



# illo – About

## illo - make your point

This is the portal designed for people with a curious mindset looking for answers . The free-to-use portal offers you features, which are found in a professional Business intelligence tool. This enables you to create, analyze, present and share findings in all kinds of interesting data.

The user-friendly analysis tool combined with the upload and sharing opportunities on the portal, leaves you with a unique opportunity to dig one step deeper into the data and get factual like never before. Our greatest vision is to provide illo users with the best possible opportunity to make your point.

illo offers the complete environment for uploading your data, working and analyzing on data, presenting your data and inviting others to discuss your findings. You can use illo in a private matter, share analyses in a group and even make your findings public.

## Secure data upload

Illo is all about turning your data into valuable information illustrated in intuitive graphs, diagrams and tables. Go to the “Upload Data” and you will find a step-by-step guide on how to upload data. illo is hosted in the cloud by Amazon and all challenges according to security, encryption of data etc. are taken care of. You just need to think about making your point.

## User behavior

Not everybody wants to upload or share, but almost everyone has a curious mindset. We do not require you to upload or pay any fees while taking a peek on the portal. We are simply encouraging you to surf by, browse and be inspired to get information on your favorite subjects. Create a free login and subscribe, comment and get notified about new findings on your favorite topics.

## In a business perspective

illo holds a great potential for businesses to share industry and company figures, KPI's, scientific studies, or just interesting findings – even internally. Businesses may use illo to easily share information with people interested in their products and services and the portal incites feedback to build relationships with customers, partners and influential ‘ambassadors’.

illo offers businesses a chance to reach an engaged audience by sharing interesting new information. illo gives visitors and users valuable insight into the contributing organizations . Some of the companies are even marked with the special “Trusted Provider” (TP) label - take a closer look at the “Trusted Providers” page to see the requirements to achieve this honor.

## Company background

- Founded as a subsidiary of TARGIT Business Intelligence in the fall 2010.
- Management: Morten Sandlykke (CEO) and Morten Middelfart (CTO).
- Technology and back-end developed during the last 15 years of knowledge gathered in the B2B market via TARGIT Business Intelligence.
- illo is a privately held company with a diversified business model with revenues coming from user subscriptions, advertising sales



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- Officially launched in 2011
- Headquartered in Hjørring, Denmark with affiliate in Tampa, Florida, USA.