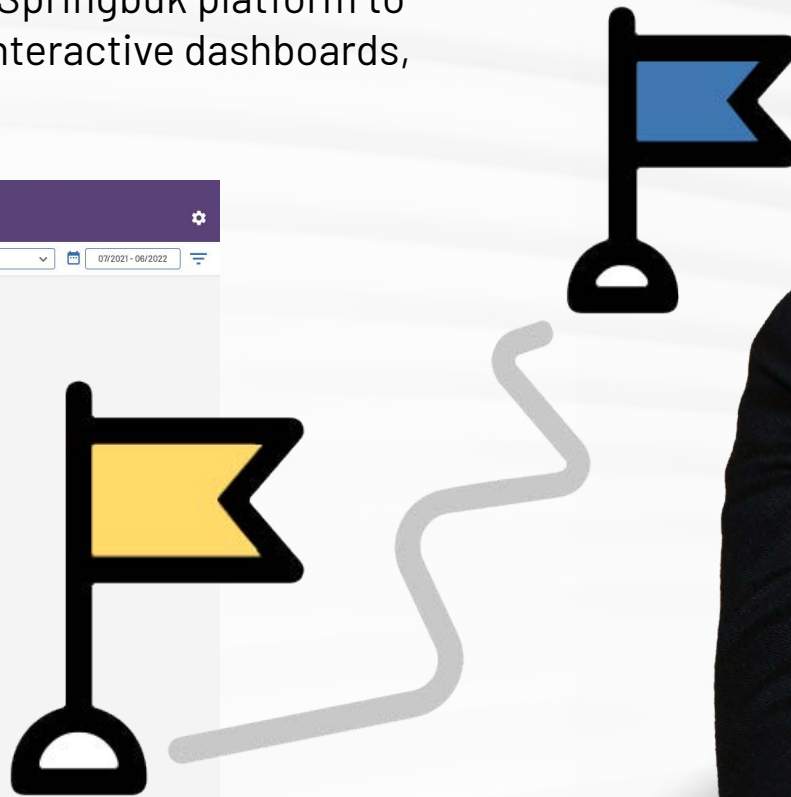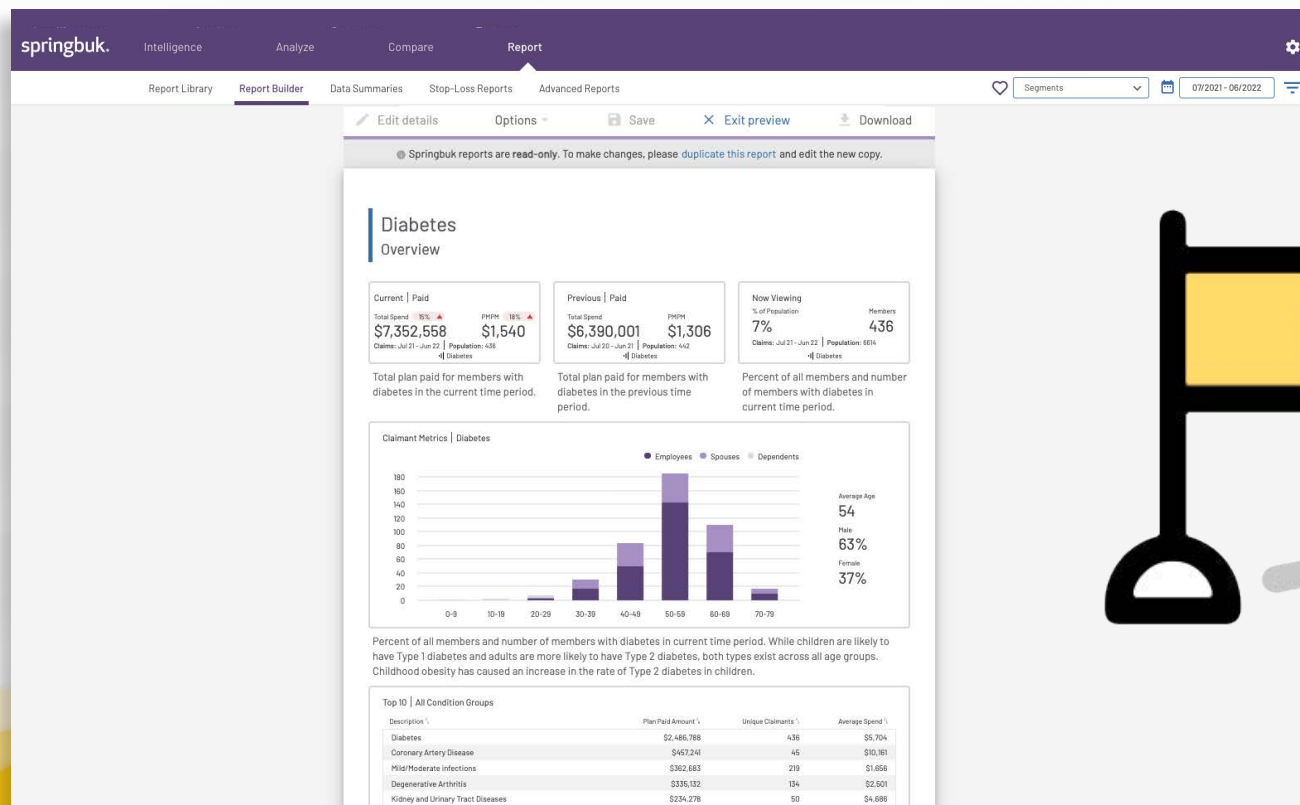# The User Analytic Journey

Find the Right Path to Your Data Destination with Springbuk

Every day, employers and their advisors, like you, use the Springbuk platform to review, understand, and present their benefits data using interactive dashboards, analytics, and stories.

springbuk

We understand every user's analysis needs are different. **And you're looking for the path that will help answer business questions** based on data insights that are relevant to you.
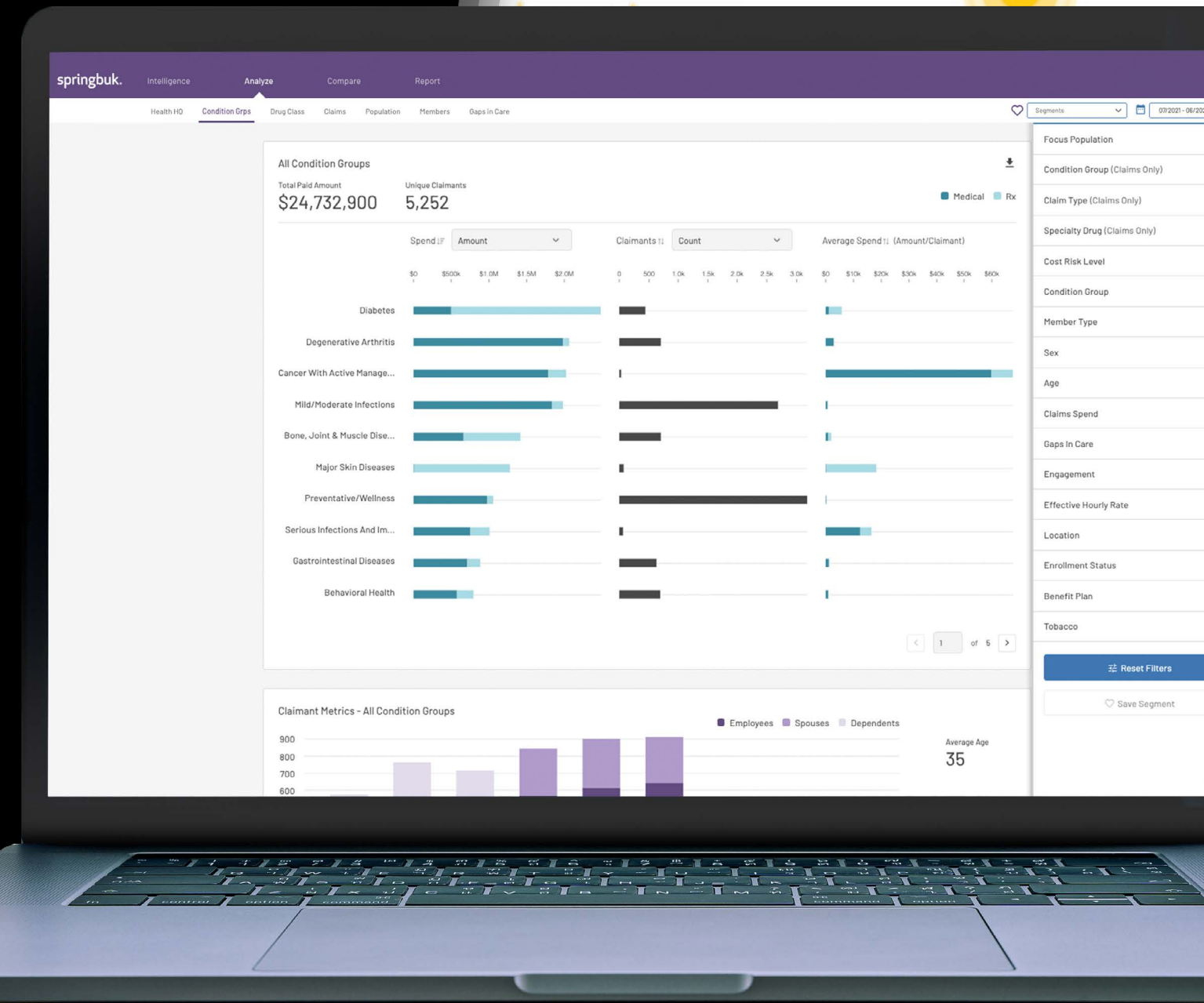
In some instances, **a business user may be a one-person team wearing many hats** – they're busy, they need a direct route to time-sensitive information, and of course need to trust the accuracy of their findings.

Other times, **an HR analyst user is preparing for a quarterly review** and has the need, and time, to dig deeper into the data. They want to explore the stops along their path that pique their interest and expand the scope of their analysis.

And from time to time, **an organization's go-to data expert** is looking to understand every intricacy of a condition impacting a member population. They want to use information from the Springbuk platform, export it, and create their own custom journey.

Regardless of the business question or your analytic prowess, **Springbuk delivers your route to resolution, powered by actionable recommendations.**

Springbuk is customizable to your preferences, helping you find and explore actionable stories along your analytic journey. **You can take the direct path to your destination or explore side trails with deep data details, all while letting the Springbuk platform do the work.**
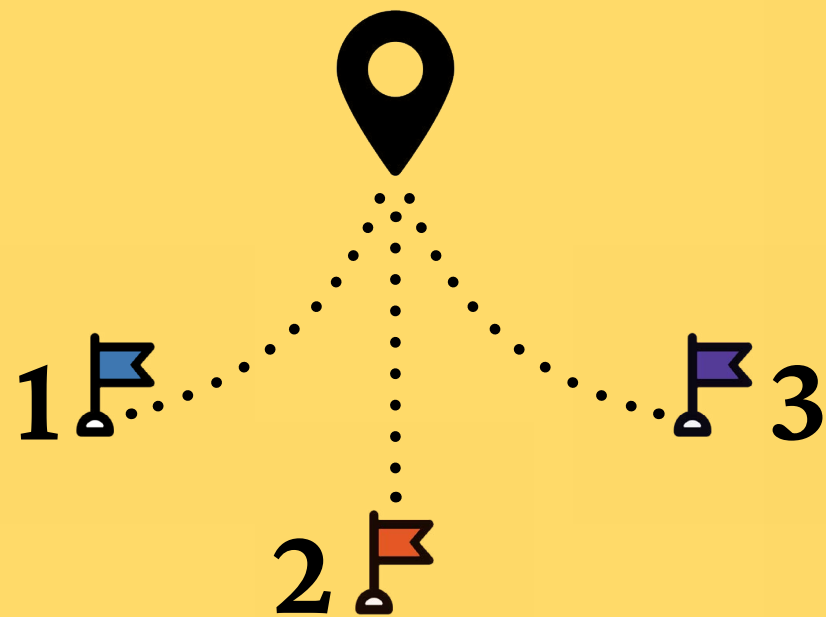
springbuk®

Tell the Story of Your Data with Springbuk

When we think about **the user's analytic journey**, **it's a continuum designed for users of all types – and with varying needs** – to identify and tell the actionable stories in their data.

Whether you're an HR manager, a seasoned benefits analyst, or somewhere in between, **you can visualize and export information tailored to your needs and those of your stakeholders.**

Let's explore the three paths of the user's analytic journey that help you tell your data stories.

"I love opening Springbuk and seeing pre-populated insights about our population and having suggestions on steps we can take."

Path 1

Interactive Stories
For Busy HR Professionals

Upon launching the Springbuk application, you can access on-demand actionable stories that provide you and your stakeholders immediate value. **With Springbuk, you do not have to manually investigate data and compile your findings – we are here to help guide you through.**

Insights and **Answers:** Data driven, predictive opportunities and answers: Who is at risk? What are my cost savings opportunities? Are members using care appropriately? Where should I focus my clinical intervention efforts?

On-Demand Story Library: Easy to use, actionable analytics on your cost, utilization, financial risk, and clinical trends, as well as condition-specific profiles alerting you to what was done, why it was done, and where it was done.

springbuk

"I like digging into the data on my own, so it's cool that Springbuk gives me a solid starting point and the tools to drill down more."

Path 2
Interactive Exploration
For Data-Driven Decision Makers

For users who want to take their analysis to the next level, **this is where your data exploration truly begins as you slice and dice relevant information with a few clicks.**

Report Builder: With an intuitive design, featuring drag-and-drop cards from across the Springbuk platform, you can easily build custom stories that are presentation ready.

Analytics Navigator: Deeper insights and guided drill paths around particular action items, such as condition management, service utilization, and specialty drugs.

Ad-hoc Analysis: Drill into the Springbuk data warehouse and explore your data catalog with drag and drop ease, or create custom data visualizations that easily identify actionable information and direction. When you're ready to share, you can download them to PDF, Excel, or Powerpoint for easy distribution.

Path 3

Interactive Exports
For Advanced Data Analysis

For the seasoned analyst who enjoys manipulating data with many tools, this feature was designed with you in mind. **It's here where you can use Springbuk data in your own custom exploration with a click of a button.**

Data Summaries: One-click download of packaged data summaries of your key performance indicators.

Crosstabs: One-click download of custom data queries into a CSV or Excel format.

" Every day and every data set is different. I appreciate the flexibility to easily get the data I need and explore it how I want."

Identify All the Stories You Need

When you have access to actionable information that's relevant to your organization, **you're empowered to make decisions that solve today's problems and prepare for tomorrow's challenges.**

Let us show you how **Springbuk can deliver the intelligence you need** to make the best decisions for your business and your people.

Which path are you on?

Learn More

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