

## ASX ANNOUNCEMENT | MANALTO LIMITED

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### MICROSOFT INTEGRATION BRINGS BIG DATA CAPABILITY

#### Highlights

- **Microsoft Power BI integration with Manalto**
- **Enterprise grade Business Intelligence**
- **Tailored to Franchises and Distributed Brands**
- **Can capture data from multiple sources**

Manalto Limited (“**Manalto**” or the “**Company**”) is pleased to advise it has released the next version of Manalto which completes integration with Microsoft Power BI, rated by Gartner as the number 1 Business Intelligence tool in the market.

Business Intelligence software gathers data from multiple sources, allows analysis and then presents the outputs to the user in usable formats. It brings “big data” to less sophisticated businesses who do not have in house capabilities to capture or interpret the vital information they create from their business activity.

This latest integration with Microsoft demonstrates the strength and the benefits of the Microsoft relationship. Manalto is now able to offer users the ability to gather information from the following sources:

- Social media (from Manalto)
- Google Analytics
- Email marketing tools (like MailChimp)
- CRM systems (like Salesforce and MS Dynamics)
- Call centres
- Oracle
- MySQL
- Excel
- CSV
- SharePoint lists
- AWS (Amazon’s data warehouse)
- Azure (Microsoft’s data warehouse)
- And many others

This information is gathered and analysed so as to present powerful insights in user friendly formats to business owners and managers.

Executive Chairman Jim McKerlie said *“Manalto’s progression to a “smart marketing platform” continues with this development. This provides truly enterprise grade services to franchises and other businesses managing distributed brands who live in a world of big data but have not been able to capture or interpret it to date.*

*The analytical power and the visualisation capabilities of Power BI allow both franchisors the breath of information they need to manage across the brand, and franchisees to manage the specifics of their business.*

*All of our clients will benefit from this new release of Manalto as the ROI on social media marketing becomes transparent.”*

ENDS

**About Manalto Limited**

Manalto Limited (MTL.ASX) is a global provider of social media management solutions. Manalto's proprietary software delivers capability for the streamlined management of social media including controls to support organisational brand management, reputational risk management and efficiency in managing users, community engagement and analytics. An enterprise can centrally publish content and update brand assets across hundreds of its organisation's social media pages spanning multiple platforms – in just one click. Manalto offers an Enterprise Solution and a SME Business Application sold through cloud partners. Manalto is headquartered in Australia with offices in the United States, Netherlands and South Africa.

For further information on Manalto visit [manalto.com](http://manalto.com)