

Positioning

What is freshInsight?

freshInsight is a set of go-to Tools for the Professional Consultant or Business/Enterprise/Solution Architect. It consists of:

- i) **fi.Craft**, go-to Tool for envisioning & crafting a Solution
- ii) **fi.EXPLAIN**, go-to Tool for quickly harvesting Business IP
- iii) **fi.SHAPING**, go-to Tool for rapidly shaping new endeavours using lists
- iv) **fi.SEE**, go-to Tool for getting 360 “state-of-the-nation” view of your Business

What makes freshInsight different?

- i) Same-day value, no special training required
- ii) Largely based on enhancements to Excel, one of the most widely used tools in the current Business/Technology market
- iii) Simple click thru approach
- iv) Covers Enterprise, Domain & Solution Architecture
- v) Can operate at different levels(Maturities)

Can I White-Label freshInsight?

Yes, White Label refers to purchasing freshInsight and re-branding it under your own name. There is a cost associated with White labelling yet in many cases it is offset by reduced volume pricing when doing it for a Group/Practice.

What is the freshInsight Visualisation Service?

Any license holder of freshInsight may make use of the Visualisation Service. Currently it is restricted to 4 projects per license holder.

It allows you to create a Project, supply data and a visualisation will be performed appropriate to the data and context.

Conditions of Use

Any restrictions using freshInsight?

If you do not agree with the following conditions, please refrain from using the software.

- i) Content is provided "as-is," without any express or implied warranty.
- ii) The material is licensed under Creative Commons Attribution 3.0 for Commercial Use purposes.
- iii) The material may not be altered or redistributed without the author's consent.
- iv) The origin of this software must not be misrepresented and should retain acknowledgement to Deon Pollard & Associates.

What is a freshInsight Token?

A TOKEN grants access to using the Business Toolkit and Visualisation Services. A Token is supplied when the Business Toolkit is purchased. Tokens may not be shared and is linked to a named user.