

Online Data-Driven Marketing Presentation Platform



Josh Knauer
CEO
Rhiza, Inc.

CEOCFO: *Mr. Knauer, would you tell us the idea behind Rhiza?*

Mr. Knauer: We created this company because we want to help people make better decisions using data. We think we have some unique approaches that help our customers do that. We focus on an area of the market that is in need of better decision-making and needs more information to help feed that better decision-making in the marketplace.

CEOCFO: *What do you understand fundamentally that perhaps others do not, that allows you to create a better offer?*

Mr. Knauer: I think one of the unique views that we have compared to others in our market space comes from the belief that information and data are a critical part of the information process. What is really needed are better tools for breaking apart that information into actionable bits of knowledge to drive decisions and deliver outcomes that customers want. For example, many in our market space help marketers look at specific markets. They talk about delivery of tools and crosstabs and better bar charts; that is not what we focus on. We focus on actually understanding the questions that our customers have and delivering answers to those questions that are easily understood and easily incorporated into their decision-making process. This usually comes in the form of a presentation, so others can easily digest this information and take action.

CEOCFO: *Are many companies today looking for a solution as opposed to the raw data or are people still overwhelmed with the big data concept that they do not see the value?*

Mr. Knauer: There are many different trends that are happening simultaneously in the field right now. One is that IT departments are being brought in to manage the flow of big data and how big data is then utilized by marketers, salespeople or executives within a company. That approach is very data centric as opposed to being use case or even user-centric. For instance, we frequently hear people talking about how they collect data in one-second increments from cash registers in all of their stores. When they try to present that data to executives there is always a disconnect. From the executive's perspective, they tend to not care what technology is being used or even which data is being collected. They are much more interested in whether they are getting the answers to their questions. They want the whole process to be sort of in a black box. Rhiza helps both audiences at the same time, which is a challenge and very unique. The IT and data crowd love us because we are helping them gain more power by exploring data in ways that they have not been able to before. Executives love us because their interaction with our tool is as simple as asking those basic questions and getting answers.

CEOCFO: *When you are putting together a solution, what might you add to the mix that is unique?*

Mr. Knauer: In many cases, people have not even thought of presenting data in the user interface as what it actually is, answers to questions. With our tool you can, for example, ask 'Where do people drink X soda and how old are they?' and immediately get an answer. When most people think about data they think of the volume of it all, of the Excel sheets and dashboards and how looking for the answers they need is like hunting for a needle in the haystack.

When you introduce big data into the picture, on the back end there are hundreds of billions of records of data. We are teaching people a new way to interact with large volumes of data as opposed to exposing all the complexities of it. This is one of the areas that separates us.

CEOCFO: *When a potential client looks at Rhiza, are they aware that you are working on different levels or are they surprised to find out such a solution even exists?*

Mr. Knauer: We are still new. Therefore, people are surprised when they learn that there is a tool where all of the different data sets they deal with, such as syndicated commercial data from Nielsen, and their own can be seamlessly explored in

the same user question and answer interface. Their internal data is all available in one place and the technology to access it is quite easy to use. It is very logical for non-data geeks to get in and get immediate answers. That is definitely the biggest surprise.

CEOCFO: *You have well-known clients. How do you reach out?*

Mr. Knauer: We are a small and fast-growing company. Most of our customers right now find us through either field marketing activities, like conferences, and word-of-mouth. We do not have big budgets for big ad campaigns or teams of marketers. Right now, we are sharing our customer's success using Rhiza through case studies that we publish online and present at conferences and tradeshows. Our customers are our best advertisers, and through them there has been incredible word-of-mouth outreach. We also acquire a great number of new customers through our data partners. For many of the data companies that we work with, Rhiza is considered the best tool for accessing not just their data but their data mixed with other data. We are the only tool that the data partners allow to be mixed with auto registration data and Axiom brand recognition data, for example. This is a unique blend and such a need everywhere that our data providers and partners actually send customers over to us.

"We are teaching people a new way to interact with large volumes of data as opposed to exposing all the complexities of it." - Josh Knauer

CEOCFO: *What surprised you as Rhiza has developed?*

Mr. Knauer: I think the biggest surprise has been how simple it is to solve our customer's problems. Look at our clients, at some of the largest media companies in the world, and see how they worked with their data and big data before Rhiza came on the scene. Executives were passing around spreadsheets and duplicating efforts around how they were processing and accessing data. When we started we thought that the problems would involve advanced analytics and data science, and it does not. It is much more basic than that. It is about gaining the ability to process data in terms of solving business problems and adding value. This is a problem we know how to solve.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

For more information visit: rhiza.com

Contact: Shiri Friedman 412-488-0600 info@rhiza.com

