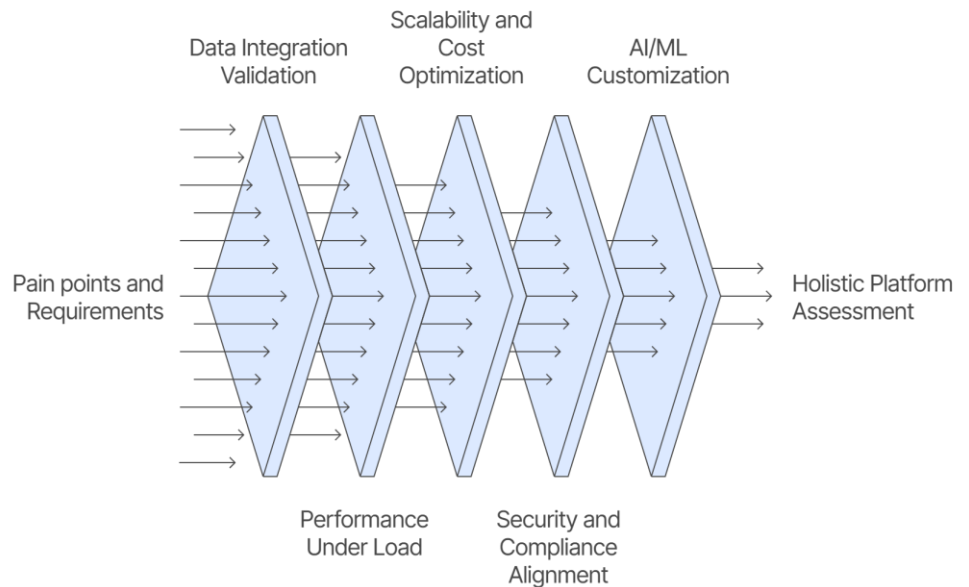


Evaluating Natzka for your Enterprise

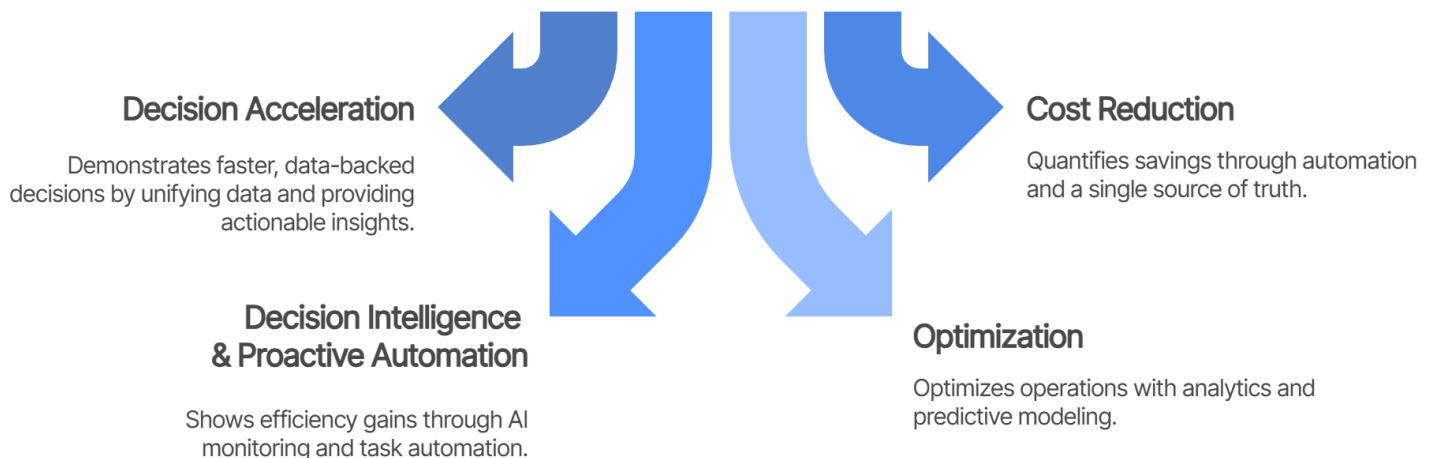
We encourage experiencing business transformation through a proof-of-concept engagement. This is designed to illustrate precisely how Natzka integrates with existing systems, accelerates decision-making cycles, and contributes to tangible reductions in operational costs.

Contact us to discuss your unique needs and strategize for a tailored demonstration that aligns with your specific business objectives and technical environment.

Evaluating Natzka's Capabilities



How to maximize the impact of a PoC or PoV?





Decision Intelligence.

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