WHY ENTRATA?
The need and the vision for Entrata.

WHAT IS ENTRATA?
What is Entrata Core and how does it fit in?

ENTRATA REPORTS
What is the current functionality of reporting?

ENTRATA CORE DEMO
See the Entrata student housing functionality in action.

COMING SOON
See what is coming next from the Reporting team.

Q & A
Ben is here to answer any questions you have.
WHY ENTRATA?
Piecing Together the Process

Major Problems

- Disparate platforms requiring multiple logins/passwords
- Restrictions on browsers and devices
- High implementation costs and increased costs to train staff
- Integrations are costly
- No ability to bundle services
WHAT IS ENTRATA CORE?
The 4 Pieces of Entrata Core

Entrata Core is:

- Resident Management
- Accounting
- Purchasing
- Facilities
ENTRATA CORE REPORTS
Entrata Core Reports

Sample Current Reports

- 12 month Income Statement
- AP Aging
- Availability
- Balance Sheet
- Cash Flow Statement
- Consolidated Income Statement
- Delinquency
- Expiring Leases
- GL Details
- Monthly Reconciliation Report
- Rent Roll
- And Dozens More
ENTRATA CORE DEMO
COMING SOON
What’s coming next?

Business Intelligence

- What are the differences?

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Business Intelligence - No longer an oxymoron

1. "BI and analytics remain a top-priority technology for CIOs to help companies boost revenues, improve customer service, or control costs, by making better decisions, faster. More interestingly, BI and analytics are finding a new generation of sponsors in otherwise uncharted territory, such as in the office of the CMO, who are looking to make informed decisions based on data and rigid analysis with little involvement of IT."

- Fredrik Tunvall, information management analyst at Ovum, from *Business Intelligence 2014 Trends-to-Watch*
Where is Business Intelligence Going in 2014?

**Business Intelligence**

**BI ⇒ Cloud**
Lowers costs, and decreases time to deployment

**Analytics > Reporting**
Why drive by looking in the rearview mirror? Analytics offer far better insight into future challenges compared to stale, trailing data.

**Self-service is king**
Ad-hoc queries (Goodbye, IT!)
“I want to know what I want to know”

**All about Big Data**
Big data processing frameworks are becoming a necessity for anyone buying BI
The ability to comb through millions of rows of data in “real time,” including unstructured data like user behavior

**New users & customers for BI Vendors, notably CMOs**
Data Disconnect

Whether you’re connecting through the cloud through API, or on-premise up to a data warehouse or other on-premise BI tool, you face the same problem:

Users need accurate information, quickly and reliably.
This is very difficult for anyone to accomplish, which is why nobody has nailed BI after more than 30 years of trying

Great news: PSI doesn’t have this problem!
How will PSI’s tool be different?

Platform = Same database underneath everything

Major advantage of platform

   In other words, our data filters down into the same system, so pulling it back up for reporting and analytics is easy.

   None of our competitors have this

What does this mean for a customer?

   Ad-hoc queries, reliable data, and custom dashboard without calling IT
THANKS FOR ATTENDING