

Fulcrum Impact™ is a first-of-its-kind platform that allows companies' own data science teams to **make Intervention measurement significantly more efficient, accurate, and repeatable.** By providing a repository of configurations, analyses, and reporting templates, it enables disparate teams to **effectively generate insights more quickly for better decision making.**



Easy installation and built-in 20 hours a month of Fulcrum technical support



Customizable templates for data preparation and analytical reports



A database of past evaluation parameters, code, and results for benchmark comparisons

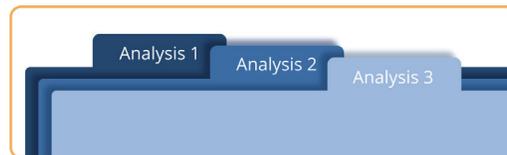


An easy to navigate, guided methodology-selection tool and semi-automated models

**Increases consistency** with its repository for storing and reusing feature, analysis, and reporting configurations

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**Increases efficiency** with automated, easy-to-use methodology modules, and is configured to easily refresh analyses as new data becomes available



**Increases effectiveness** with a pre-built reporting module that can compare saved analyses and exports seamlessly to PowerPoint, HTML, Excel, and Dashboards



**Fulcrum Impact empowers organizations** to check early and often for the emergence of Intervention downsides, to manage risk, and make decisions faster



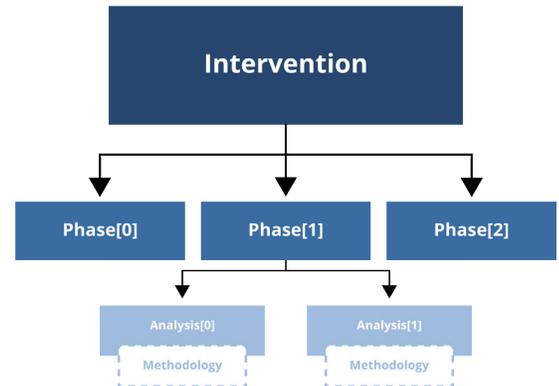
## Conceptual Model

**Interventions** can take many different forms, including domain-specific interventions such as Clinical Programs, Training Programs, Marketing Campaigns, Incentive Compensation Plans, Store Format Changes, UI Changes, or Pricing Changes.

Sometimes, an Intervention can be implemented in multiple **phases**, each of which can have their own Eligibility Criteria, Targeting Logic, Audience Coverage based on geographics or characteristics, and/or Treatment Rules.

Several different types of **analyses** can be performed on the same Intervention or Intervention Phase.

Each type of analysis has one **methodology** determined by the specific characteristics of the Intervention and data.



**Fulcrum Impact™ integrates the most difficult aspects of Intervention evaluations into a semi-automated framework with a variety of robust features, such as:**

### Efficiency

- One time data integrations configurations that can be used by everyone for every analysis going forward
- Simplified Matched Case Control iteration processes with optional tiered matching
- Automated data formatting and streamlined data selection process

### Accuracy

- Object model for business intervention and analyses metadata
- Multiple methodologies to support different types of analyses
- Automated reporting of analysis results in various formats with a customizable reporting module

### Consistency

- Feature repository with version control as definitions are updated or tweaked over time
- Centralized storage to enable reusing analyses across studies and team members
- Standardized descriptive reports for progress tracking and simplified analysis/refresh comparison

Behind Fulcrum Impact™, there is a team of seasoned and dedicated data scientists, engineers, and developers producing meaningful insights from complex data.

## Fulcrum Analytics, Inc.

We have 25+ years experience in data science, data hosting, and app creation, all with the goal to make data more useful. We take a pragmatic approach to our client relationships that focuses on flexibility, custom tailored solutions, and practical data science resulting in actionable insights and applications that improve, not replace, large investments.



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