



CreoLabs

Creo Sense

Business Intelligence, Analytics and AI for Brokerage Performance

Transform complex data into clear, actionable decisions

Actionable Insights for Brokerage Success

Creo Sense is an analytics platform built specifically for brokerages, unifying data from CRM, trading, marketing, and operations into a single, intelligent view.

Gain full visibility into:

- Sales performance
- Client behavior
- Revenue drivers
- Operational efficiency

Make faster, smarter decisions with confidence.

Business Impact



Accelerate
Revenue
Growth



Reduce
Operational
Costs



Optimize
Business
Processes

Business Domains



Sales

Monitor and optimize sales performance



Traffic

Measure campaign performance and ROI



Communication

Optimize call center performance



Retention

Improve client lifecycle and retention strategies



Management

Track KPIs across all business levels



Compliance

Track KYC and compliance



Trading

Analyze trading activity and client behavior



Payments

Monitor PSP performance



Risk

Identify, assess, mitigate and monitor risks

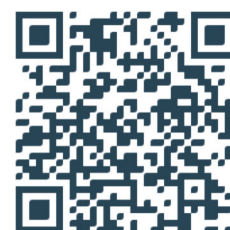
Why Creo Sense

- Built specifically for brokerages
- Rapid deployment with pre-built dashboards
- Unified data across all systems
- Scalable and customizable analytics layer
- End-to-end visibility from acquisition to revenue

Ecosystem

- **Creo Media**
Marketing Intelligence
- **Creo Engage**
Customers Engagement
- **Creo Middleware**
Data Integration Layer

Scan to Explore
Creo Sense



The Data Architecture Behind Creo Sense

From Operational Systems to Actionable Intelligence

4

Data Delivery

Insights Across All Business Touchpoints

Deliver the right information to the right users, in real time

- Dashboards
- Reports
- Alerts
- Notifications
- Real-Time Monitoring
- Messaging
(WhatsApp • Telegram • Email)
- Floor Displays
- Mobile Access
- API Access

"Ensures data-driven decisions across the entire organization"

AI Insights

- AI-driven analysis across all data
- Key drivers behind performance changes
- Pattern and anomaly detection
- Natural language access to insights

3

Semantic Layer

Semantic Core

Single source of truth with AI-powered analysis

- KPIs & Measures
- Data Relationships
- Dimensions
- Aggregations & Calculations
- Business Logic
- Unified Data Model
- Data Dictionary
- Single Source of Truth

"Transforms raw data into consistent, business-ready intelligence"

AI Foundation

- Domain Knowledge
- Structured Knowledge Base
- Unified Business Definitions
- Cross-Domain Data Context

2

Processing Layer

Data Processing, Modeling & Update Cycles

Processing Capabilities

- Integration
- Cleansing
- Standardization
- Attribution
- Calculations

Data Model

- Optimized Data Models
- High-Performance Data Retrieval

High-performance data modeling and real-time processing

Update Cycles

- DAILY - Daily Refresh
- ETL - 3-4h Cycles
- NRT - 15m Updates
- ART - 2m Monitoring

1

Source Systems



CRM



Marketing



Tracking



Trading



VOIP



PSPs



Manual Data

leverate

PROTONIX

skale CRM

trackbox

CELLXPRT

Google Ads

f

MetaTrader 5

Match-Trader

VOISO

VoiceSpin!

BRIDGERPAY

X

EasyTech