THOMAS DE CLERCK

CCO & FOUNDER

GLAD YOU ARE HERE

CUMUL.IO
DATA TALKS 2018

Thanks for coming: APROPLAN, B-Hive, Boobook, ClearFacts, Crunch Analytics, Cubigo, Customs4Trade, Data Minded, Digipolis, d!nk, Dropsolid, Efficado, EventPulse, Field&Concept, FOD Economie, Forganiser, Globis, Halito!, Hatch Software, Hint!, HRlinkIT, Huvengi, Icometrix, In The Pocket, iReachm, JSM, KBC, Mederi, MobieTrain, Mylène, nexxworks, Omnicasa, OnlineWerkrooster.be, openthebox.be, Pencil42, Plenion, ProSoccerData, Rialto, SD Worx, Selligent, Semko, Skedify, Smartfin, Stad Antwerpen, Stad Gent, Starring Jane, Startit@KBC, SupplyStack, Survey Anyplace, Teamleader, Telenet, The Privacy Factory, Tomorrowland, TopSportsLab, Trentt, Trustteam, Vectera, Waterleau, Workero

Learn about all Things Data:
from keynote speakers and
from each other
in a laid-back setting

What to expect

DATA TALKS TIMELINE

Dropsolid

Data-Driven Decision Making

14h45 - 15h15

Aproplan

Data Integration in SaaS

15h15 - 15h45

30’ Break

Drink, Mingle, & Share

15h45 - 16h15

Icons from Eucalyp at www.flaticon.com

What to expect

DATA TALKS TIMELINE

Our SaaS Checklist

KAREL

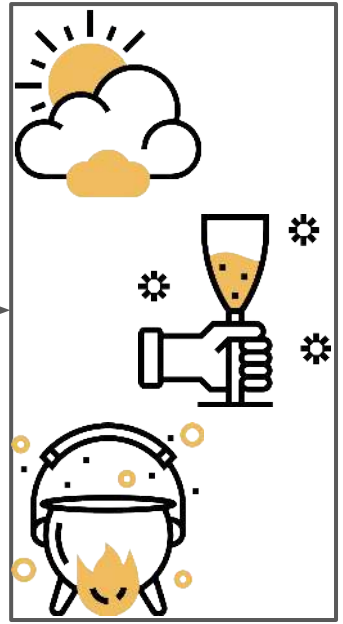
16h20 - 16h40

Cumul.io Product Roadmap

HAROEN

16h40 - 17h00

Networking



Icons from Eucalyp at www.flaticon.com

Learn from each other

CONVERSATION STARTERS

Rob Vanden Broucke

FOD Economie

Bea Cleeren

KBC

DOMINIQUE DE COOMAN

CEO & FOUNDER

Dropsolid

The Digital Business Company

THE FREEDOM TO MAKE DIGITAL BUSINESS EASY

DROPSOLID WITH CUMUL.IO

How to make data driven decisions

Dropsolid

Makkelijk Digitaal Ondernemen

DOMINIQUE DE COOMAN

- CEO & Founder Dropsolid

- Background
  - Drupal development (+12j)
  - Drupal opensource community (+10j)
  - Startup/Scale up community (SaaS/PaaS) (+5j)

- Interests
  - Digital business models
  - Digital technologies
  - Helping customers and community

Twitter: dominiquedc
Linkedin: www.linkedin.com/in/dominiquedecooman

DROPSOLID

- Dropsolid – Digital business company
  - Founded 2013
  - +60 employees
  - Mission: Making digital business easy
  - Vision: Creating value, time & freedom

- Products & Services
  - Strategy
  - Development services
  - PaaS
  - SaaS

- Dropsolid.com
  - Hosts +1000 web applications
  - 3 market segments (Enterprise, mid market, SME/indy)
  - +600 customers
  - 2 offices (Ghent, Hasselt)

SUMMARY

- Why is data so important?
- Multiple business models
- Data Everywhere
  - Sales
  - Marketing
  - Finance
  - Operations
  - Customer support
  - HR
- Conclusion

Summary

Why data?

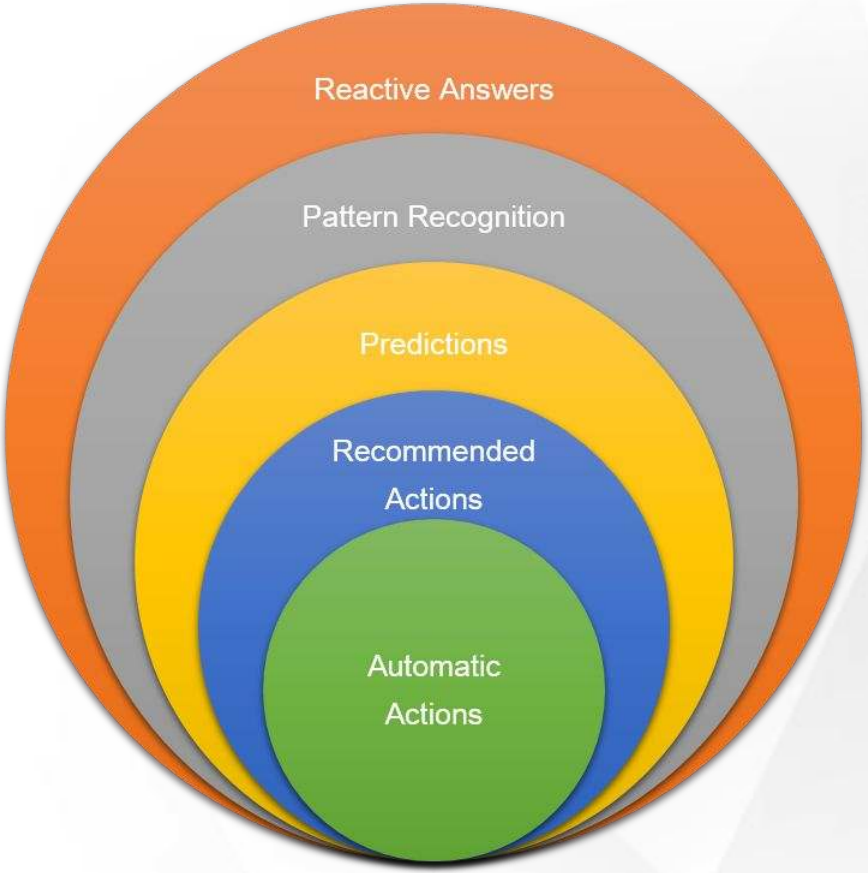
Vision mission values

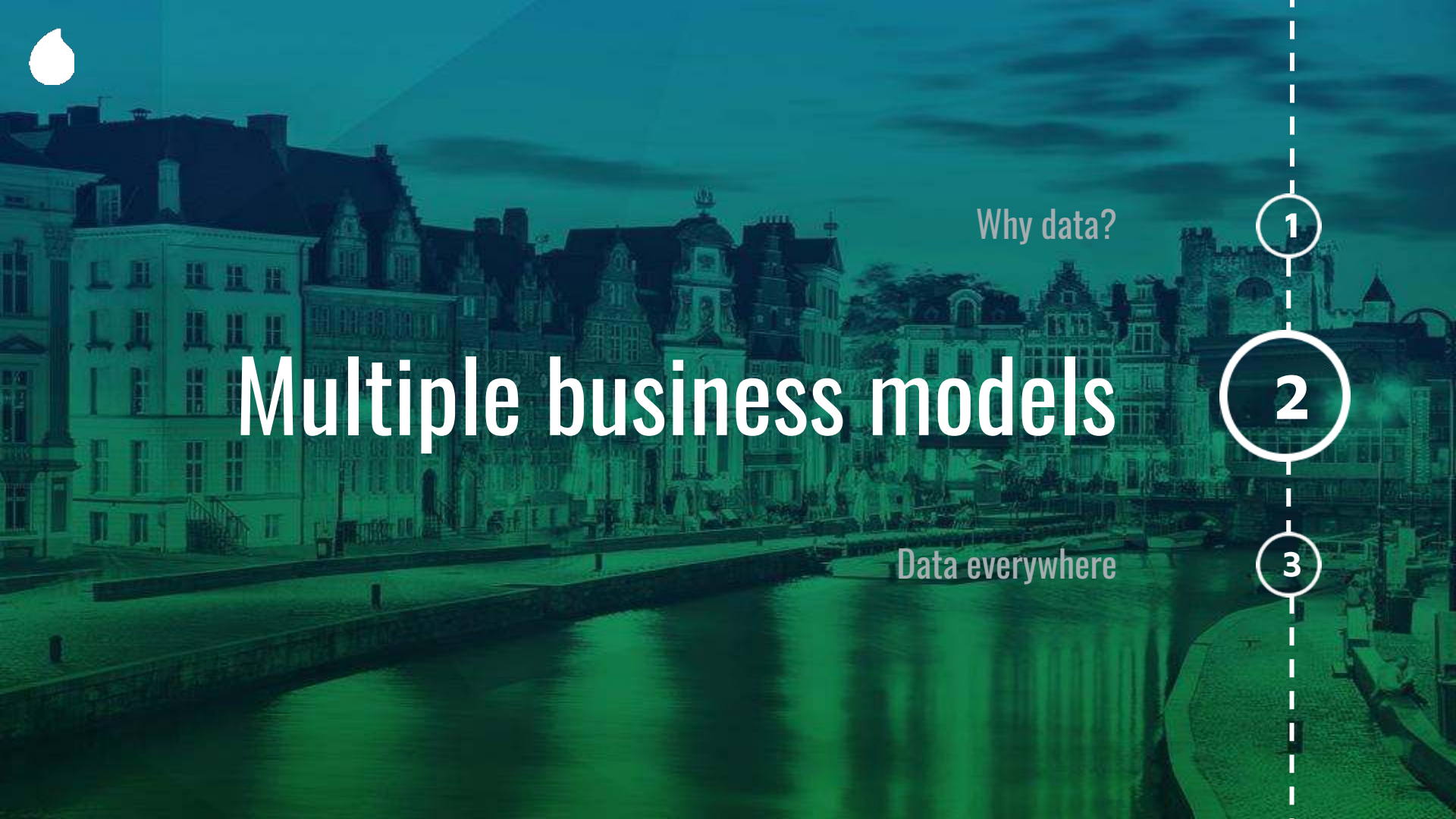
1

2

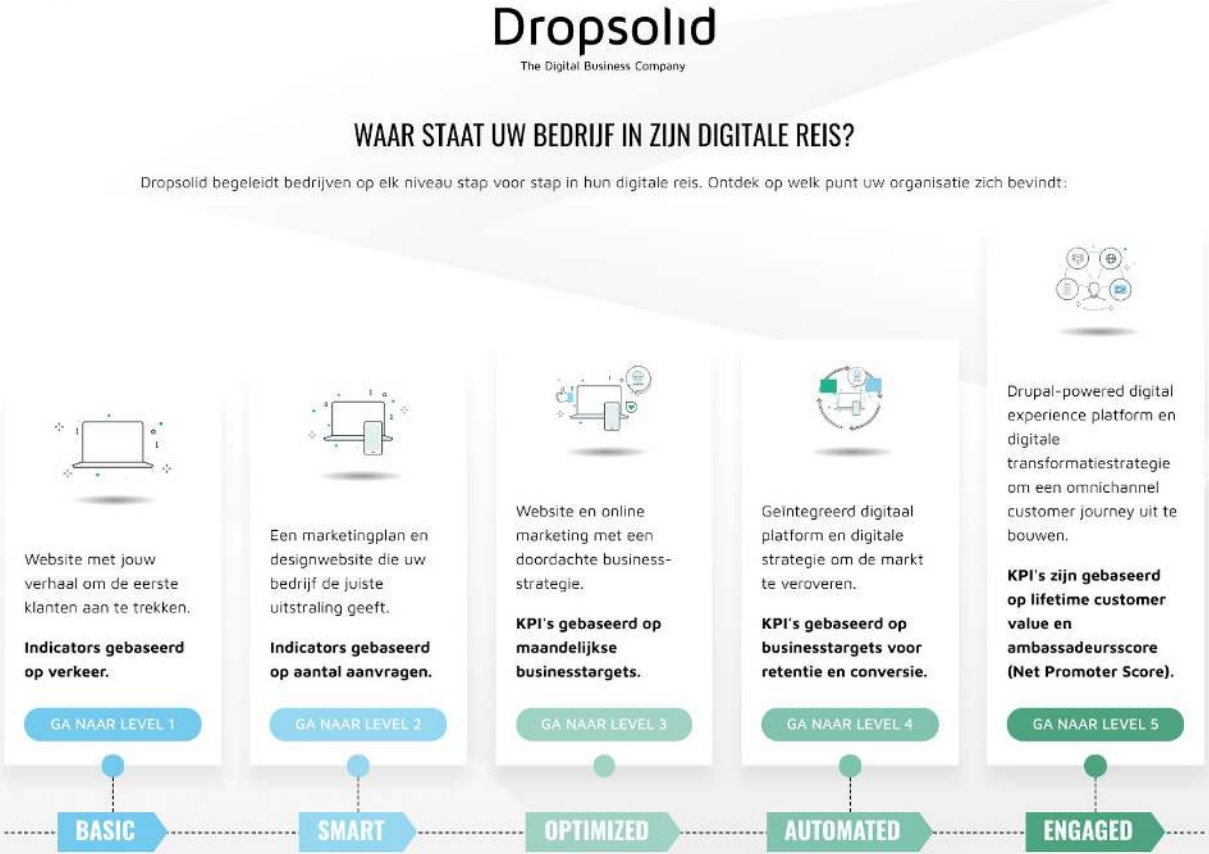
3

WHY DATA?


Reactive Answers
Pattern Recognition
Predictions
Recommended Actions
Automatic Actions


Why data?
1
Multiple business models
2
Data everywhere
3

MULTIPLE BUSINESS MODELS



FOCUS

- Data is about answering questions
- For us it is about keeping focus
- Know what is going on (be present)
- Collaboration by being transparent
- Everybody can understand the plan
- You can make it a system

Multiple business models

2

Data everywhere

3

Questions

4

SALES

MARKETING

OPERATIONS

INFRASTRUCTURE

CUSTOMER SUCCESS

FINANCE

CONCLUSION

- Data is crucial to drive our business
- Data allows a more complex business model
- Complex business models allows to serve more customers personalised
- Data wins time
- Data creates transparency in the company
  - ✓ Data motivates
  - ✓ Data creates engagement
  - ✓ Data creates trust

Instead of flying blind …

Flying Dropsolid feels like this now

END - FOLLOW US

Twitter:

- ✓ @dropsolid
- ✓ @dominiquedc

Linkedin

- ✓ https://www.linkedin.com/company/dropsolid/
- ✓ https://www.linkedin.com/in/dominiquedecooman/

Website

- ✓ https://dropsolid.com
- ✓ https://dominiquedecooman.com

APROPLAN

BRINGING TOGETHER ALL THE SITE STAKEHOLDERS AROUND THE OBJECTIVES

OLIVIER GILLIN

CHIEF PRODUCT OFFICER

The power of integration in SaaS

Our Cumul.io integration journey

APROPLAN

aproplan.com

Data > Information > Conclusion > Action

Olivier Gillin

CHIEF PRODUCT OFFICER (CPO)

APROPLAN

- *Engineer by training*
- *Product guy by passion*
- *BE > US > UK > SG/CN > BE*
- *Apply B2C UX to B2B products*
- *Like disrupting with tech*

YAHOO!

ogone payment services

ingenico

TAKE EAT EASY

GLOBALROAM

TOKU

APROPLAN

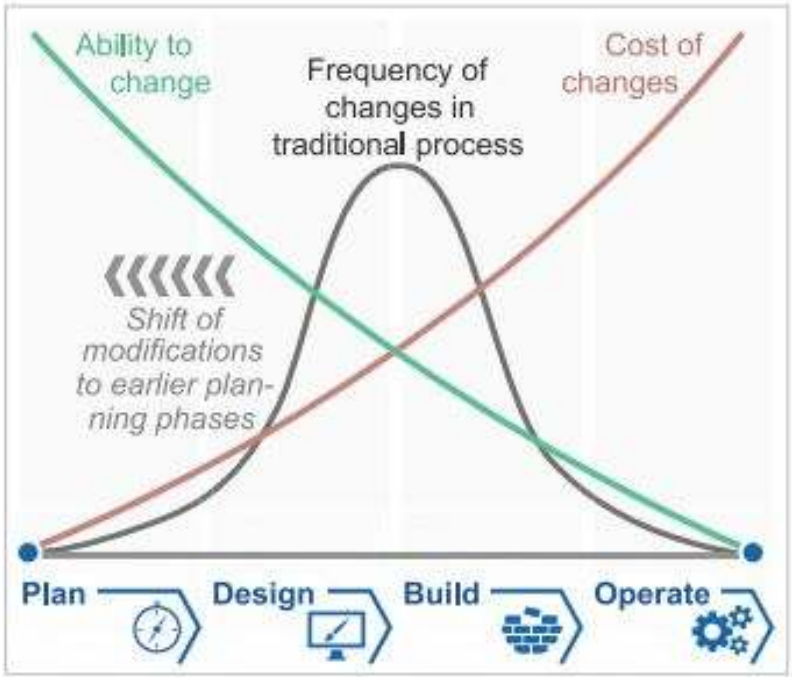
epl

INSEAD

UCL

Cost of change

- Constant changes are a reality
- The sooner the cheaper
- Pen and Paper is a burden

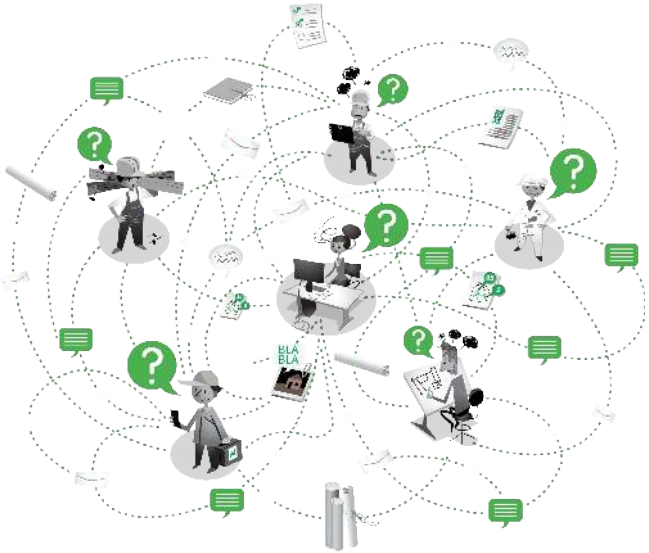


Source: World Economic Forum; The Boston Consulting Group

From Pen and Paper to digital collaboration

YESTERDAY

PEN AND PAPER
COLLABORATION



Onsite most processes always start with Pen and paper making collaboration difficult

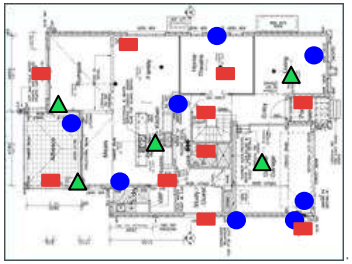
TODAY

DIGITAL
COLLABORATION

Starting process digitally allows centralisation of data keeping everyone on the same page

Everyday life of a Site Manager

GROUND FLOOR V4.PDF



100% Overview

COMMUNICATION CHANNELS

INTERNAL TODO	Site Diary	QUALITY CONTROL PLAN	VCA SECURITY	3RD PARTY VISITS	(PRE) HAND OVER	3-WEEK PLANNING
PM Foreman	GC Advisers Client	GC SubC.	PM Int. Secu Foreman	GC Advisers Client SubC.	- GC - Advisers - Client - SubC.	- GC - SubC.

ACTIVITIES

To Do

Checklists

Planning

Best of breed strategy

Focus on your core

Leverage existing & ongoing innovation

Require smooth integration and high level of availability

Balance customisation with readily available large feature set

A (short) Integration path

+/- 3 months

Plugin with a C# backend

- Early days of the plugin > Brainstorming with Cumul.io team for the best fit
- Plugin API directly to our backend as Data sources

Challenge Display

- data based on visibility rights define in APROPLAN

Kudos to Cumul.io for

- Documentation and the SDK
- Flexibility in branding/styling using CSS

Dashboard to Decide and Act

Same authentication flow

Fully customized styling & branding

User credentials only in Aproplan

Next challenges

Creating insights across many projects

- to generate learnings and more efficiencies …
- will require managing larger sets of data

Enhance User experience using embedded charts

- as visual reporting to transition PDF to online
- as navigation tool to go from insights to actions on the field

Thank you

Olivier Gillin

CPO APROPLAN

ogi@aproplan.com

APROPLAN

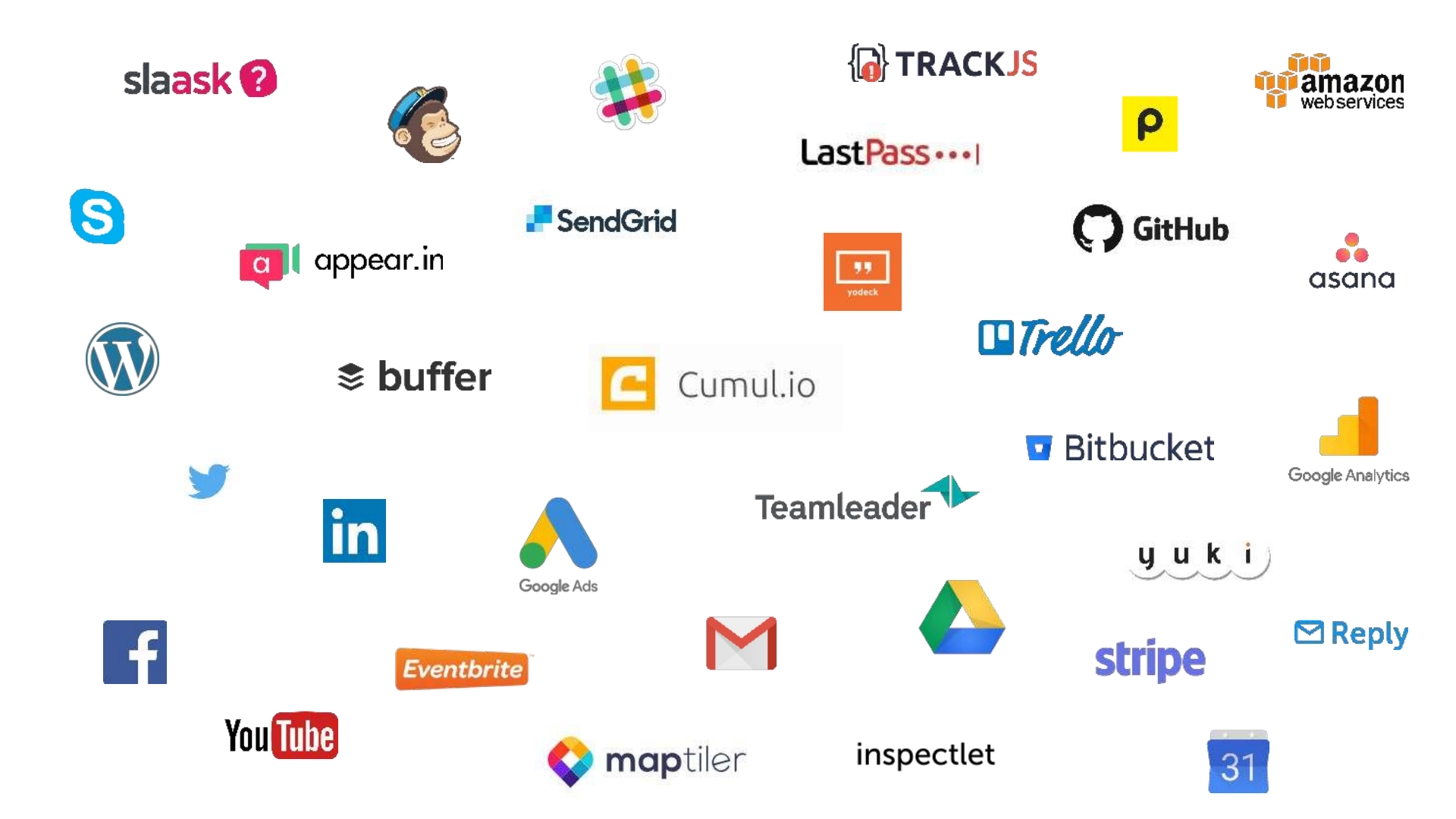
KAREL CALLENS

CEO & FOUNDER

CUMUL.IO

OUR SaaS CHECKLIST

appear.in, asana, aws, Bitbucket, buffer, Cumul.io, Eventbrite, Facebook, github, Gmail, Google Ads, Google Analytics, Google calendar, Google Drive, inspectlet, lastpass, LinkedIn, mailchimp, pingdom, Reply, sendgrid, skype, slaask, slack, stripe, Teamleader, trackjs, Trello, Twitter, Wordpress, Youtube, Yuki & many more


slaask
TRACKJS
amazon web services
LastPass
SendGrid
GitHub
appear.in
yodeck
asana
Trello
buffer
Cumul.io
Bitbucket
Google Analytics
Teamleader
Google Ads
yuki
Reply
stripe
Eventbrite
YouTube
maptiler
inspectlet
31

FACT

CUMUL.IO LOVES SAAS

01

MOVE FAST

No install
No maintenance
Building blocks
Faster time-to-market

02

GROW TOGETHER

Scale worriless
Costs in line with usage
Add features on the go
Onboard new users fast

03

EVERYWHERE

Mac, Win, Linux
Desktop, mobile, …
Real-time
Work on any device

04

IMPROVES OVER TIME

Seamless auto updates
Grows on feedback of many
Best of breed

OUR SAAS CHECKLIST

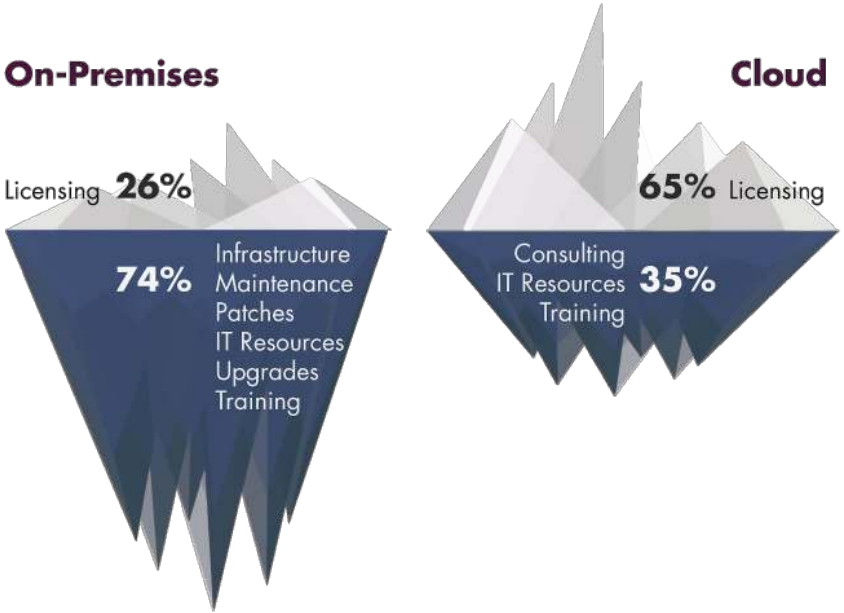
#1 The Fit

Solution? Flexible?

Is there a trial? See it in action!

Does it save you time/money?

#2 Cost / Profit



- Profit or Cost
- TCO (SaaS 2x lower TCO on average*)
- Opportunity cost

* Source: https://thesaasreport.com/saas/

OUR SAAS CHECKLIST

#3 Future proof

SCALE SEAMLESS

MODULAR PRICING

FITS IN OWN FUTURE

IMPROVES OVER TIME

OUR SAAS CHECKLIST

#4 Data

Who owns the data?

Can I extract the data?

Where is it stored?

OUR SAAS CHECKLIST

#5 API

Can I programmatically interact?

Integration in company stack

Enrich your data

OUR SAAS CHECKLIST

#6 Docs & Support

- Quality of the docs
- Examples (code, tutorial)
- How is support? (during & after trial)

OUR SAAS CHECKLIST

#7 Build vs Buy

Of companies struggle to find good developers

Say engineering time has become the constraint to innovate

Focus on core

Time to market

Limit maintenance

* Source: Stripe at SaaStr Europe 2018

CUMUL.IO

Our SaaS Checklist

Icons in this presentation from Eucalyp at www.flaticon.com

KAREL CALLENS

CEO & FOUNDER

WHERE ARE WE

CUMUL.IO IN 2018 & ONWARDS

+7000 dashboards. +13400 datasets. 120+ plugins running. Team has grown to 11. Presence in 14 countries. Quadrupled revenue in 2017 estimated to do x3 this year. Strengthened the integrated analytics offering. Launched the Cumul.io Academy. Unveiled developer.cumul.io. Rolling release 11xx+ . 5 new charts. Faster integration. Presence in NYC. Launched 5 new connectors. Two-way binding. 4 open job positions. Excited for the future.

VISION

DATA DRIVEN

Gut feeling in an ever-changing world is flawed.

BEST OF BREED

Business will keep moving towards best-of-breed solutions.

CLOUD IS STANDARD

Accessibility is key: any time, anywhere in the world and on any device

API WORLD

When data is disparate a good & open API is crucial

CLIENT INSIGHTS

Clients of software platforms nowadays expect information in a visual way

DEVELOPER

Developer time is scarce. Use it for your core offering

Icons from Eucalyp at www.flaticon.com

MISSION

Bring data driven decision making to all, with an extremely short time-to-insight

A SHORT RECAP

CUMUL.IO THROUGH TIME

Connect. Create. Integrate!

October 2015

Founded + supported by startIt@KBC, Telenet Kickstart & Imec

2016

COMMERCIALISATION

First clients & Internationalisation BBNY

Q1 2017

INTEGRATION OFFERING

A Building block to add dashboards to your platform

Q2 2017

PLUGINS

Connect any datasource: API, exotic DB's, across datasources, ...

Icons from Eucalyp at www.flaticon.com

A SHORT RECAP

CUMUL.IO THROUGH TIME

Connect. Create. Integrate!

Q3 2017

ACADEMY

The go to place to get up and running in a jiffy

Q4 2017

INVESTMENT SMARTFIN

Strong believers in Cumul.io, enabling growth onwards

Q2 2018

DEVELOPER.CUMUL.IO

Our API completely documented with code samples in 5 languages

Today Q3 2018

Excited for the future!

Icons from Eucalyp at www.flaticon.com

WHERE ARE WE

FUN FACTS

+7000

DASHBOARDS

x3 compared to last year
public & secure

+140

CLIENTS

SMB, Enterprise,
Government

14

COUNTRIES

BE, NL, US, UK, SE, DK,
FR, ES, IT, AUS, TR,
NZ, BR, BG

WE ARE HERE FOR YOU!

MEET OUR AWESOME TEAM

BRUNO VERBRUGGEN
CUSTOMER RELATIONS

MIEKE HOUBRECHTS
MARKETING

YANNICK CRABBE
FRONTEND

SHUBHAM SHRIVASTAV
PLUGINS

NATALIIA DEINEHA
OUTBOUND SALES

HELA KACEM
INBOUND SALES

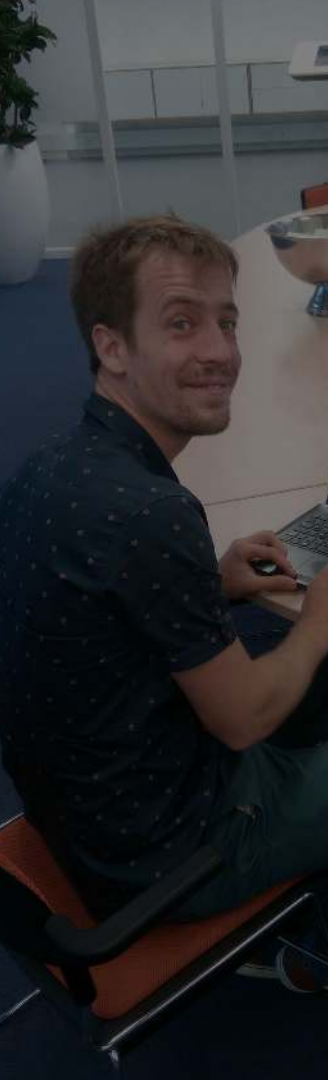
BRECHT DE ROOMS
FULL STACK

CHARLOTTE GREANT
BUSINESS DEVELOPMENT NYC

THOMAS DE CLERCK
CCO & FOUNDER

KAREL CALLENS
CEO & FOUNDER

HAROEN VERMYLEN
CTO & FOUNDER



JOIN OUR TEAM

PRESALES & CUSTOMER SUCCESS

A jack of all trades combining data, dashboards, and a customer-centric mindset.

JOIN OUR TEAM

SOLUTIONS ENGINEER

A data wrangler that makes it happen , no-nonsense & client focused

JOIN OUR TEAM

SALES EXECUTIVE

Always sharp & with an internal compass set on the creation of opportunities

HAROEN VERMYLEN

CTO & FOUNDER

THE ROAD AHEAD

CUMUL.IO PRODUCT ROADMAP

Rolling release 1126+ . Better APIs. Improved analytical power. Easier data integration. Excited for the future.

442

tested & deployed releases

LET'S REWIND

Plugin API
128 plugins up & running

Flexible data adapter to your own APIs & (exotic) data stores

Designer UI / UX

Revamped Hierarchy Editor, Template Dashboards, Undo, 7 new Chart Types

Metadata Synchronization

Automatic dataset column structure synchronization

Aggregation Pushdown

Query Performance Booster

Secure | https://academy.cumul.io

Cumul.io Academy

Getting Started API Docs Log In Try for free

Hi. What do you want to learn?

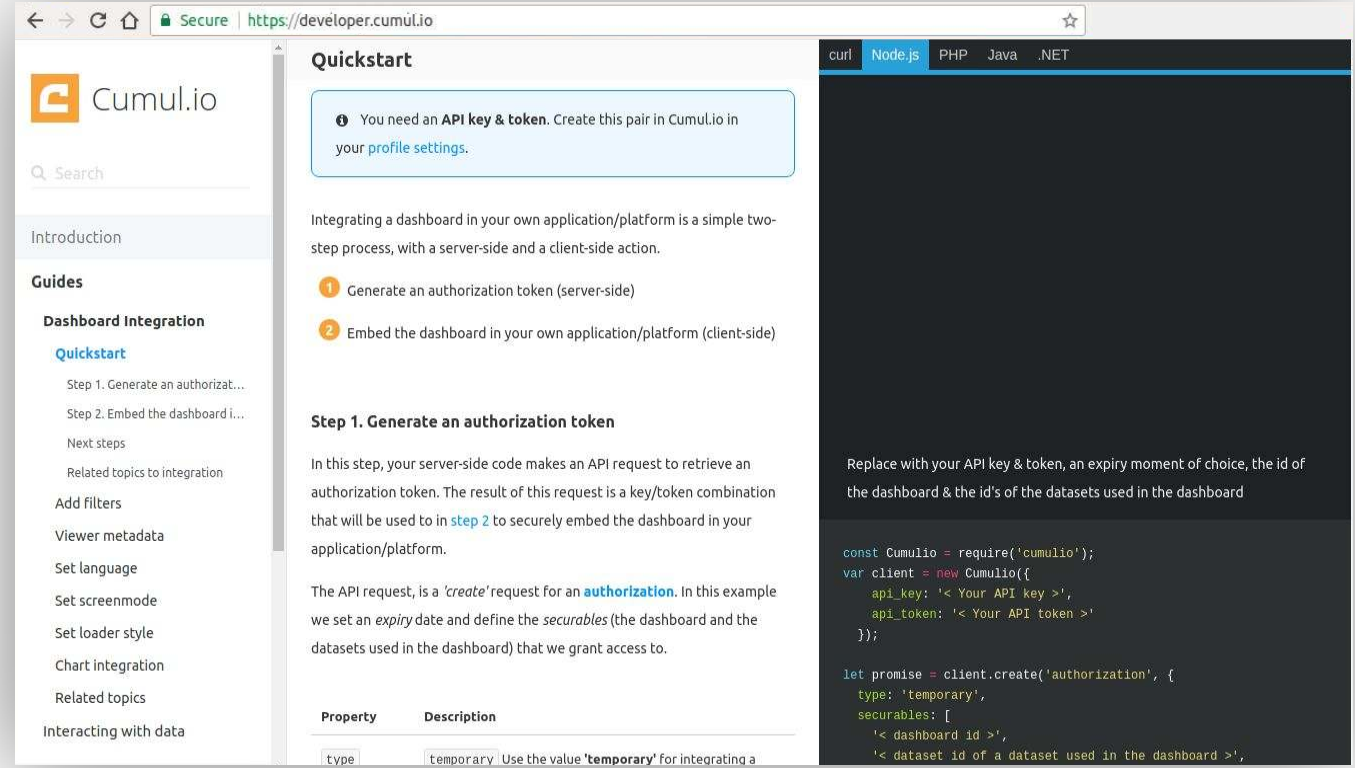
Search for courses, questions, lessons...

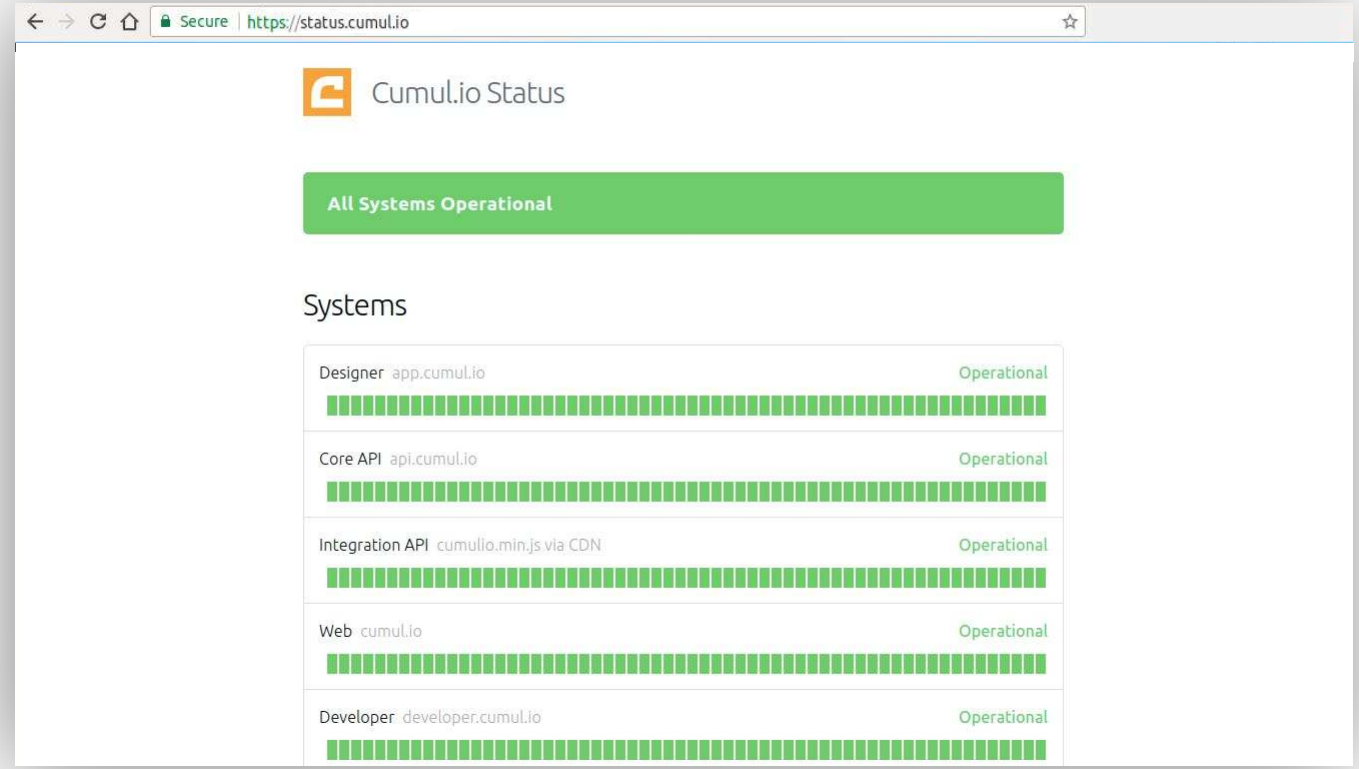
Popular: Teamleader Dynamic filter Hierarchy Item settings Coordinates

16 LESSONS

Getting Started

Welcome to the Cumul.io Introduction Course! Follow our course, and you will become a master in the art of dashboarding.


Secure | https://developer.cumul.io
Cumul.io
Search
Introduction
Guides
Dashboard Integration
Quickstart
Step 1. Generate an authorizat...
Step 2. Embed the dashboard i...
Next steps
Related topics to integration
Add filters
Viewer metadata
Set language
Set screenmode
Set loader style
Chart integration
Related topics
Interacting with data
Quickstart
You need an API key & token. Create this pair in Cumul.io in your profile settings.
Integrating a dashboard in your own application/platform is a simple two-step process, with a server-side and a client-side action.
1 Generate an authorization token (server-side)
2 Embed the dashboard in your own application/platform (client-side)
Step 1. Generate an authorization token
In this step, your server-side code makes an API request to retrieve an authorization token. The result of this request is a key/token combination that will be used to in step 2 to securely embed the dashboard in your application/platform.
The API request, is a 'create' request for an authorization. In this example we set an expiry date and define the securables (the dashboard and the datasets used in the dashboard) that we grant access to.
Property
Description
type
temporary Use the value 'temporary' for integrating a
curl
Node.js
PHP
Java
.NET
Replace with your API key & token, an expiry moment of choice, the id of the dashboard & the id's of the datasets used in the dashboard
const Cumulio = require('cumulio');
var client = new Cumulio({
api_key: '< Your API key >',
api_token: '< Your API token >'
});
let promise = client.create('authorization', {
type: 'temporary',
securables: [
'< dashboard id >',
'< dataset id of a dataset used in the dashboard >',


Secure
https://status.cumul.io
Cumul.io Status
All Systems Operational
Systems
Designer app.cumul.io
Operational
Core API api.cumul.io
Operational
Integration API cumulio.min.js via CDN
Operational
Web cumul.io
Operational
Developer developer.cumul.io
Operational

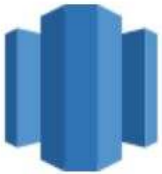
Pipedrive

HubSpot

Asana

Exact Online

Yuki



AWS Redshift

PipelineDB

AWS Athena

BigQuery

2018 — 2019

3 MAIN FOCUS AREAS

Ease of Integration

Increased Analytical Power

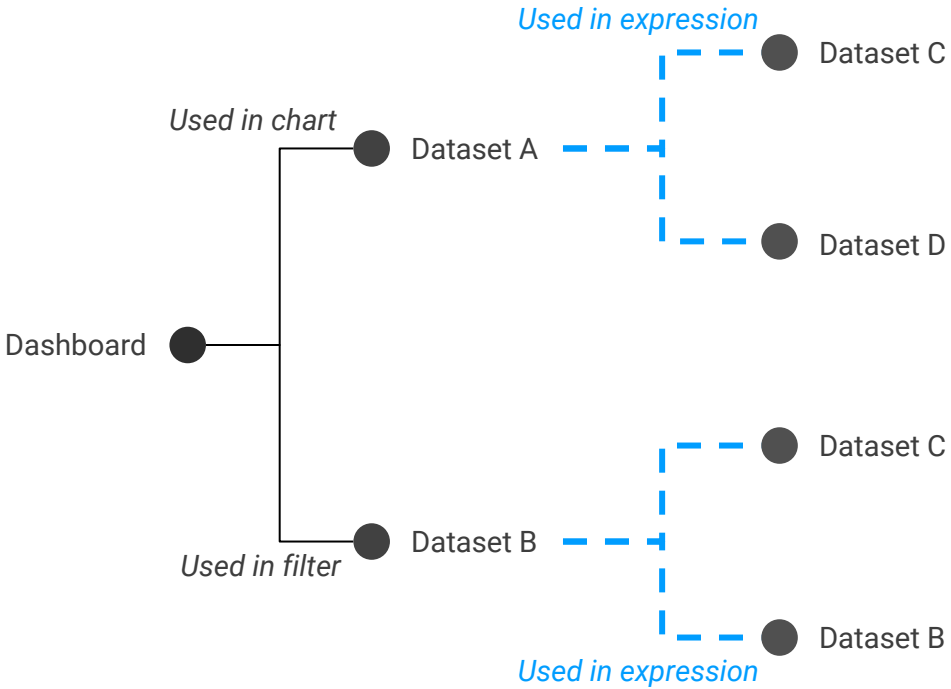
Scalability & Performance

2018 — 2019

Ease of Integration

Dependency Management

Accurate Metadata Dependency Graph



Soon

Integration Improvements

Integrate by name, version & end-user

Support multiple environments

Work with your version control & deployments

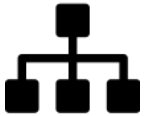
‘In-production’ protection

Dynamic dashboard router

Plugin Improvements

Plugin spec v2

Logging & Monitoring



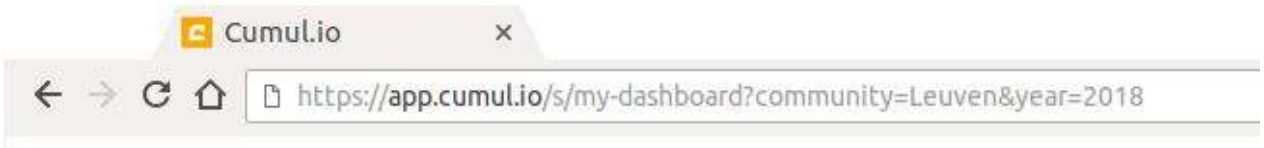
Plugin Hierarchy

✔ Plugin Webhooks

Soon

URL Filtering

‘Lightweight’ integration ~ manipulate filters via URL



Planned

2018 — 2019

Increased Analytical Power

Post-aggregation

More advanced aggregations and windowing functions

- What is the **average maximum** traffic jam length per day?
- What is the **average % increase** of subsequent measurements of a sensor?
- What is the **cumulative** number of sign-ups?
- What is the **week-over-week % change** of ‘actual hours billed’ (from dataset A) vs. ‘budgeted hours’ (from dataset B)?

Upcoming

Timezone Improvements

Work hassle-free with complex mixed timezone data

‘Organization Timezone’

Aggregate data across a single timezone to get consistent reporting

Local File Upload Timezone Recognition

Timezone-aware Derived Columns

Format dates & times in a fixed or dynamic timezone

Upcoming

Dashboard Improvements

Export with
Runtime Filters

Continually

- New charts
- Designer UX

Linked Filtering

Upcoming

2018 — 2019

Scalability & Performance

Multi-region deployment

Decreased latencies to load dashboards worldwide

Currently:

- Dublin, Ireland + Frankfurt area, Germany

Future:

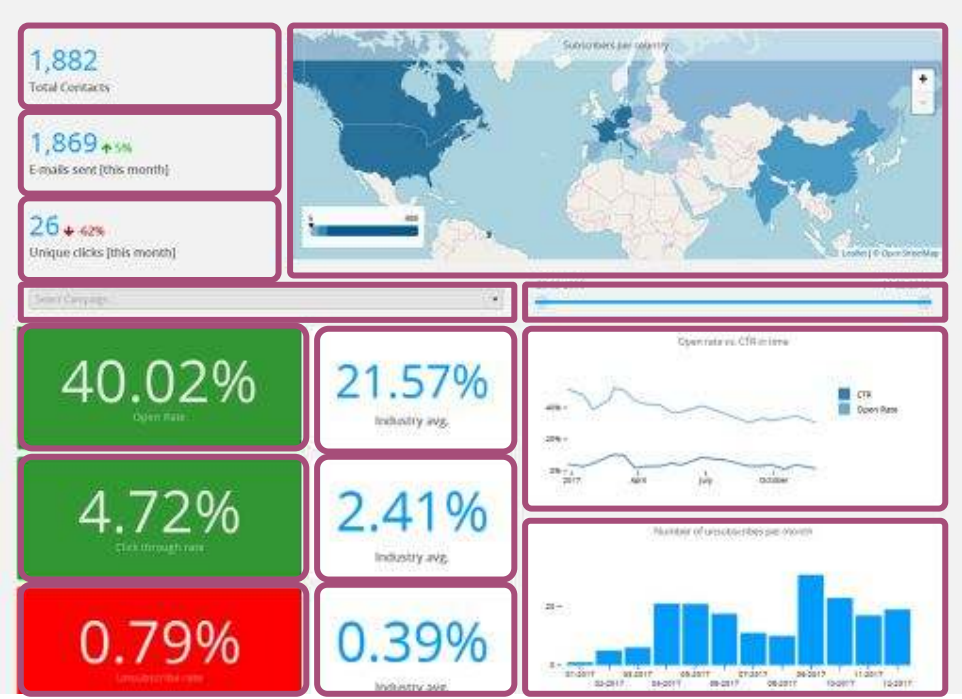
- Ohio, USA + Oregon, USA
- CDN at all AWS Edge locations for ‘published’ dashboards

✔ **Dedicated VPC**

Soon

Grouped Queries

In-memory caching + statistical optimization of queries

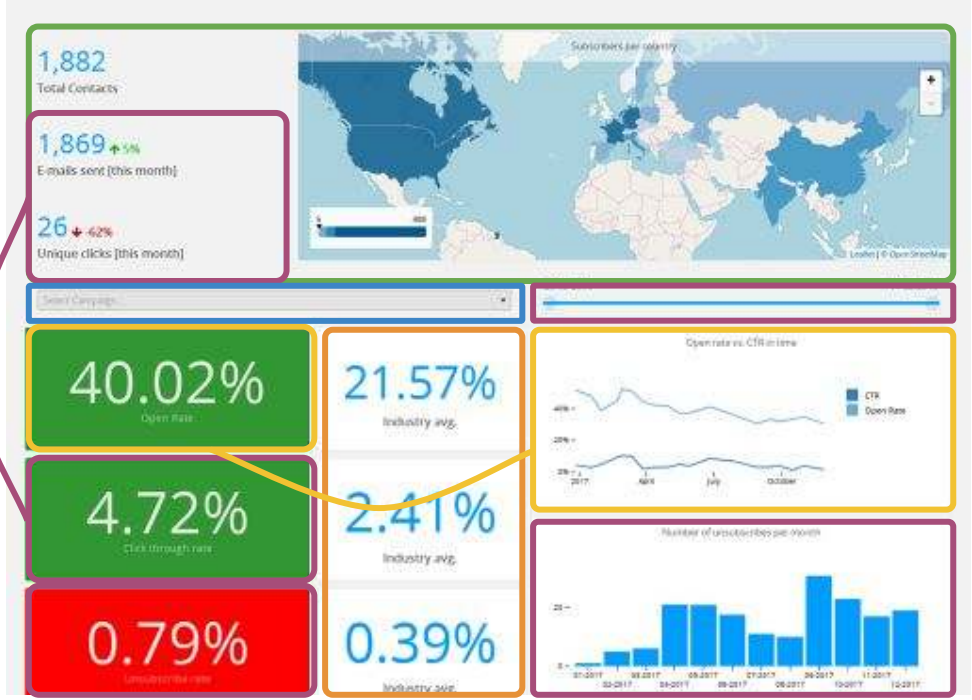


= 14 subscriptions
= 14 SQL queries

Planned

Grouped Queries

In-memory caching + statistical optimization of queries



= 3 subscriptions
= 1 SQL query

Planned

Follow our Journey

https://**roadmap**.cumul.io

Don’t underestimate the
compounding awesomeness
of continually fixing
small broken things.
“

Cumul.io