

INTRODUCING

# GEODE INTEGRATED INSIGHT SYSTEM

YOUR DATA HAS SO MUCH TO SHOW YOU.  
SEE THE INSIGHTS YOU'VE BEEN MISSING.

**RESEARCHERS TODAY FACE A BLINDING RUSH OF FACTS, FIGURES, TRENDS AND REPORTS. ALL TOO OFTEN, THE BIG “AH-HA'S” GET LOST IN BIG DATA.**

Geode|AI is a new quantitative analysis solution that integrates disparate data streams into a single point of reference. Combining the power of artificial intelligence with the adaptability of human intelligence, **multiple inputs can be analyzed holistically**—revealing insights that are often **invisible** when data sources are analyzed separately.

## **PRACTICALLY ELIMINATE THE COMPLICATIONS OF MULTI-SOURCE DATA ANALYSIS**

Synthesizing data from different sources can be tedious and fraught with inaccuracies. But Geode|AI—like its namesake—transforms a diverse spectrum of elements into an object of singular clarity. So it's far easier to see **patterns, relationships, and critical insights**—the kind you depend on to make smarter business decisions.

### **PERSONAL AND POWERFUL**

Geode|AI is not only a technology. It is a full-service research solution backed by the service, support and expertise that has defined Burke for 90 years.

### **VERSATILE AND EFFICIENT**

The heart of Geode's power lies in its ability to seamlessly—and efficiently—integrate multiple analytic systems, from surveys, to social media, to organizational databases and more.

### **DESCRIPTIVE AND PREDICTIVE**

Geode's advanced machine-learning models support retrospective and prospective insight generation, with built-in functions, including: Track, Listen, Explain, Predict, and Deploy.

### **VISUAL AND IMPACTFUL**

Geode|AI offers real-time access to results through Burke's Digital Dashboard®, as well as professional support for custom data visualizations and reports that inform and impress.

**Learn more about how Geode|AI can give you a whole new perspective on the data you depend on.**

Let Burke expand your perspective.  
Burke.com | info@burke.com | 800.688.2674

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