

# Media Dojo Tear Sheet

## Roambi

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**Summary:** Roambi (roaming business intelligence) is an enterprise-focused iPhone application that takes spreadsheet files, PDFs, most any corporate information type, and turns them into rich data visualizations tailored for a mobile interface.

**The Problem Being Attacked:** Instead of forcing a mobile user to navigate around a scrunched up Excel spreadsheets, or tables and reports produced by corporate systems like SAP, Roambi converts the numeric data into graphical data visualizations that are specifically tailored to render on the iPhone screen.

**The Approach to the Problem:** Roambi allows corporate users to publish information in a way that makes sense for navigating and interacting through a mobile device. Roambi works via a web-based publisher that manages an enterprise account and packages information for distribution to a freely downloaded client residing on an iPhone. The server-based web publisher ingests enterprise docs such as PDF, XLS etc along with their security model. The publisher doesn't just convert but interprets the numeric information so that it communicates effectively on a smartphone screen. The re-formatted numeric data is then sent to an iPhone for display. With the exception of a downloaded iPhone client, the Roambi application runs exclusively in the cloud. The mobile client is free while the web publisher can be installed on-site as a software license or provided under a SaaS model.

**Customer Base:** Typically, Roambi appeals to enterprise customers with large field sales forces. Pharmaceutical companies and others of that ilk are customers.

**Ownership:** bootstrapped by a successful team with previous business intelligence and data visualization companies that were sold to Oracle and SAP respectively.

**Unique Point:** Roambi's data visualizations are specifically tuned for a mobile experience, instead of being bastardized versions of a desktop experience made mobile. A huge amount of investment and expertise has been expended on design, which is in sharp contrast to traditional mobile enterprise applications, which looked at the user interface as a poor second cousin.

**Cloud Angle:** Roambi is based completely in the AWS cloud. Except for the proprietary code that's developed in-house, all of the production and commercial IT facilities are cloud-based.