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# GENIALCLOUD POWUA

*AI, Analytics & IoT Platform — From Data to Decisions, at the Speed of Business*

**WHITE PAPER · EDITION 2026**

**How Genialcloud Powua Transforms Raw Data into Competitive Advantage —  
Through Analytics, AI and the IoT Edge**

Designed for the Modern IT Director · Modern C-Level Leader · Data-Driven Business

2026 | For Modern C-Level Executives, IT Directors & Data Leaders

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# Executive Summary

This white paper is written for two people: the Modern C-Level Leader who knows their business generates enormous amounts of data but struggles to turn it into decisions, and the Modern IT Director who is tired of being the bottleneck between business questions and business answers. Both are right to be frustrated. And both are exactly who Genialcloud Powua was built for.

Most businesses today have a data paradox: more data than ever before, and less clarity than they need. Dashboards are built by IT on a six-week cycle. Reports arrive after the period they describe has already closed. AI projects are run by external data scientists, take 12 months to deploy, and produce models that business users cannot interpret or trust. The result is that data, the most valuable asset in the business, is chronically underutilised.

Genialcloud Powua solves this at every layer. It is a cloud-native Analytics, Business Intelligence, and AI platform that connects to any data source, enables any business user to build analytics models without writing a single line of code, and delivers executive dashboards, scheduled reports, interactive pivot views, and AI-generated predictions, all from the same platform, all in real time. And through its extension Genialcloud Powua IoT, it reaches beyond the office into the factory floor, the truck fleet, and the infrastructure rack, collecting machine telemetry at the edge for predictive maintenance, digital twins, and OEE optimisation.

<p><b>50+</b></p> <p><b>Data Connectors</b></p> <p>Files · DB · API · IoT · Cloud</p>	<p><b>0</b></p> <p><b>Lines of Code</b></p> <p>Full analytics — no coding required</p>	<p><b>AI</b></p> <p><b>Native Intelligence</b></p> <p>ML · Forecasting · Anomaly detection</p>	<p><b>Real-Time</b></p> <p><b>Data Refresh</b></p> <p>Streaming without impacting ops</p>
<p><b>-96%</b></p> <p><b>Reporting Time</b></p> <p>5 days → 2 hours</p>	<p><b>-83%</b></p> <p><b>Analyst Cost</b></p> <p>Self-service BI frees IT</p>	<p><b>-30%</b></p> <p><b>Unplanned Downtime</b></p> <p>IoT predictive maintenance</p>	<p><b>€380K+</b></p> <p><b>Avg Annual ROI</b></p> <p>Payback 6–12 months</p>

## What You Will Discover

This white paper explores what Genialcloud Powua is, how its six capability pillars work, how it extends to the IoT edge, what AI means in practice without a data science team, and why Avantune is the partner that can deploy it in your organisation, without the complexity, cost, or dependency that characterises enterprise analytics platforms.

Whether you are a CEO who needs a single view of business performance, a CFO who wants to close the books in one day, a Plant Manager who needs to prevent the next unplanned breakdown, or an IT Director who wants to stop building reports and start enabling insight, this document is written for you.

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# 1. The Modern Data Problem

*Why Data Abundance Creates Decision Paralysis*

## ◆ C-LEVEL

Ask any executive team to describe their reporting reality and you will hear the same story: the data exists, but by the time it arrives in a format that can be acted on, the moment has passed. Sales results from last month. Production efficiency from last week. A forecast built on data that is already three periods old. This is not a data shortage. It is a data-to-decision failure.

## The Three Failures of Traditional Analytics

### The Latency Problem

Traditional BI tools deliver insight on a delay. IT builds the report. The report runs against last night's extract. The executive sees last month's reality. Decisions are made on history, not on the present. In fast-moving markets, this latency is not a minor inconvenience, it is a strategic liability.

### The Dependency Problem

When business intelligence requires IT involvement to build or modify every report and dashboard, the analytics function becomes a queue. Business users with questions wait weeks for answers. The IT team spends its time building reports instead of building infrastructure. Both sides lose.

### The AI Complexity Problem

AI projects in most mid-market companies follow a familiar pattern: a proof of concept is commissioned, an external data science firm is engaged, a model is trained, and eighteen months later a dashboard appears that business users distrust because they cannot understand how it works. The insight that was promised never changes how decisions are made.

## The Cost of Not Having Real Analytics

- Production planning decisions made on stale stock and demand data, leading to either over-production or material shortages
- Customer churn discovered at month-end rather than when the signals first appeared in the data
- Machine breakdowns that were predictable three weeks in advance, if anyone had been watching the sensor data
- Financial anomalies, duplicate invoices, unusual payment patterns, detected by auditors, not by the system
- Executives leading from last month's numbers while the market has already moved

### The Strategic Cost of Analytical Lag

The cost of delayed insight is not just operational. It is strategic. The businesses that will lead their markets in the next decade are not the ones with the most data, they are the ones who turn their data into decisions fastest. Genialcloud Powua is built to create that advantage.

## 2. Why Most Analytics Platforms Fail Mid-Market

*The Complexity Tax and the Code Barrier*

◆ C-LEVEL    ● IT DIRECTOR

The enterprise analytics market is dominated by platforms designed for organisations with dedicated data engineering teams, data warehouse budgets, and months to spend on implementation. These platforms are powerful, and inaccessible to the vast majority of the businesses that need them most.

### The Problems with Incumbent Analytics Platforms

#### Built for Data Scientists

The most capable analytics platforms assume someone on staff knows Python, SQL, or Spark. Most mid-market businesses do not have this resource, and should not need it to answer basic business questions.

#### Months to First Dashboard

Enterprise BI implementations routinely take 6–18 months from contract signature to first business user dashboard. The business need that triggered the procurement has usually evolved, or escalated, long before the platform is live.

#### Rigid Data Models

Traditional BI tools require data warehouses or semantic layers built and maintained by data engineers. Every new data source, every new business question, every new metric definition requires IT involvement. Business agility is structurally impossible.

#### AI as an Add-On

For most analytics vendors, AI is a feature appended to a reporting platform, not designed from the ground up as a core capability. The result is AI that requires separate tooling, separate skills, and separate budgets.

#### The Genialcloud Powua Design Philosophy

Genialcloud Powua was designed from the opposite direction: start with the business user who needs insight today, build a platform that eliminates every technical barrier between that user and that insight, and then embed AI so deeply that it requires no specialist to operate. This is what we mean by analytics without the analytics tax.

### 3. Introducing Genialcloud Powua

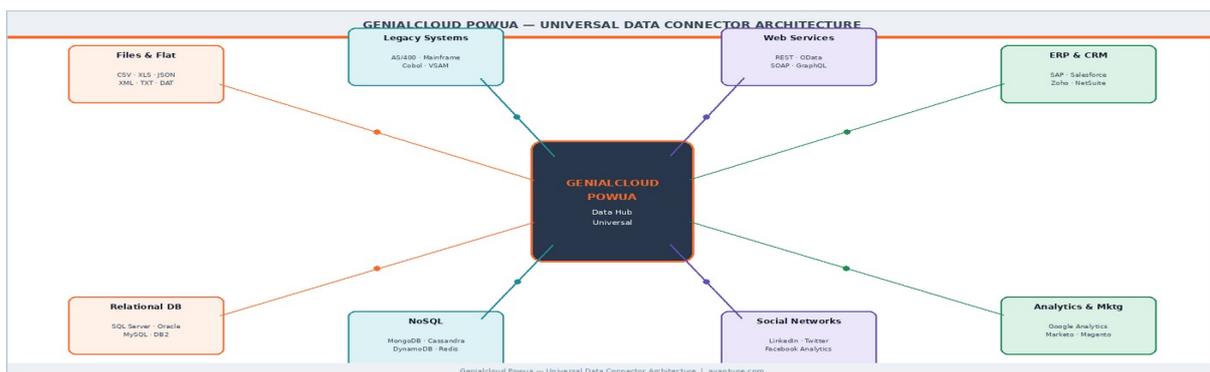
Intelligence, Forecasting and Predictive Insight, for Every Business

◆ C-LEVEL    ● IT DIRECTOR

Genialcloud Powua is a cloud-native Business Intelligence, Analytics, and AI platform that transforms data from any source into actionable business insight, without requiring code, data science expertise, or months of implementation. It is horizontal by design: applicable to any industry, any business function, any analytical scenario. And it becomes deeply vertical through Genialcloud Powua IoT, its edge extension for manufacturing, logistics, and infrastructure monitoring.

#### The Six Capability Pillars

<p><b>🔍 Data Connectors</b></p> <ul style="list-style-type: none"> <li>• 50+ native connectors</li> <li>• Files, databases, APIs, cloud apps</li> <li>• No-code data blending</li> <li>• Real-time streaming support</li> </ul>	<p><b>🔍 Models &amp; Templates</b></p> <ul style="list-style-type: none"> <li>• Drag-and-drop model builder</li> <li>• No code required at any stage</li> <li>• Cross-source data blending</li> <li>• Shareable across the organisation</li> </ul>	<p><b>🔍 Power Views</b></p> <ul style="list-style-type: none"> <li>• Interactive pivot tables &amp; charts</li> <li>• Calculated fields &amp; KPI rules</li> <li>• One-click export to XLS/PDF</li> <li>• Permission-controlled sharing</li> </ul>
<p><b>🔍 Reports</b></p> <ul style="list-style-type: none"> <li>• Graphic wizard, no design skills needed</li> <li>• Scheduled automatic distribution</li> <li>• Email &amp; web portal delivery</li> <li>• Microsoft Reporting Services integration</li> </ul>	<p><b>🔍 Interactive Dashboards</b></p> <ul style="list-style-type: none"> <li>• Executive-grade design</li> <li>• Real-time data streaming</li> <li>• Full mobile &amp; tablet access</li> <li>• Role-based permissions</li> </ul>	<p><b>🔍 AI &amp; Predictive Analytics</b></p> <ul style="list-style-type: none"> <li>• ML forecasting — days to years ahead</li> <li>• Regression, decision trees, neural nets</li> <li>• Anomaly detection &amp; alerts</li> <li>• Accuracy validation &amp; retraining</li> </ul>



Genialcloud Powua, Analytics Pipeline: from raw data connection through model building, AI analysis, and executive delivery

#### A Horizontal Platform for Every Scenario

What makes Genialcloud Powua unusual in the analytics market is its horizontal applicability. It is not a sales analytics tool, or a financial reporting tool, or a production monitoring tool. It is a universal analytics engine that connects to whatever data your business generates and surfaces insight in whatever format your business users need. A CFO builds

financial consolidation dashboards. A Sales Director builds pipeline analytics. A Plant Manager tracks OEE. An HR Director monitors attendance patterns. All on the same platform, maintained by the same team.

## The Vertical Extension: Genialcloud Powua IoT

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For manufacturing companies, distribution businesses, and any organisation that operates physical assets, Genialcloud Powua extends to the edge through Genialcloud Powua IoT. This is not a separate product, it is an edge layer that feeds machine telemetry, sensor data, and PLC readings directly into the Powua analytics and AI engine. The result is a closed loop from machine to model to decision: a vibration sensor on a CNC machine feeds a predictive maintenance model that generates a maintenance work order in Genialcloud Proj before the failure occurs.

### The Intelligence Layer of the Genialcloud Ecosystem

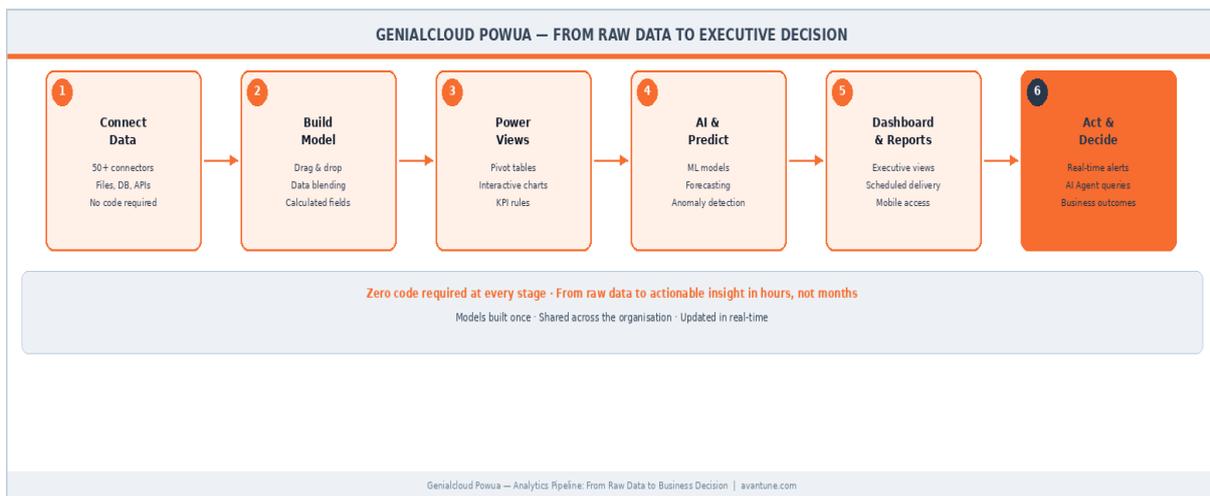
Genialcloud Powua is the intelligence layer of the Genialcloud ecosystem. When connected to Genialcloud Proj, it transforms ERP operational data into live dashboards, AI forecasts, and anomaly alerts. When extended with Powua IoT, it transforms factory floor signals into predictive intelligence. The platform that started as BI becomes the operating nervous system of the entire business.

## 4. Data Connectors

Connect Everything , Code Optional

**IT DIRECTOR**

The value of an analytics platform is bounded by the data it can reach. Genialcloud Powua is built on the premise that data exists everywhere in a modern business, in ERP systems, CRM databases, flat files, cloud applications, social networks, and IoT sensors, and that reaching all of it should require no custom integration code.



Genialcloud Powua — Universal Data Connector Architecture: 50+ native connectors across all data source categories

### Connector Categories

<b>Files &amp; Flat Data</b>	Native import of CSV, TXT, XLS, XML, DAT, JSON, and more. Scheduled file drops, SFTP connections, and folder monitoring for automated ingestion. No ETL pipeline required.
<b>Relational Databases</b>	Direct connection to Microsoft SQL Server, Oracle, DB2, MySQL, PostgreSQL and all major RDBMS platforms. Query via native SQL or use the visual query builder. Legacy system connections to AS/400, mainframe, and COBOL/VSAM sources also supported.
<b>NoSQL &amp; Document Stores</b>	Native connectors for MongoDB, Cassandra, DynamoDB, Redis, and other document and key-value stores. Genialcloud Powua handles the schema inference and normalisation, no data engineering required.
<b>Web Services &amp; APIs</b>	REST, OData, SOAP, and GraphQL endpoints connected via visual configuration. OAuth 2.0 and API key authentication supported natively. Webhooks and push-based data sources handled through the streaming layer.
<b>Business Applications</b>	Pre-built connectors for SAP, Salesforce, ZohoCRM, SugarCRM, NetSuite, Magento, Marketo, Google Analytics, YouTube Analytics, and 30+ additional enterprise applications. Connect to your existing stack without replacing it.

**Social & Digital Channels**

LinkedIn, Twitter/X, Facebook, and digital marketing platform analytics connected to business KPIs. Correlate social engagement data with sales pipeline, customer sentiment with support tickets, campaign spend with revenue outcomes.

**The No-Code Data Blending Advantage**

Most analytics projects fail not because of the analysis, but because of the data preparation. Combining data from multiple sources historically required data engineers, ETL pipelines, and weeks of work. In Genialcloud Powua, data blending is drag-and-drop. An analyst can connect sales data from Salesforce, logistics data from the ERP, and payment data from the banking API, and create a unified model of the complete order-to-cash process, without touching a database or writing a join statement.

**The Agility Advantage**

Connecting a new data source in Genialcloud Powua takes minutes, not months. For the Modern IT Director, this means the analytics layer evolves with the business, not on a six-month IT project cycle. For the C-Level leader, it means every business question has a path to an answer.

## 5. Models & Templates

*Build Analytics Without Writing a Line of Code*

IT DIRECTOR DATA LEADER

The analytics model is the bridge between raw data and business insight. Traditionally, building and maintaining analytics models required SQL expertise, knowledge of the underlying database schema, and ongoing IT involvement whenever the business changed. Genialcloud Powua eliminates this dependency entirely.

### Drag-and-Drop Model Builder

- Connect data from multiple sources by dragging tables, files, or API endpoints into the model canvas
- Define relationships between data sources visually, no SQL JOIN syntax required
- Create calculated fields, aggregations, and derived metrics using an Excel-like formula interface
- Apply data transformations, filters, pivots, date normalisation, currency conversion, visually
- Validate model output with live data preview at every step

### Model Sharing & Governance

- Publish models to the organisation once built, other users can analyse without modifying the underlying model
- Version control for models, roll back to any previous state without data loss
- Permission-based model access: read-only for business users, full edit for data owners
- Export model definitions for backup, documentation, or migration

### Templates for Common Scenarios

#### Financial Analytics

Pre-built models for P&L analysis, cash flow monitoring, AR ageing, budget vs actual, and multi-entity consolidation. Connect your ERP or accounting system and the template populates automatically.

#### Sales & CRM Analytics

Pipeline health, conversion funnel, rep performance, customer lifetime value, churn risk, and territory analysis. Works with any CRM that exposes data via the connector library.

#### Operations & Supply Chain

Inventory turnover, supplier performance, on-time delivery, logistics cost per unit, and production throughput. Combines operational data from ERP with logistics and supplier APIs.

#### HR & Workforce

Headcount trends, attendance patterns, overtime analysis, training completion, and turnover prediction. Built on HR system and timesheet data.

#### Models as Organisational Assets

A model built once in Genialcloud Powua becomes an organisational asset. Every dashboard, report, and AI prediction that consumes that model benefits immediately from any enrichment or update. The analytics investment compounds over time, not the opposite.



## 6. Power Views & Interactive Dashboards

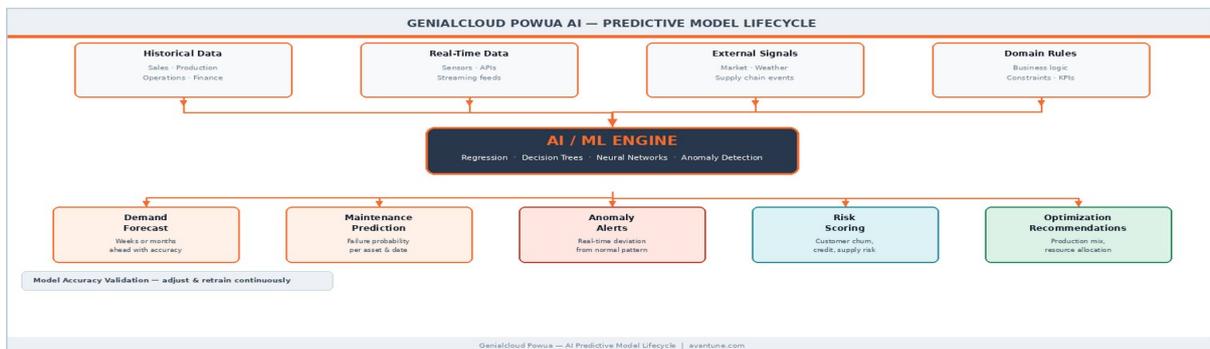
From Data to Visual Decision, Instantly

◆ C-LEVEL ◆ DATA LEADER

The moment business users can explore data themselves, without submitting a request to IT, without waiting for a developer, without interpreting a static table, the entire character of an organisation's relationship with its data changes. Genialcloud Powua Power Views and Interactive Dashboards are designed to create that shift.

### Power Views: Self-Service Pivot Analytics

- Build interactive pivot tables and charts with drag-and-drop, no pivot table expertise required
- Charts, maps, graphs, and tables are automatically interconnected: filter one, all update
- Add calculated fields, exception highlighting, and rules-based KPI colouring in seconds
- Save and name views for personal use or share with specific colleagues with read-only or full pivot access
- Export any view to XLS, PDF, or link directly from within the platform



Genialcloud Powua, Executive Analytics Dashboard: real-time KPI tiles, interactive charts, drillthrough capability, mobile-responsive

### Interactive Dashboards: Built for Executives

Genialcloud Powua's dashboard designer is built for visual impact without requiring design skills. The drag-and-drop canvas allows anyone to assemble a professional-grade executive dashboard in hours, not weeks. Every element updates in real time as underlying data changes.

**Real-Time Streaming**

Dashboards can connect to live data streams without affecting operational system performance. A production KPI board refreshes every 30 seconds. A financial dashboard updates as transactions post. No batch jobs, no nightly runs.

**Mobile & Tablet Access**

Every dashboard in Genialcloud Powua is mobile-responsive from the day it is built. The CEO sees the same dashboard on an iPad in a board meeting that the Plant Manager sees on a phone in the factory. No separate mobile build required.

**Permission-Based Sharing**

Dashboards can be shared organisation-wide, with specific teams, or with external partners. Viewer permissions prevent modification; interaction permissions allow filtering without affecting the shared view.

**Embedded & White-Label**

Dashboards can be embedded into internal portals, customer-facing applications, or external reporting portals. API access allows programmatic dashboard generation for multi-tenant reporting scenarios.

## Reports: Designed to Communicate

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Not every analytical output is a live dashboard. Some insight needs to be formatted, narrated, and distributed, to a board, to a client, to a regulator. Genialcloud Powua's report designer produces publication-quality documents combining charts, tables, maps, and formatted narrative text.

- Graphic report wizard, build a professional report layout by following simple guided steps
- Mix charts, tables, maps, and free text in any layout, drag-and-drop positioning on a print canvas
- Schedule automatic report generation and distribution via email or web portal
- Recipients receive formatted PDF or XLS reports on the schedule you define, no manual intervention
- Integrate with Microsoft Reporting Services and other corporate reporting infrastructure

**Self-Service Intelligence at Scale**

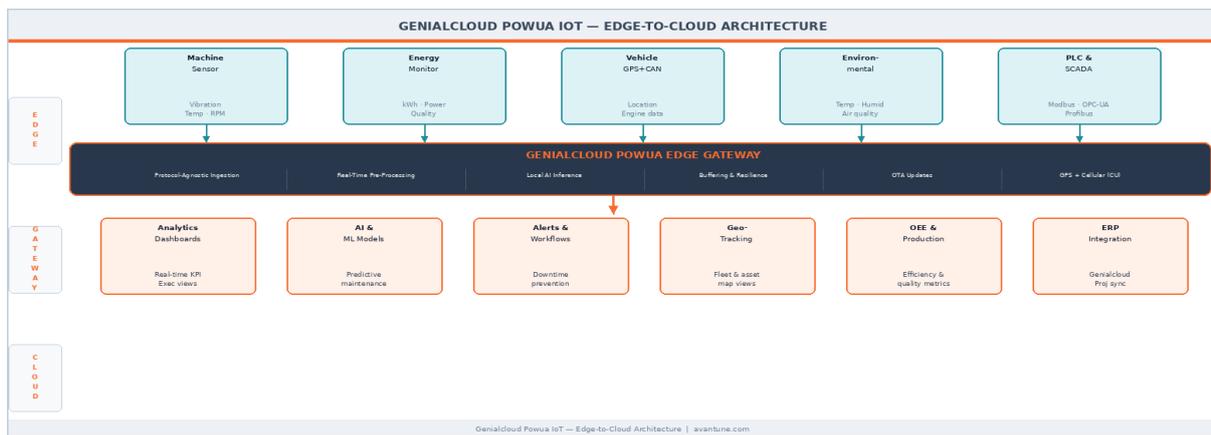
The moment a business user can answer their own question, without an IT ticket, without waiting, without asking someone to build a new report, is the moment analytics becomes a genuine competitive advantage. Genialcloud Powua is built to create that moment for every person in your organisation.

# 7. Artificial Intelligence & Predictive Analytics

Model the Future on the Patterns of the Past

◆ C-LEVEL    ● IT DIRECTOR

Genialcloud Powua's AI capability is not a marketing add-on. It is a production-grade predictive analytics engine, designed to be operated by business users, not data scientists, and to produce predictions that are accurate, interpretable, and actionable from day one of deployment.



Genialcloud Powua, AI Predictive Model Lifecycle: from data inputs through ML engine to forecasts, alerts, and optimisation outputs

## How Genialcloud Powua AI Works

The platform uses historic and current data to forecast trends and behaviours with precision ranging from seconds ahead (anomaly detection in real-time streams) to years ahead (long-range demand forecasting for production capacity planning). The model builder presents a guided interface: select the variable you want to predict, select the historical data that explains it, and the platform trains, validates, and deploys the model, automatically.

## Supported Model Types

<p><b>Regression Models</b></p>	<p>Predict continuous outcomes: demand volume, revenue by account, energy consumption by shift pattern, lead time by supplier. The platform selects and validates the appropriate regression algorithm automatically.</p>
<p><b>Decision Trees &amp; Classification</b></p>	<p>Predict categorical outcomes: will this customer churn? Will this production order be on time? Will this machine require maintenance in the next 30 days? Classification models deliver probability scores, not just binary predictions.</p>
<p><b>Neural Networks</b></p>	<p>For complex non-linear patterns, image classification from IoT cameras, natural language processing of customer feedback, time-series anomaly detection in high-frequency sensor data, Powua supports deep learning models that can be configured and deployed visually.</p>
<p><b>Anomaly Detection</b></p>	<p>Real-time monitoring of operational data streams to detect deviations from expected patterns. A sudden spike in energy consumption, a drop in machine</p>

throughput, an unusual payment sequence, all flagged in real time for human review.

## Model Accuracy & Continuous Improvement

- Every deployed model includes an accuracy dashboard: predicted vs actual comparison over the validation period
- Accuracy thresholds trigger automatic retraining alerts when model performance degrades below defined levels
- Feature importance visualisation shows which variables drive the prediction, building trust and enabling human override
- A/B model testing allows comparison of alternative model configurations on live data before committing to deployment

## AI Predictions in Practice: What Business Users Ask

### For the CFO

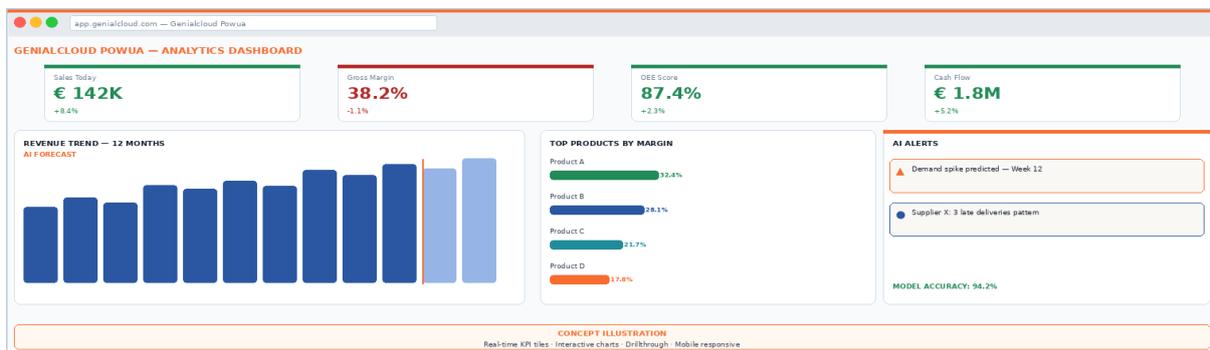
- "Which accounts receivable are at risk of defaulting in the next 60 days?"
- "What will our cash position be in 90 days if current payment patterns continue?"
- "Which cost centres are trending toward budget breach this quarter?"

### For the Sales Director

- "Which opportunities in our pipeline have the highest probability of closing this month?"
- "Which customers are showing early signs of churn based on order pattern changes?"
- "What will our revenue be by product family for the next three months?"

### For the Plant Manager

- "Which machines are likely to experience a failure in the next 14 days?"
- "What is the predicted OEE for Line 3 next week given the current maintenance backlog?"
- "When should we schedule the next preventive maintenance for Asset M-047?"



Genialcloud Powua — AI Predictive Model Studio: model builder, accuracy metrics, forecast horizon, feature importance

## AI for Every Business User

AI in Genialcloud Powua requires no data science team, no Python environment, no separate model deployment infrastructure. The business user who built the sales dashboard can build the sales forecast model. The same platform, the same interface, the same day. This is what we mean by AI without the AI tax.



## 8. The Mobile AI Agent

### *Business Intelligence in Your Pocket*

#### ◆ C-LEVEL

The most powerful shift in business intelligence is not the dashboard. It is the question. When a leader can ask a natural language question about their live business data and receive a precise, data-grounded answer, in seconds, from their phone, without logging into any system, the entire relationship between leadership and information changes.

Genialcloud Powua's AI Agent is a conversational interface to your analytics data, accessible from any mobile device. It is grounded in the actual data of your Genialcloud Powua deployment, your models, your KPIs, your business structure, so its answers are specific to your business, not generic benchmarks. Because it connects to live data, the answers are always current.

### What the AI Agent Can Answer , On Any Device

- "What was our revenue yesterday versus the same day last year?"
- "Which three customers have the largest outstanding invoices right now?"
- "Is production on track for this week's plan?"
- "Which machine has the highest predicted failure probability this week?"
- "What is the current cash position across all entities?"
- "Which product lines are showing declining margin trends this quarter?"
- "How many open opportunities are in the pipeline above €100K?"
- "What are the top 5 suppliers by delivery delay frequency this month?"

These questions are asked and answered every day in business, but normally through a chain of requests, spreadsheet exports, and data consolidation that takes hours or days. The Genialcloud Powua AI Agent makes them instantaneous, mobile, and independent of any IT or analyst involvement.

### Why the Modern C-Level Leader Needs This

#### In the Factory Visit

The CEO touring the plant can ask the AI Agent for current OEE by line, compare actual output to plan, and identify which lines need attention, before the plant manager prepares a presentation.

#### In the Client Meeting

The Sales Director can pull the customer's revenue trend, outstanding invoices, and recent order history before walking into the room, without calling the office or opening a laptop.

#### On the Board Call

The CFO can verify cash position, receivables ageing, and budget variance while the call is in progress, answering questions with live data rather than last week's report.

#### In Travel

Any executive can access the full analytical depth of the organisation's

Genialcloud Powua deployment from a phone, a tablet, or a hotel room laptop, without VPN, without IT support.

## Architecture & Security

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- The AI Agent authenticates through the same OAuth 2.0 / RBAC framework as the full platform, no separate identity management
- Every answer shows the data source and time of the underlying data, full traceability
- User permissions from the main platform apply to the AI Agent: users only see data they are authorised to access
- Responses are generated on your organisation's data, no data is shared with generic AI training pools

### The Speed Advantage

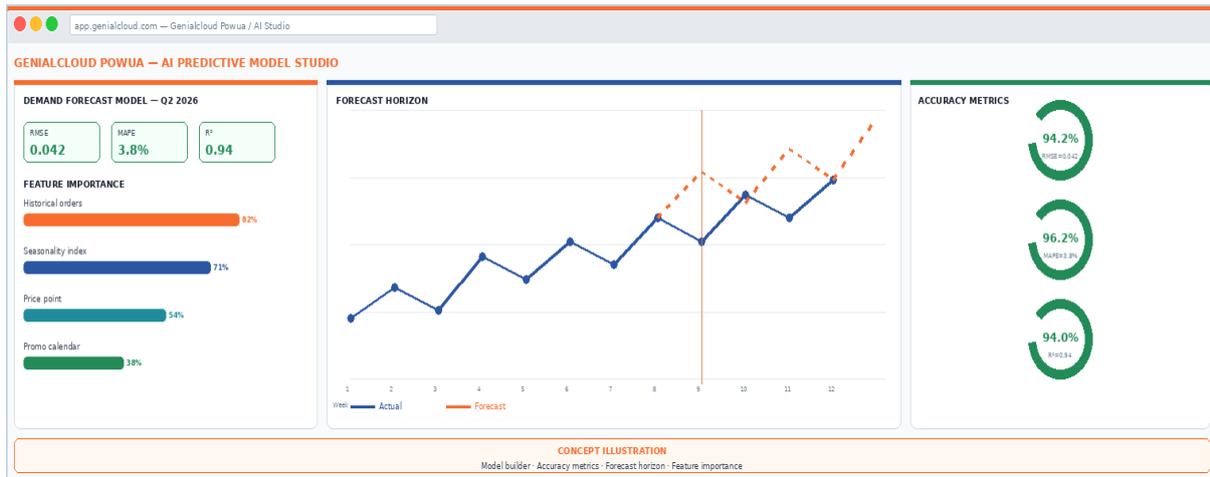
A CEO who can ask a business question from their phone and get a data-grounded answer in 10 seconds is not just more informed, they are faster, more confident, and more decisive. This is the practical competitive advantage that the Genialcloud Powua AI Agent delivers.

## 9. Genialcloud Powua IoT

From the Edge to the Enterprise — Smart Manufacturing and Asset Intelligence

◆ C-LEVEL    ● IT DIRECTOR    ▲ OPERATIONS

Genialcloud Powua IoT is the edge extension of the Powua analytics platform. It transforms the physical world, machines, vehicles, infrastructure, environmental systems, into a continuous stream of data that feeds directly into the Powua analytics and AI engine. The result is a seamless path from sensor to insight to action: a vibration reading becomes a failure prediction; a failure prediction becomes a maintenance work order; a work order prevents an unplanned shutdown.



Genialcloud Powua IoT, Edge-to-Cloud Architecture: sensors and machines at the edge, Powua Edge Gateway processing, cloud analytics and AI

### The IoT Edge Layer: What Gets Connected

<p><b>Industrial Machines &amp; PLCs</b></p>	<p>CNC machines, industrial robots, injection moulding presses, conveyor systems, and any PLC-controlled equipment. Modbus, OPC-UA, Profibus, and 30+ industrial protocols supported via the Powua Edge Gateway.</p>
<p><b>Environmental Sensors</b></p>	<p>Temperature, humidity, pressure, air quality, vibration, and energy consumption sensors. Building management, clean room monitoring, cold chain logistics, and energy efficiency use cases all supported.</p>
<p><b>Vehicles &amp; Mobile Assets</b></p>	<p>Fleet vehicles, agricultural equipment, construction machinery, trains, and trucks. The Genialcloud Powua CU (Control Unit) provides GPS, cellular connectivity, and CAN bus data acquisition for mobile asset monitoring.</p>
<p><b>IT Infrastructure</b></p>	<p>Server utilisation, network performance, storage capacity, and application response times. Genialcloud Powua IoT extends predictive intelligence to IT infrastructure, predicting capacity limits and suggesting scalability actions before they become availability issues.</p>

### Predictive Maintenance: Preventing the Breakdown Before It Happens

Predictive maintenance is the highest-value application of IoT analytics for manufacturing and asset-intensive businesses. The economic argument is simple: an unplanned breakdown in a production environment costs 2–10 times more than a planned maintenance intervention. Every unplanned shutdown avoided is a direct bottom-line improvement.

- Vibration, temperature, and current draw patterns are continuously monitored against baseline models
- AI models trained on historical failure data identify the signature patterns that precede each failure type
- Failure probability scores are calculated per asset, per failure mode, on a rolling horizon
- When probability exceeds the threshold, a maintenance alert is generated with recommended intervention timing
- Integration with Genialcloud Proj creates maintenance work orders automatically, with parts requirements calculated from BOM data

## Digital Twins & OEE

### Digital Twin

A real-time virtual model of a physical asset or production line, combining design data, operational parameters, and live sensor readings. Digital twins in Genialcloud Powua IoT enable simulation of maintenance scenarios, capacity configurations, and process changes before physical implementation.

### OEE — Overall Equipment Effectiveness

Genialcloud Powua IoT calculates OEE continuously per machine, per line, and per plant: Availability × Performance × Quality. Drill down to the specific loss categories, planned downtime, unplanned downtime, speed losses, quality defects, to direct improvement efforts with precision.

## New Service Models for Machine Manufacturers

Genialcloud Powua IoT enables a business model shift that is increasingly defining competitive advantage in the equipment manufacturing sector: the move from selling machines to selling outcomes. By embedding IoT connectivity into manufactured equipment, machinery builders can offer remote monitoring, predictive maintenance-as-a-service, and usage-based service contracts, creating recurring revenue streams that were previously unavailable.

- Remote monitoring dashboards delivered to end customers, branded for the machinery manufacturer
- Predictive maintenance alerts generated automatically and delivered to customer maintenance teams
- Usage data feeding product development: which features are used, which fail, which create satisfaction
- Multi-tenant IoT platform: one Powua IoT deployment serving an entire installed base of customer machines

### The Factory as Data Source

For manufacturers, the factory floor is the data centre. Every machine that runs, every sensor that reads, every production order that completes is generating data that, with Genialcloud Powua IoT, becomes predictive intelligence that drives maintenance decisions, quality improvements, and energy efficiency gains. The factory stops being a cost centre and starts being an intelligence source.

# 10. Genialcloud Powua Works With Your Existing Systems

*No ERP Replacement Required. No Lock-In. Just Intelligence.*

◆ C-LEVEL    ● IT DIRECTOR

One of the most common misconceptions about analytics platforms is that deploying one requires replacing or disrupting what you already have. It does not. Genialcloud Powua is designed as a universal intelligence layer that sits on top of your existing technology stack, connecting to it, enriching it, and surfacing insight from it, without requiring a single change to the systems your business already runs on.

Whether you run SAP, Microsoft Dynamics, Oracle, Salesforce, a legacy AS/400, a custom-built ERP, or a combination of five different systems that grew organically over twenty years, Genialcloud Powua connects to all of them. The same platform. The same dashboards. The same AI models. The only difference is the data source configuration, which is a matter of hours, not months.

## Five Integration Scenarios

**SAP or Oracle Customer**

Connect directly via native database connectors or REST API. Powua reads your transactional data in real time without affecting SAP performance, and surfaces executive dashboards, AI forecasts, and anomaly alerts that SAP's own reporting layer was never designed to deliver at this speed or accessibility. The investment in SAP is protected; it gains an intelligence layer it was missing.

**Salesforce or CRM-Led Business**

Connect to Salesforce via native API connector in minutes. Pipeline health, conversion analytics, rep performance, churn risk models, and revenue forecasting, all built on your live Salesforce data, surfaced in Powua dashboards that update in real time and are accessible on any mobile device. Your CRM stays exactly as it is.

**Legacy ERP or AS/400 Environment**

Legacy systems are the hardest integration challenge in any analytics project, and Genialcloud Powua was explicitly designed to solve this. Native connectors for AS/400, mainframe, COBOL, and VSAM environments allow data to be extracted cleanly and blended with modern data sources. Businesses running 20-year-old core systems get 2026-standard analytics without touching the legacy infrastructure.

**Multi-System Complexity**

Many mid-market businesses run ERP for operations, a separate CRM for sales, a payroll system for HR, and manual spreadsheets filling the gaps between them. This is precisely the scenario Genialcloud Powua was designed for. The analytics model layer blends all these sources into unified dashboards, creating the single version of the truth that no individual system can provide on its own.

**Genialcloud Proj Native Integration**

For organisations running Genialcloud Proj as their ERP and CRM platform, Powua offers a uniquely deep integration: a shared data model, zero ETL overhead, and a native AI feedback loop where Powua forecasts directly enrich Proj planning engines. Live financial dashboards, AI demand forecasting for MRP, project portfolio intelligence, and CRM pipeline analytics, all on the same data the business runs on, with no synchronisation delay.

## The Unification Advantage

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The most powerful use case for Genialcloud Powua is not connecting to a single clean system. It is making sense of an organisation's entire data landscape, the ERP that holds transactions, the CRM that holds customer history, the IoT sensors on the production floor, the spreadsheets in the finance team's shared drive, and the social analytics from the marketing platform, and unifying all of it into a single analytical layer where every insight is built on the full picture, not a fragment.

- A sales forecast that incorporates ERP order history, CRM pipeline, and market seasonality data
- A financial dashboard that combines ERP transactions, banking API cash positions, and project billing from the project management system
- A production OEE view that blends IoT sensor readings, ERP production orders, and quality inspection results from a standalone QMS
- A customer profitability model that connects CRM deal values, ERP invoicing, and project cost data from a services delivery platform

### The Universal Analytics Layer

You do not need to replace your ERP to get world-class analytics. You do not need to standardise on a single platform to get a unified view of your business. You need Genialcloud Powua , the intelligence layer that works with whatever you already have, and makes it smarter.

## For the Modern IT Director: What This Means in Practice

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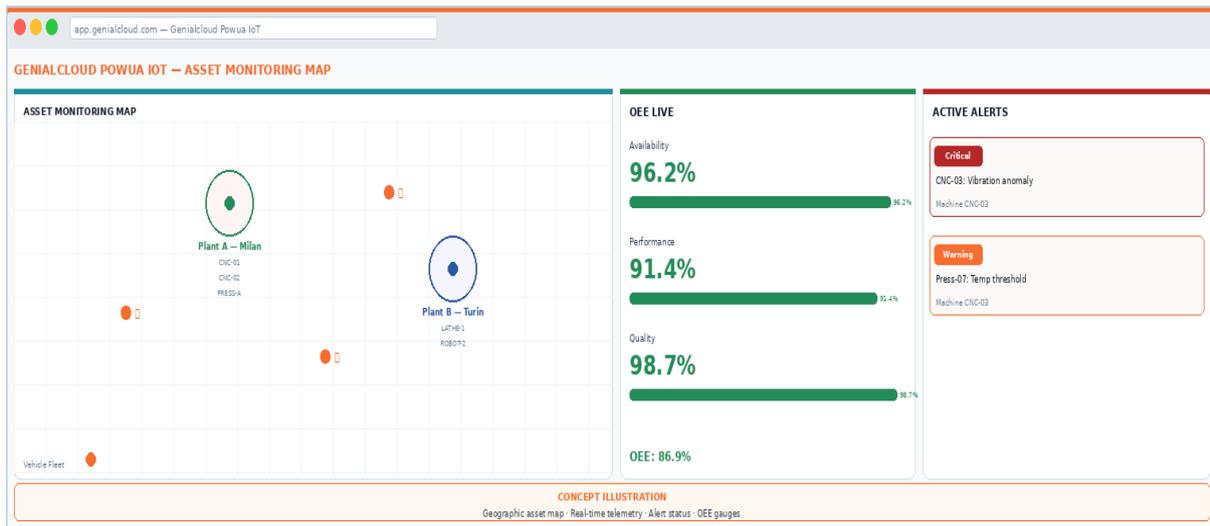
- No data warehouse required , Powua connects directly to source systems, no staging layer needed for most scenarios
- No ETL pipeline to build or maintain , visual data blending replaces custom transformation code
- No vendor lock-in , Powua connects to any source and exports to any format; it does not own your data
- Incremental deployment , start with one data source, one dashboard, one AI model; expand at the pace the business sets
- Security model respected , Powua reads data with the permissions of the connecting credentials; existing access controls apply

# 11. ROI & Business Impact

## Measuring the Return on Analytical Intelligence

**C-LEVEL**

Every investment in analytics is ultimately a bet on decision quality. The organisations that make better decisions, faster, on better data, with greater confidence, outperform those that do not. Based on aggregated data from Avantune client deployments, Genialcloud Powua delivers measurable, quantifiable impact across five key dimensions.



Genialcloud Powua — ROI & Business Impact Indicators across reporting, AI, IoT, analyst cost, and decision quality

## Where the Value Is Generated

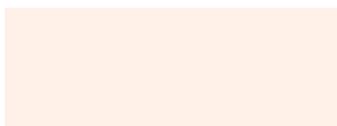
- Reporting Time Elimination**

The average mid-market business spends 3–5 finance team days per month producing management reports manually, extracting data, building spreadsheets, formatting for distribution. Genialcloud Powua automates this entirely. Dashboards and scheduled reports are maintained by the platform. Finance focuses on analysis, not production. Estimated value: €85,000+ per year.
- Analyst Cost Reduction**

When business users can answer their own questions using Power Views and dashboards, the demand on IT and data analyst resources drops dramatically. Companies typically reduce their analytics-related IT workload by 60–80%, freeing those resources for infrastructure and strategic projects. Estimated value: €95,000+ per year.
- Downtime Prevention (IoT)**

For manufacturing companies using Genialcloud Powua IoT, the primary ROI driver is predictive maintenance. An unplanned breakdown on a production line costs an average of €15,000–€50,000 in lost output, emergency labour, and expedited parts. Preventing three to five unplanned breakdowns per year, a conservative estimate from Avantune IoT implementations, delivers €140,000+ in annual savings.
- Decision Quality**

The least quantifiable but most significant value driver is decision quality. Procurement decisions made on live stock and demand data instead of week-old reports. Customer interventions triggered by churn signals instead of after



cancellation. Maintenance performed before the breakdown instead of after. The cumulative impact of better-timed decisions across an organisation is conservatively estimated at €60,000+ annually.



**Forecast Accuracy**

AI-powered demand forecasting typically improves forecast accuracy by 25–40% compared to manual spreadsheet methods. For a manufacturer with €5M in annual material spend, a 30% improvement in forecast accuracy translates to a 5–8% reduction in inventory holding costs, approximately €100,000–€160,000 per year, not included in the base ROI model.

### Illustrative ROI — Mid-Size Company (300 Employees)

The following calculation is illustrative, based on aggregated patterns from Avantune client implementations. Actual results vary by company size, industry, and current analytical maturity.

Value Driver	Annual Benefit	Calculation Basis
Reporting automation & distribution	€85,000	5 finance team days/month eliminated × 3 staff × fully-loaded rate
IT analyst cost reduction	€95,000	60% reduction in BI-related IT workload freed for strategic work
Unplanned downtime prevention (IoT)	€140,000	4 prevented breakdowns × €35K avg cost per unplanned production stop
Decision quality improvement	€60,000	Faster, better-informed decisions across procurement, sales, operations
Inventory optimisation (AI forecasting)	€60,000	30% forecast accuracy improvement on €2M material spend, 10% stock reduction
Data consolidation — tooling eliminated	€30,000	Spreadsheet tools, BI licences, and ETL tools replaced by single platform
Compliance & audit risk reduction	€20,000	Automated anomaly detection: duplicate invoices, payment irregularities caught proactively
<b>Total Estimated Annual Benefit</b>	<b>€490,000+</b>	Typical payback period: 6–12 months

**Note on ROI Figures**  
 These figures are illustrative estimates based on aggregated Avantune client data. The ROI model deliberately excludes the hardest-to-quantify but most significant value driver: the quality and speed of strategic decisions made by leadership teams who have real-time, AI-enriched visibility into their business. This consistently proves to be the largest value source of all.

## 12. Client Success Stories

Real Results from Real Businesses

◆ C-LEVEL

Genialcloud Powua is deployed across manufacturing, media, professional services, and infrastructure organisations. The following case studies represent a cross-section of the analytical and operational outcomes Avantune clients have achieved.

C L I E N T S U C C E S S S T O R Y

### IMIT — Industrial Manufacturing

Industrial Equipment Manufacturing · Genialcloud Proj + Genialcloud Powua Analytics

**The Challenge**

IMIT's management team faced a paradox that is common in mid-market manufacturing: they had extensive operational data flowing through their ERP and production systems, but converting it into timely, actionable insight was increasingly difficult. Manual reporting cycles, processing delays, and fragmented data across departments created partial visibility at best. In a market facing significant disruption, IMIT needed to shift from reactive management to proactive, data-driven decision-making, without the time or budget for a traditional BI implementation.

**The Outcome**

By deploying Genialcloud Powua on top of Genialcloud Proj data, IMIT achieved real-time visibility into production performance, costs, and operational KPIs, eliminating the manual reporting cycles that had previously consumed significant management time. Production managers moved from week-old reports to live dashboards. Financial analysis that had previously required two finance staff days per month became an automated, always-current view. Most critically, IMIT used Powua analytics to navigate market disruption that undermined many competitors, making faster, better-informed decisions during the period when data quality was the critical differentiator. The company did not just survive the disruption, it grew.

C L I E N T S U C C E S S S T O R Y

### GEDI — La Repubblica, La Stampa, Radio DeeJay

Media & Publishing (Publicly Listed) · Genialcloud Proj + Genialcloud Powua + AI Analytics

**The Challenge**

GEDI is one of Italy's largest media groups, with a portfolio that includes La Repubblica, La Stampa, Radio DeeJay, Radio Capital, and m2o. Managing analytics across a multi-brand, multi-entity group, with different revenue models (advertising, subscription, events), different cost structures (editorial, distribution, production), and different performance metrics per brand, required a unified analytics platform that could serve both group-level consolidated views and brand-specific operational dashboards without requiring separate BI tools for each entity.

**The Outcome**

Genialcloud Powua delivered a unified analytics layer across the entire GEDI group, with brand-specific dashboards feeding into group consolidation views. AI forecasting models built on historical advertising revenue data improved budget planning accuracy significantly. The AI Agent allowed senior executives to query group financial performance and per-brand KPIs from mobile devices during board meetings and off-site sessions, eliminating the preparation overhead that had previously required dedicated analyst time before every senior leadership meeting. The platform's self-service capability allowed brand editorial teams to build and maintain their own performance dashboards without IT involvement.

C L I E N T S U C C E S S S T O R Y

### Global Machinery Manufacturer — IoT Service Innovation

Industrial Equipment Manufacturing (OEM) · Genialcloud Powua IoT — Customer-Facing Predictive Maintenance

**The Challenge**

A European OEM manufacturer of industrial processing equipment faced increasing pressure from customers to move beyond break-fix service contracts toward a performance-guarantee model. Customers were demanding uptime SLAs. Competitors were beginning to offer remote monitoring as a service. The company had the sensor data available in their installed base of machines, but no platform to collect, analyse, and surface it in a way that was commercially viable or scalable across hundreds of deployed machines at customer sites.

**The Outcome**

By deploying Genialcloud Powua IoT across their installed machine base, the manufacturer created a customer-facing predictive maintenance service. Each customer machine streams telemetry to the Powua platform. AI models trained on the full fleet's failure history predict maintenance needs per machine with 85%+ accuracy at the 30-day horizon. Customers receive branded dashboards and mobile alerts. The manufacturer's service team receives consolidated fleet health views and proactive intervention recommendations. The service contract evolved from reactive break-fix to proactive availability guarantee, with recurring revenue per connected machine, 40% reduction in emergency service dispatches, and measurably higher customer satisfaction scores.

Video testimonials, detailed case study PDFs, and client references are available at:

[www.avantune.com/clients](http://www.avantune.com/clients)

## 13. Why Avantune

*The Partner That Treats You Like a Partner*

◆ C-LEVEL

Deploying an analytics platform is a technology decision. But it is also a relationship decision, one that determines how quickly you resolve problems, how much influence you have over the product roadmap, and whether you feel like a valued client or a licence number in a CRM system.

### Direct Access, Always

When you call Avantune, you speak with someone who knows your implementation, understands your business context, and has the authority to make decisions. There is no first-line support wall, no ticket queue to navigate, no premium tier required to access competent help. This is not a promise we make in sales presentations, it is the structural reality of how Avantune operates.

### Co-Innovation: Your Voice in the Roadmap

The Genialcloud Powua product roadmap is shaped by continuous dialogue with our client base. When you identify a gap, a new connector, a new visualisation type, a new AI model category, that input flows directly into our prioritisation process. We run regular product councils and user research sessions that give clients genuine influence over what gets built next. This is not a user forum that generates feature requests that disappear into a backlog. It is a collaborative process that has produced many of the capabilities in this white paper.

### Speed of Delivery

Avantune's development model is continuous delivery. Improvements ship in weeks, not quarters. When the business environment changes, a new regulatory requirement, a new data source that needs connecting, a new AI model type that your industry needs, we respond with the agility that a €1B software vendor structurally cannot match.

### Implementation That Creates Autonomy

Our implementation methodology is built around knowledge transfer. We do not optimise for billable hours. We optimise for the moment your team no longer needs us for day-to-day analytics operations, because the platform is understood, the models are owned, and the users are self-sufficient. Clients who achieve this autonomy remain Avantune customers for years, because the platform continues to evolve with their needs.

<p><b>🔗 Direct Access</b></p> <p>Named contacts who know your deployment. No ticket queues, no support labyrinths.</p>	<p><b>🔗 Co-Innovation</b></p> <p>Your feedback shapes the product roadmap. Genuine influence, not a user forum.</p>	<p><b>🔗 Long-Term Partnership</b></p> <p>We measure our success by yours. Incentives aligned to your outcomes, not billable hours.</p>
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**Why Our Scale Is Your Advantage**

The Mid-Market deserves enterprise-grade analytics without enterprise-grade complexity, enterprise-grade cost, or enterprise-grade indifference. That is why Avantune exists, and why Genialcloud Powua is built the way it is.

# Getting Started with Genialcloud Powua

Every successful analytics transformation begins with a single conversation. Our engagement process is designed to be straightforward, focused on understanding your data landscape and your business questions before proposing any solution.

<p><b>01</b></p> <p><b>Data Landscape Assessment</b></p> <p>A structured session mapping your current data sources, reporting processes, analytical gaps, and the business questions you cannot currently answer. We identify where value is being left on the table.</p>	<p><b>02</b></p> <p><b>Proof of Value</b></p> <p>A time-boxed deployment connecting your actual data sources, building your most impactful dashboard or predictive model, and demonstrating measurable improvement, in your environment, on your data, within weeks.</p>	<p><b>03</b></p> <p><b>Deployment &amp; Enablement</b></p> <p>Full deployment with comprehensive user enablement built in at every stage. Our goal is self-sufficiency: your team owns the platform and extends it independently from day one.</p>
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## The Genialcloud Platform: A Complete Suite for Modern Business

Genialcloud Powua is the intelligence layer of a broader platform built to run, connect, and evolve every dimension of a modern business. Understanding where Powua fits within the Genialcloud suite helps clarify the full scope of what Avantune delivers.

Genialcloud Proj is the Extended ERP, CRM, and Project Management engine. It handles the transactional backbone of the business: accounting and finance, sales and procurement, warehouse and logistics, manufacturing planning (MRP, MPS, CRP), shop floor execution, CRM, project delivery, hour billing, and revenue recognition. It generates the operational data that Genialcloud Powua transforms into intelligence.

Genialcloud Powua is the intelligence layer. It connects to any data source, including Genialcloud Proj, and transforms operational data into live dashboards, AI forecasts, predictive models, scheduled reports, and the mobile AI Agent. Through Genialcloud Powua IoT, it extends to the factory floor and physical asset world, collecting machine telemetry for predictive maintenance, OEE monitoring, digital twins, and new service models for equipment manufacturers.

Genialcloud Facsys governs the documents that surround every business process: supplier invoices, customer contracts, quality specifications, project deliverables. It applies AI classification, links documents to their corresponding transactions in Genialcloud Proj, and manages approval workflows and compliance archiving.

Genialcloud TEM + Time manages the human cost dimension: time and attendance recording, shift management, absence workflows, travel expense capture via mobile, and payroll export, fully integrated with Genialcloud Proj's project structure and chart of accounts.

### The Complete Genialcloud Suite

Together, Genialcloud Proj, Genialcloud Powua, Genialcloud Facsys, and Genialcloud TEM + Time form a complete, cloud-native Business Operating Platform. One vendor. One integrated data model. One partner relationship. Everything your business needs to run operations, make decisions, govern documents, and manage people, without the application sprawl, integration overhead, or vendor indifference that characterises legacy enterprise software.

## Ready to Start the Conversation?

Contact us to schedule a data landscape assessment or request a Genialcloud Powua demonstration.

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