

# CAN YOU LOOK AT YOUR DATA AND DECIDE?

Data presentation and visualization are now crucial to decision-making processes.

How Stereolize creates powerful and meaningful visual stories for today's brands.



Data Presentation: what are we talking about?	3
Example 1: SAP Logistics and Energy Island	4
Example 2: Microsoft Dynamic IT at CeBIT	7
A Different Approach	9
Who we are	10

## Data presentation: what are we talking about?

---

All we hear about is data, big data, valuable data. But what does data mean if we can't do really anything with it in a proficient and useful way?

In today's world, data is so important that being unable to use it properly can mine the decision-making process in any company.

However, data is used in many ways and comes from very different sources. It can be used internally to understand process and detect bottlenecks. It can be used externally to make a point on how important a certain service or solution is to businesses.

The most important part of data is, though, how you visually represent it so that it makes sense almost at a glance. This is how you encourage a better decision-making process.

In this document, we will tackle two very different projects. Both, however, are a clear examples that visual storytelling is the best possible tactic to present data in an efficient way.



## SAP Data Visualization Logistics and Energy Island

SAP is known worldwide for providing data at many different levels for any type of business. Working with them involved the creation of two different examples on how you can tell a compelling visual story with this data.





This case implied, of course, the capacity on Stereolize's side to interface graphics with SAP HANA, the main data source.

Stereolize developed two concepts that would define why we use data visualization in the first place. The first one deals with logistics. We represented a fleet of vehicles that could be tracked in order to understand different aspects of their activity. For example, we tracked data such as the load each vehicle carries, traveling distances, fuel consumption, etc. This data then transformed into resulting costs and maintenance activities.

The second one focused on energy sources and how these relate to each other. Also, we wanted to represent a scenario in which external influences that increase or decrease the consumption or might affect the infrastructure. In this example, we created what we called the Energy Island. This is a whole microenvironment that serves the purpose of showing how data visualization can actually help today's business world.

Both projects were specific requests from SAP and Stereolize had to work on the connection between the data (SAP HANA platform) and storytelling (visual representation in real time via graphics and animations).

Of course, data visualization examples like these ones do not have a purpose unless they are fully interactive. However, the interactivity that lies beneath these applications serves users to work with the data in a way that becomes useful to them.

Representations can be modified on the fly to see different scenarios, where we want to understand what can optimize and improve the situation. Effects are important to understand, thanks to data, which are the correct decisions to be made.

Given these points, we worked on the infrastructure that was needed to generate these visualizations. The core of the data would come from the SAP HANA server. Therefore, the connection has to be bidirectional with the interface.

This means that the interface would generate a query. The server would provide the data that was then processed and released to the graphical interface that transformed into visualizations with animations.

All of this, of course, has to happen in real-time. This is how the solution becomes incredibly valuable.

The difference with any common dashboard for our solution is that we don't exclusively rely on charts, tables, and graphs to represent the information. With the numbers and trends, we worked to design the actual elements that were involved in these scenarios: the vehicles, The loads, maps of the cities and places where these vehicles had to exist, or even iconic objects that would represent energy reserves in the island. Everything was carefully created to offer a easy-to-understand picture of the situation.

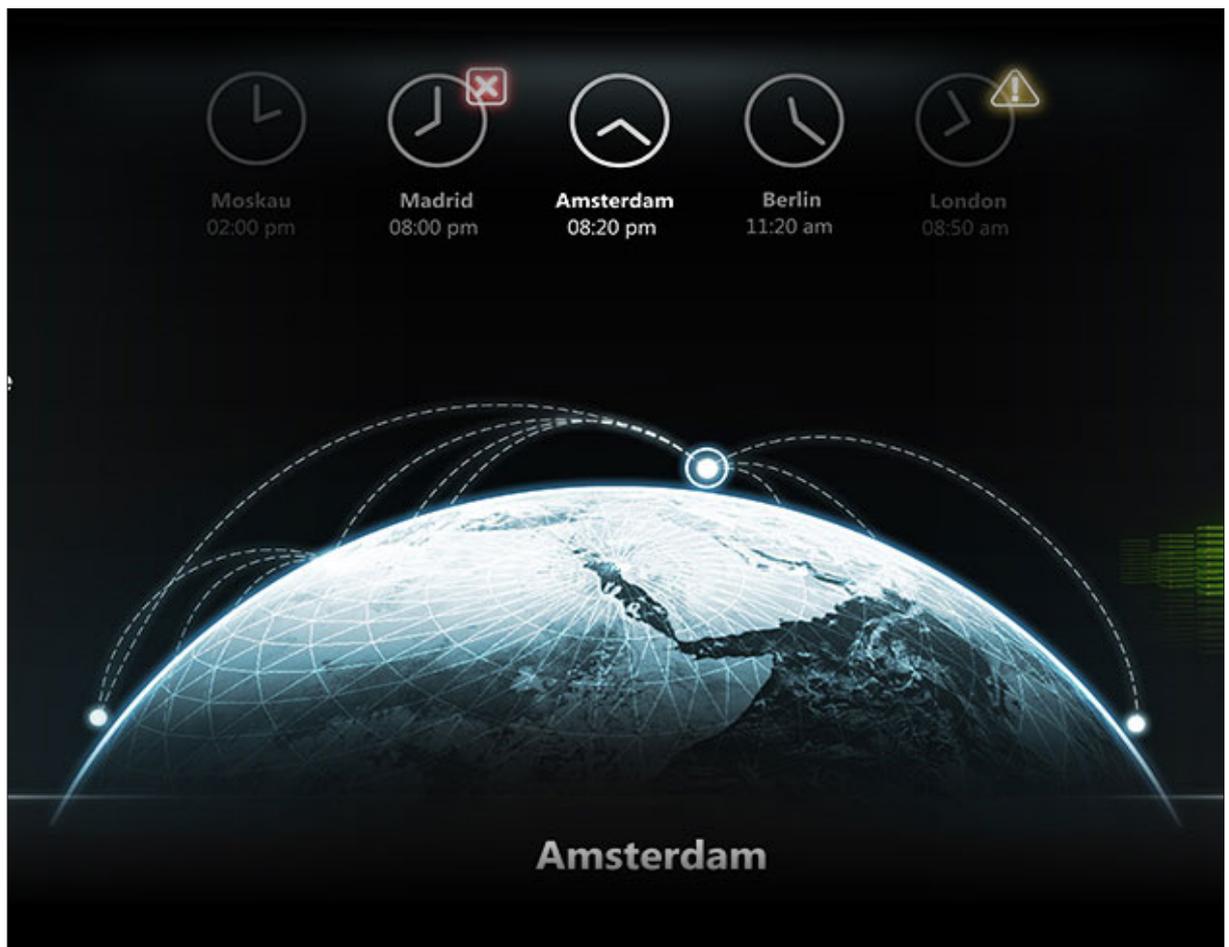
To summarize, we generate two miniature worlds in 3D that would live, react and interact thanks to the data provided in real-time by SAP HANA.



## Microsoft Dynamic IT services visualized at CeBIT

---

Microsoft Dynamic IT division needed a solution to display its services at CeBIT. Stereolize provided an innovative data visualization concept to guide visitors through these services. We focused on the details of each feature to showcase the benefits of working with Dynamic IT.



Data visualization can serve many purposes. One of them is the capability of diagnosing in real-time, no matter where. Microsoft Dynamic IT is a division that helps businesses in many ways. We to focused on intelligent ways to view and keep under control different Microsoft server sites. This real-time data allows companies to immediately detect issues in their infrastructure and act quickly in case anything goes wrong.

Stereolize developed a series of interfaces that would do just that. We added user-friendly features in a visual language that anybody could relate to. Ideally, data visualization has to guarantee that what you see on screen is immediately recognizable and understood.

They could pick a location and talk about how their services ensure the correct functioning of a corporate infrastructure. Our graphical interface was receiving data via Microsoft SQL servers, coming from different locations in the world. These servers were feeding live data in. This is really important because the user will not see mere numbers only. They would see a graphical representation of all the elements involved.

The setup consisted of a smart space to supervise the various server sites from all over the world that fed the main interface with data. We also created a virtual desktop infrastructure. The reason was to allow booting and sharing each client directly from this environment.



## A different approach

---

As in all our projects, visual storytelling is what distinguishes our quality of work. Graphics, animations, and interactivity have to work together in a precise way to attribute real meaning to data visualizations.

Also, you always have to think about the audience that is not only going to contemplate the data, but also will need to be able to interact with it to understand and decide.

As Business Intelligence is helping a lot of businesses transform, we are dedicating a lot of our resources to present you with the very best data presentation skills.

We understand how difficult and delicate it is to discriminate between the many sources that data comes from in today's world. But, at the end of the day, what we want is for you to be capable of telling the most compelling story with the data that defines your specific business and brand.

This document only offers you a brief series of examples. If you would like to get into more depth, we invite you to directly get in touch with us and have a one to one conversation with a member of our staff.



## Who we are

---

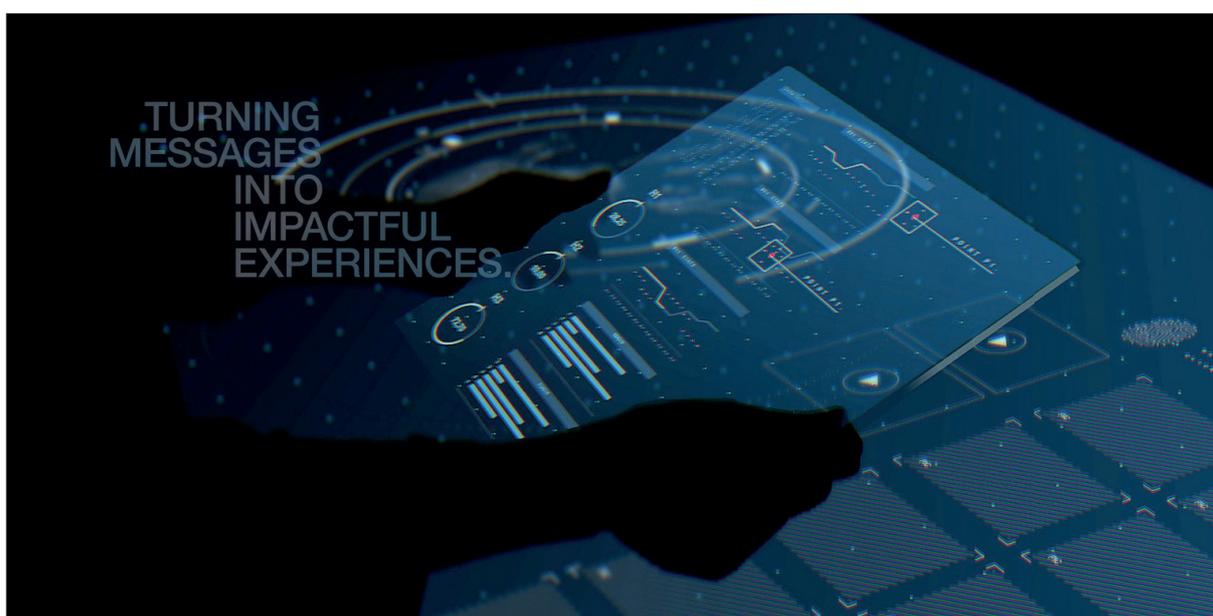
Stereolize has been devoted to **visual storytelling** for over 20 years, now. We are proud to gather an international team of professionals with one goal: **creating unique solutions that generate desire, engagement and knowledge.**

We cover three main areas of competencies: **branding and design, technological integration and content consulting.** We deliver high-end visual solutions to offer the best quality in terms of graphics and architecture.

Stereolize has enough know-how to work on software development, integration and prototyping, independent of the field of application. Finally, we are there from strategy to content creation.

In this scenario, we position ourselves at the very core of the diverse disciplines that are shaping today's communications. More than media, **we create interactive environments that generate immersive experiences for the audience.**

**We have worked for some of most innovative companies in the world.** All of them trusted us to take their brand awareness to the next level. For this reason, **it is our mission to turn messages into impactful experiences.**



2019 © stereolize GmbH. All rights reserved.

stereolize GmbH  
Isarwinkel 10  
81379 München

+49 89 520 567 - 70  
revolution@stereolize.com  
www.stereolize.com