



Database Engagement Platform

# Hyper Hub

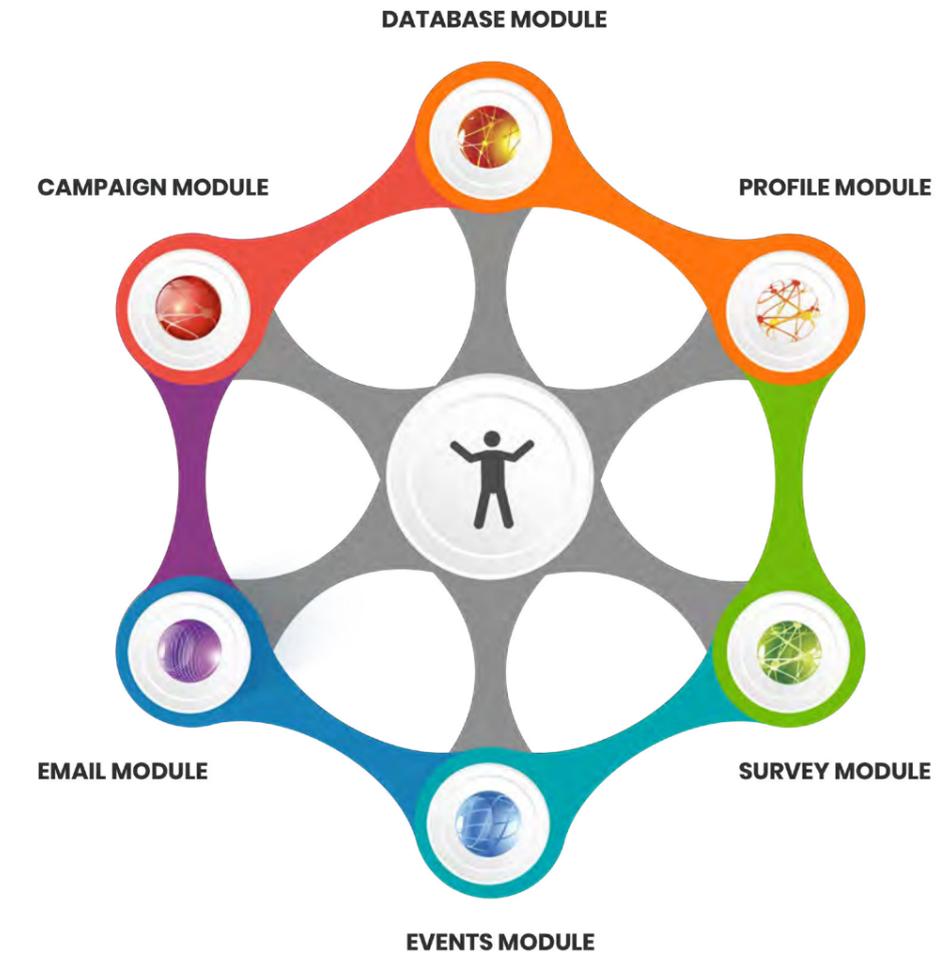
Have you been hubbed?



*hyper hub*<sup>®</sup>

The Hyper Hub® is the only Australian database management software platform that automatically links the most popular marketing, engagement and data management modules together and connects you in real time, across multiple devices.

# Hyper Hub Database Management Platform



## What makes us different?

The Hyper Hub® is the only Australian CRM Database Management & Engagement software platform that automatically integrates the six most sort after applications together in one system and in real time.

<b>Database</b>	<b>Profile</b>
<b>Email</b>	<b>Event</b>
<b>Survey</b>	<b>Campaign</b>

It also automatically geographically maps every contact in your database, and your data, against every Australian Bureau of Statistics data profiles.

It is an easy and simple solution for people who are serious about Data Management, Database Marketing and Engagement.

The interactive dashboard records all your marketing and engagement activity and displays the engagement of the contacts in your databases, allowing you to see where everyone is on the Advocacy/Purchase Cycle.

The Hyper Hub provides you with the data-driven intelligence you need to manage data, engage and nurture your contacts without additional plug-ins, programming or a data analyst.

## Hyper Hub Database Engagement Platform

Many companies use multiple software systems on a daily basis to help them create acquisition, nurturing campaigns, or capture contact specific information from their own database. This often involves independent CRM, compliance systems and multiple spreadsheets and emails of their own data just to complete a task and measure and analyse results.

When the systems they are relying on are complicated and not connected, data intelligence is minimised it doesn't provide efficiency, value or a competitive edge.

In an era of data-driven intelligence, people rely on real time results and data analysis at any given time. The economic value opportunity and positioning from real time data analytics is immeasurable. With this intel, informed decisions can be made, funding strategies are evidenced and informed achievements can be demonstrated.



# How to get the best value

## Layers of the Hyper Hub

- Users have different access levels giving them permission to use and access different layers and areas.

## Master setup

- Create templates that follow your style-guide without users changing them or creating their own style.
- Setup your own databases, subscriptions, rules and engagement levels
- Campaign module creates digital marketing campaigns, education tutorials and auditing functions.

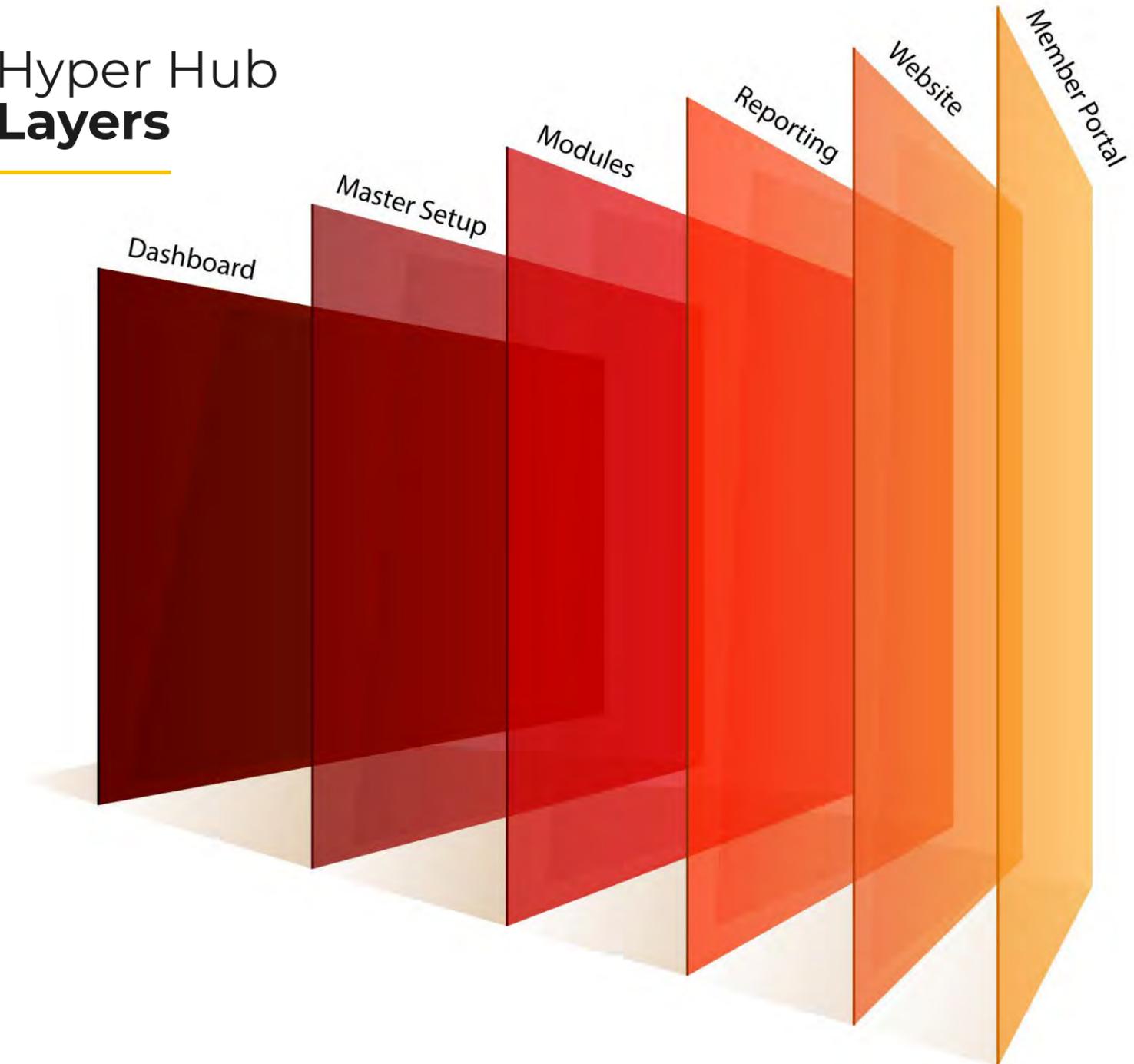
## Database Marketing

- Use the database CRM as your marketing communication tool to motivate people along the Engagement/Purchase Cycle.
- Create full turn-key marketing programs that incorporate each module.
- Schedule marketing and email programs to run into the future.
- Record contact notes, upload attachments and view collective and individual marketing activity.

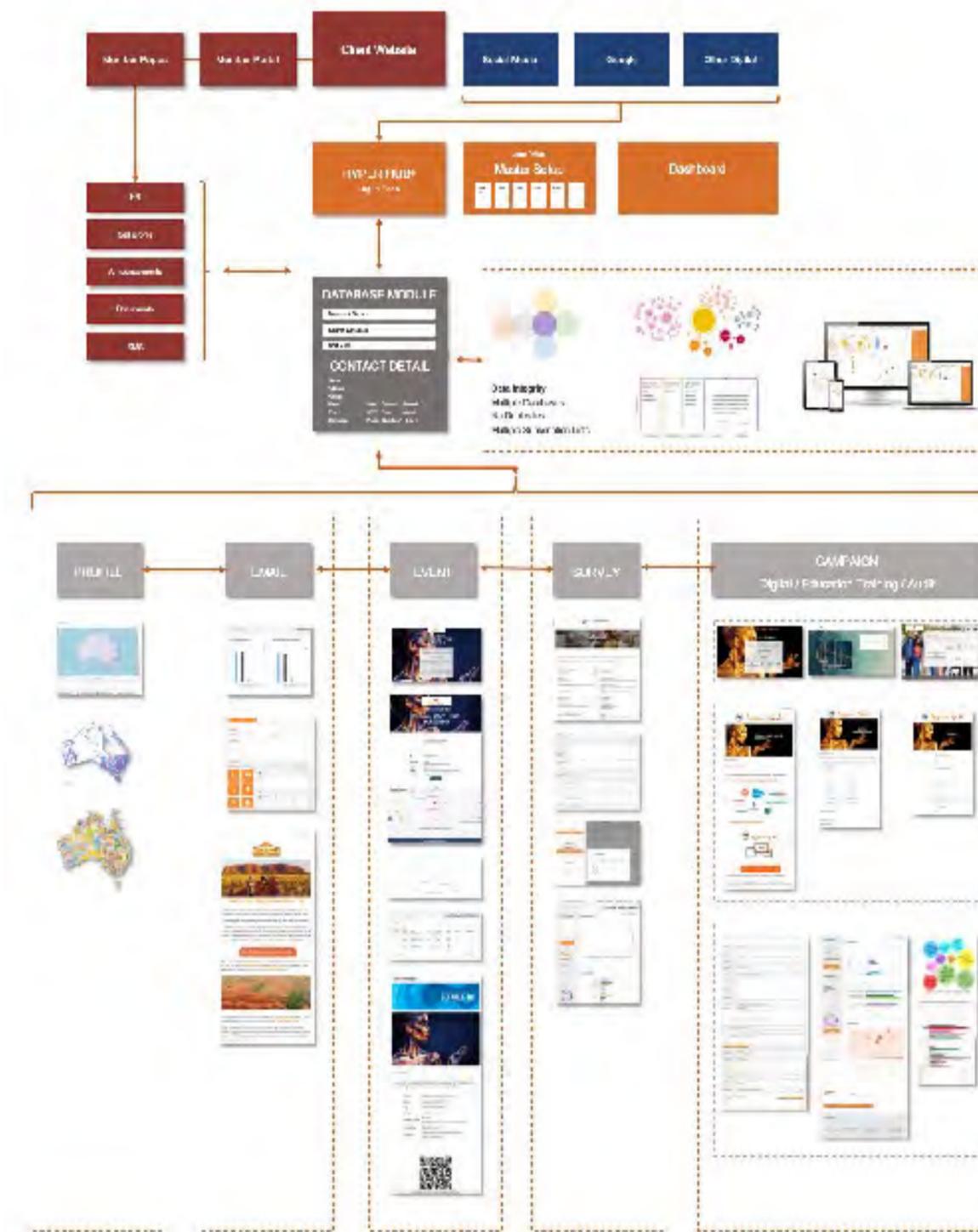
## Economic Value Opportunity

- Learn how to analyse the Economic Value Opportunity of your database over a given period of time through campaigns and data driven surveys.

## Hyper Hub Layers



One system = Data integrity



# Hyper Hub

## Stand out in the crowd

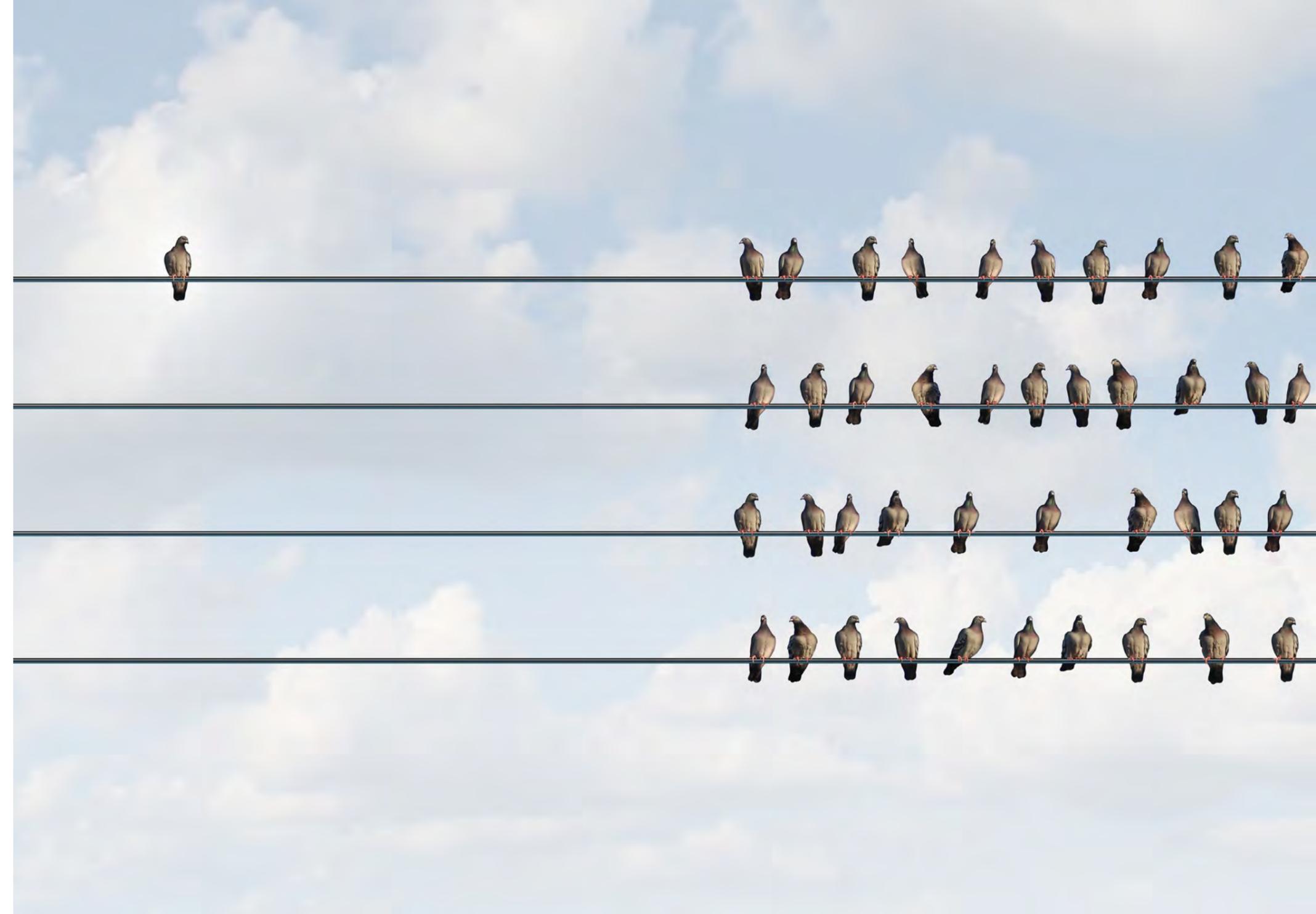
Savvy business people today are aware of the power they have sitting in their database. People know they need more than a sales software tool to help them unpack the intelligence their database can provide.

Up until now, Australian businesses have had to rely on lots of different software plug-ins and spreadsheets to access the information in their database of their own contacts, members and communities.

When this happens the integrity of data is compromised. It takes a single, all in one system to be able to manage data correctly. It's as simple as that.

**If you are looking for a competitive edge for your business, and to be a market disrupter in your industry, you'll need to do something different to stand out in the crowd.**

The Hyper Hub® is Australia's only database management tool that helps get the competitive edge in real time and without additional plug-ins or programming.



# Hyper Hub Data Security

---

When you use the Hyper Hub, your data is secure by a cryptographic function that allows you to make a **128-bits (32 characters)** “hash” from any string taken as input, no matter the length (up to  $2^{64}$  bits). This function is irreversible, you can't obtain the plaintext only from the hash.

Additionally, passwords are covered by a PHP “**salt**” to make the hash more difficult to crack via bruteforce and rainbow tables. A salt is simply a characters string that you add to a user password to make it less breakable.

Our servers and all data are in Australia and undergo independent verification of security, privacy, and compliance controls to meet regulatory and policy objectives. Details on Google Cloud full set of compliance offerings, like ISO/IEC 27001/27017/27018/27701, SOC 1/2/3, PCI DSS, and FedRAMP certifications, and alignment with HIPAA, GDPR, and CCPA, among others, in their compliance resource center.



# Hyper Hub Dashboard

The Hyper Hub is available on multiple devices and the dashboard displays an interactive snapshot of:

- Marketing and Engagement Activity by module
- Databases and number of contacts
- Upcoming Activity
- Where contacts are along the Advocacy/Purchase Cycle

Navigation to the other Hub layers including:

- Account Setup
- Access Privilege
- Master Setup
- Help
- Log out

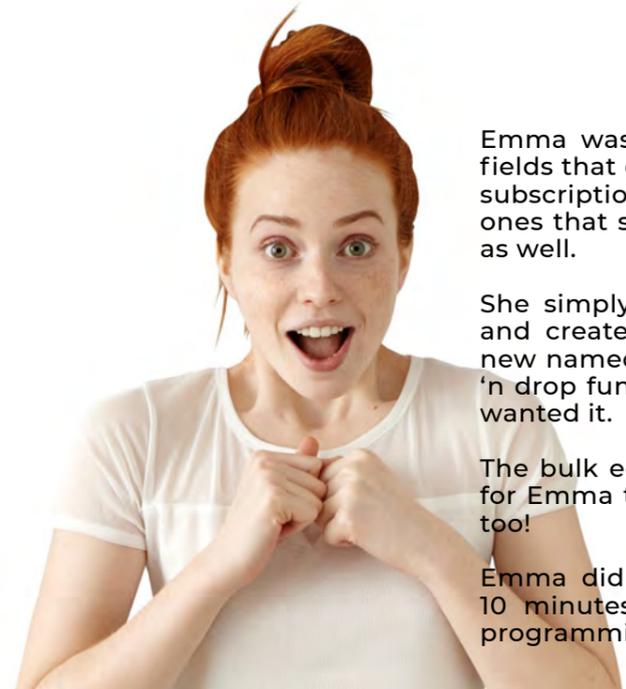


# Hyper Hub Database Module

The Hyper Hub Database Module displays all databases, age of contacts, engagement levels of contacts and subscriptions.

## Features & Benefits

- Duplicate contacts are not possible in the Hyper Hub
- Create own field names
- Drag 'n drop placement of fields
- Search and download contacts
- Bulk editing
- Live 'unsubscribe' from database
- Easy 'Add New' contact to database
- Predictive search
- Live reporting and results



Emma was happy with the default fields that came with her Hyper Hub subscription, but wanted to add new ones that suited her business needs as well.

She simply clicked the edit button and created a new field, gave it a new name and then used the drag 'n drop function to put it where she wanted it.

The bulk edit function made it easy for Emma to update records quickly too!

Emma did all this herself in about 10 minutes without any additional programming needed!

**SEARCH IN THE DATABASE**

ARR Business Partners Super Users Government Search All

Advocacy Cycle: Nothing selected

Profile Type: Nothing selected

Company Name: [Text Field]

Suburb: [Text Field]

First Name: [Text Field]

State: Nothing selected

Last Name: [Text Field]

Postcode: [Text Field]

Email: [Text Field]

Country of Origin: Nothing selected

Phone: [Text Field]

Gender: Nothing selected

Subscrip: Nothing selected

Fax: Nothing selected

**Database Records:** ARR (607), Business Partners (143), Super Users (17), Government (33)

**Bulk Editing to 0 Records**

Update Field: Nothing selected

Set Value to: Nothing selected

**Bulk Deletion**

**RESULTS: 356 RECORDS**

All	First Name	Last Name	Email	Source	Suburb	State
<input type="checkbox"/>	⚡ Cris	Zonderland	sample1@sample.com.au	Hyper	Sampleville	VIC
<input type="checkbox"/>	⚡ Gemma	Zivanovic	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Louise	Zito	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Craig	Zietsch	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ John	Zielke	sample1@sample.com.au	Hyper	Sampleville	QLD
<input type="checkbox"/>	⚡ Sandra	Zeppa	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Margaret	Zeko	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Ellen	Zeederberg	sample1@sample.com.au	Hyper	Sampleville	VIC
<input type="checkbox"/>	⚡ Kym	Zada	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Kay	Yuce	sample1@sample.com.au	Hyper	Sampleville	NSW
<input type="checkbox"/>	⚡ Michaela	Yourrell	sample1@sample.com.au	Hyper	Sampleville	QLD

# Hyper Hub Record Detail

The Hyper Hub Database Module displays the full record detail of each contact in your databases. It shows all the contact information, next contact date and also has the ability to add notes and upload documents.

## Features & Benefits

- Displays all activity interaction with each contact
- Shows time and date of interaction
- View individual responses from all modules
- Individual Email resend of previously sent emails
- Set date and time of next contact required
- Notes automatically allocated to active user
- Notes only editable by active user
- Upload documents



Emma was on the phone to Craig who said he didn't receive an email that was sent.

Emma was able to see the email was sent on 30th July at 5.33am. She also saw it was received and opened at 10.28am, but to make it easy for Craig, she clicked the resend email button while she was on the phone to him.

Together, they were able to go through the email contents, and Emma updated the notes section of Craig's record.

She also saw that Craig had participated in a previous Survey, so she could read his profile and lifestyle and was able to build instant rapport while on the phone.

# Hyper Hub Subscription Lists

The Hyper Hub Database Module includes six subscription options that contacts across any database can join. This means that you do not have to keep creating new databases or specialised lists to communicate to selected groups of people. Most importantly, it means you don't have to have duplicate contacts across the Hyper Hub.

## Features & Benefits

No duplication of contacts

Up to six different subscription lists

Click and select all contacts from a subscription list

Create communications for subscription lists

Create marketing campaigns for subscription lists

All activity linked and tracked to individual contacts

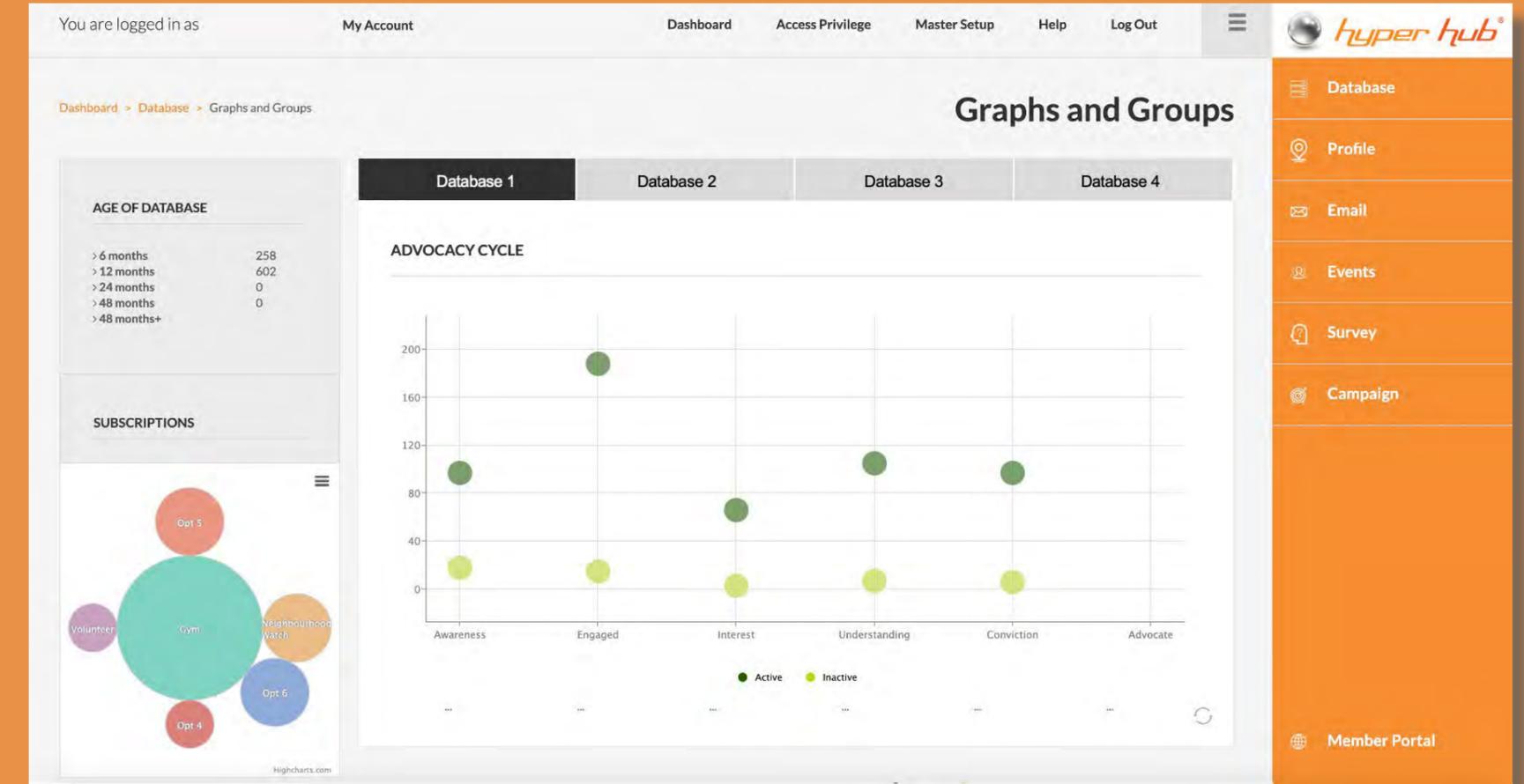


Emma created a new product she wanted to promote to people who lived in a particular region.

Normally she would have to create a new list and copy people's details into that list, which meant she had created duplicate records in the database - which is not good.

Instead, Emma create a subscription list and flagged everyone from the area she wanted to go into the subscription list.

So it is like they have a 'flag' on their contact information linking them up to 6 different lists, but there is only 1 record for that contact on the original database. This is very good.



# Hyper Hub Profile Module

The Hyper Hub Profile Module has 357,000 meshblocks from the Australian Bureau of Statistics allocated to the smallest geographic area. When you overlay your databases into the Profile module of the Hyper Hub, you are instantly able to see the different profiles that make up your data segments.

Responders to your engagement services and activities are automatically plotted onto the map in real time so you can make sure your media spend, funding strategies and programs are accurate and competitive.

Additional maps can also be overlaid onto the Profile Module to show different information such as Indigenous language areas, active/inactive mines, political boundaries etc.

## Features & Benefits

357,000 Australian Bureau of Statistics meshblocks

Live data plotting of database contacts

Geographical perspective of database

Each dot represents an individual record

Build profiles matched to ABS data sets

Automatic plotting in real time

No additional programming needed



Emma works with NFP's and charities. When she uses the Hyper Hub, she can see the profile of her entire database and how it is matched up to the Australian Bureau of Statistics meshblock data.

She tracks the live results of her fundraising activity to make sure her media selection is correct and is getting the best return on her investment.

Emma can also switch between her databases, different campaign activity and also build her own profile criteria and sees how her database overlays with it.

When Emma clicks onto a dot, the name and address of that person will show.



# Hyper Hub Email Module

The Hyper Hub Email Module includes pre-loaded templates, and the ability for you to also create your own templates that match your style guide. No rogue designers allowed!

The Email Module links in real time, to all other modules so you can send directly to your database, send survey's, send event invitations and more without having to download or send your database to another plug-in email or event system.

This means the integrity of your database is maintained in a live environment at all times, the contact engagement levels are tracked and recorded along the Engagement/Purchase Cycle.

## Features & Benefits

No need to download data into spreadsheets

Drag 'n Drop function to build emails

Include attachments with emails

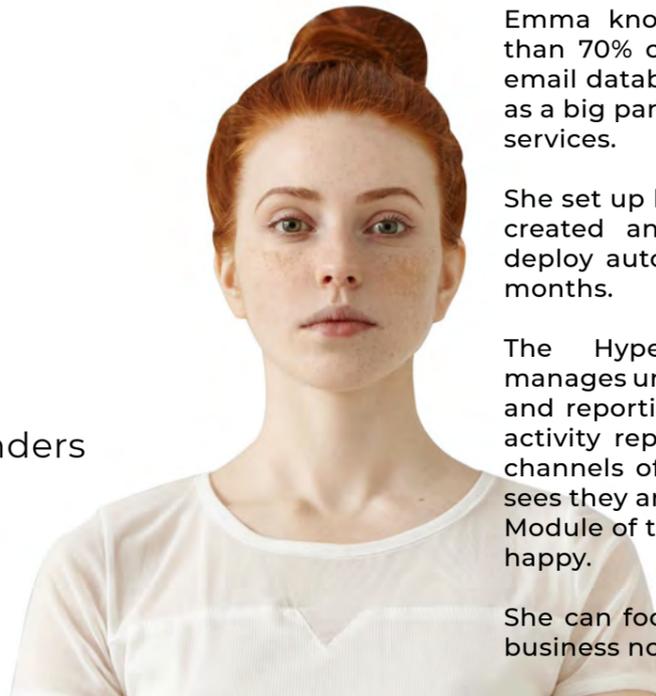
Create lists from multiple databases

Create lists from survey/campaign non-responders

Schedule emails into the future

Tracks activity on each database contact

Automatically reports into engagement cycle

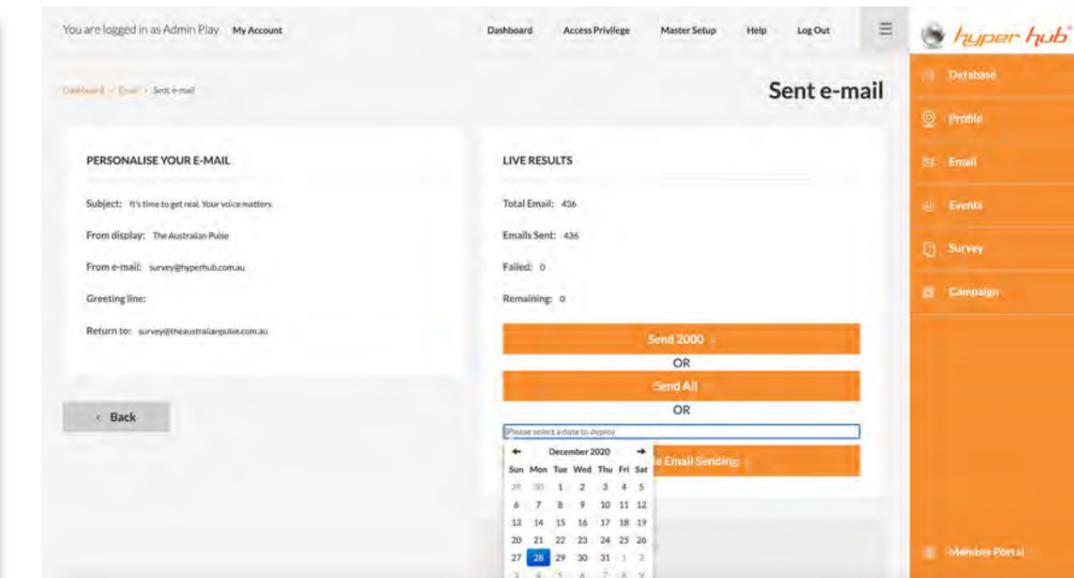
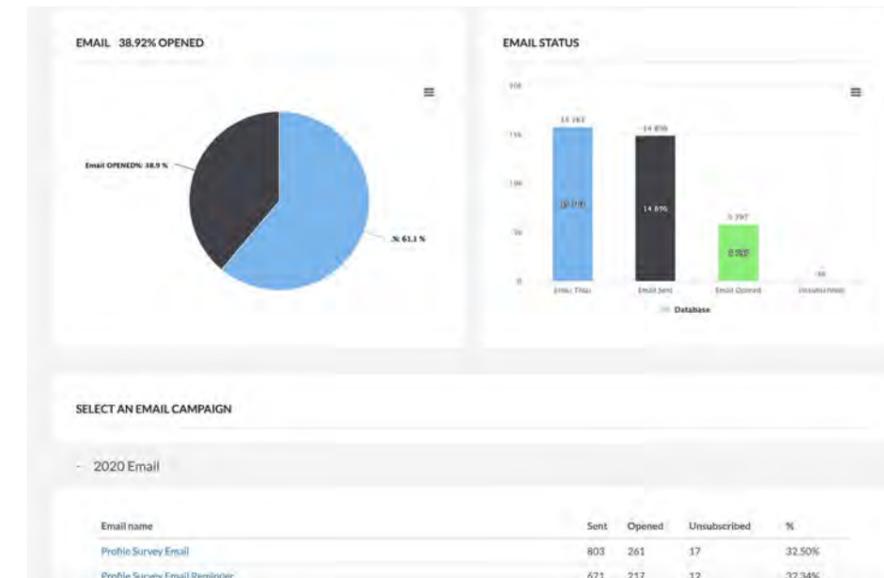
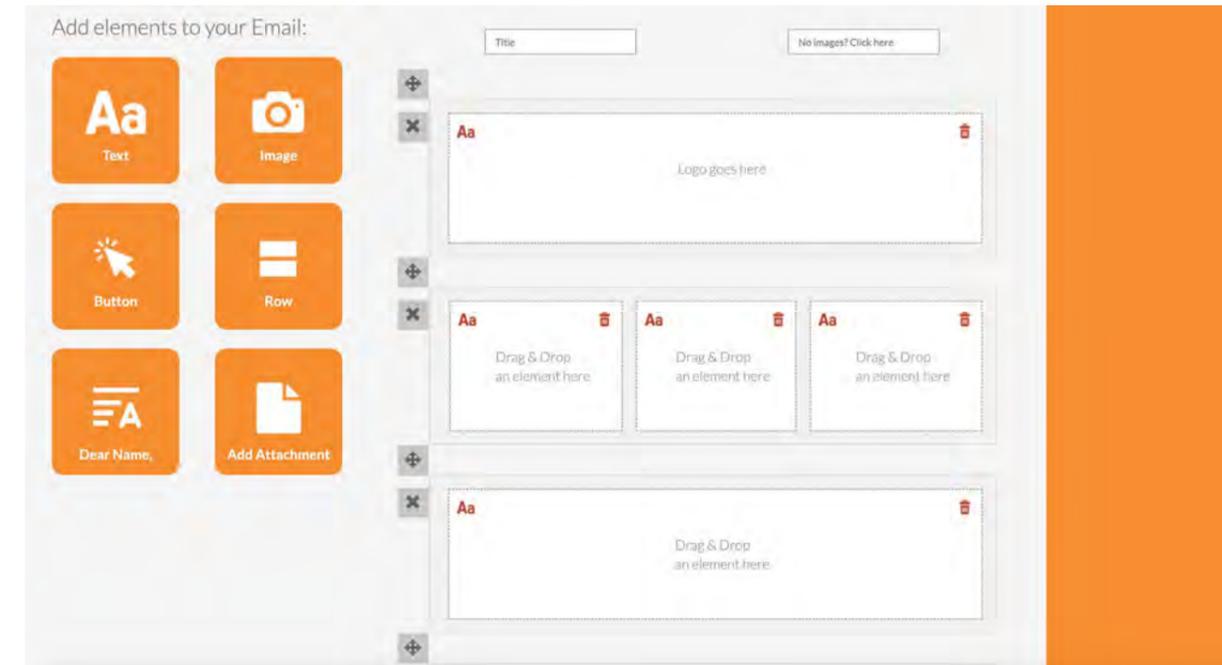


Emma knows that she gets more than 70% of her business from her email database, so she relies on that as a big part of her engagement and services.

She set up her own email templates, created and scheduled emails to deploy automatically for the next 6 months.

The Hyper Hub automatically manages unsubscribers, live tracking and reporting and the engagement activity reports. Emma checks the channels of her sales enquiries and sees they are coming from the Email Module of the Hyper Hub and is very happy.

She can focus on other parts of her business now. That's good.



# Hyper Hub Event Module

Events are an underestimated part of the marketing mix, and yet are responsible for some of the highest return on investment activity.

Create Event invitations and landing pages with multiple session times, payment options, maps, bring friend invitations, and more. Registrants automatically receive confirmation and reminder emails with QR codes for fast check-in.

## Features & Benefits

Automatically manages registrations

Processes payments

Automatic 'Confirmation' emails

Links with your computer calendar

Automatic 'Thank You for Attending' emails

Simple check-in from all devices

Check-in from all devices

Live tracking of all response channels

Tracks activity on each database contact

Automatically reports into engagement cycle

New contacts automatically added to database

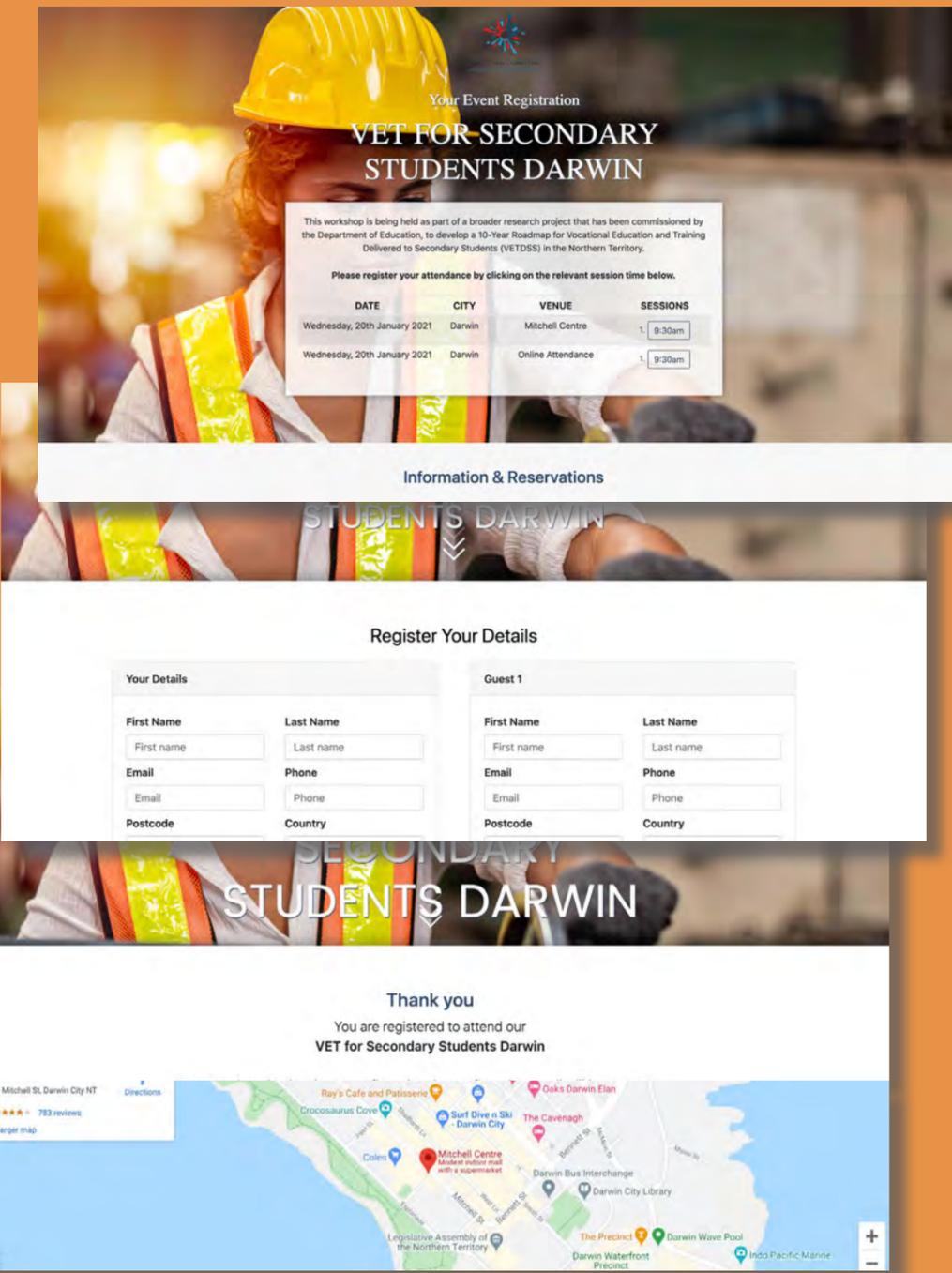
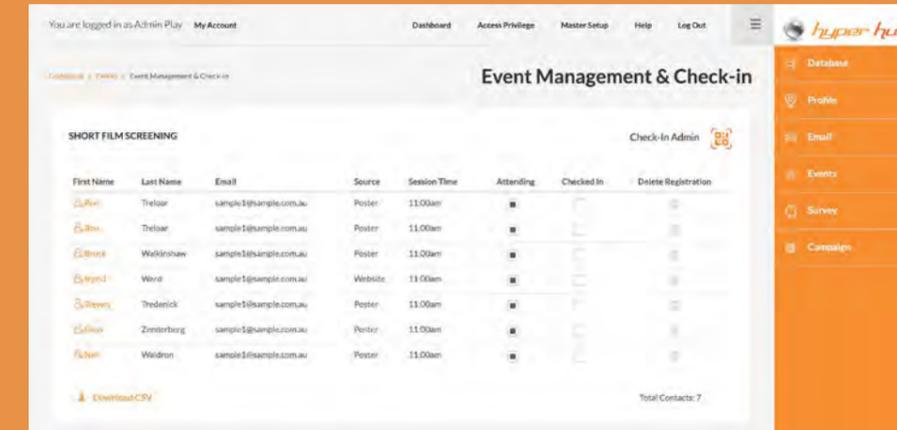
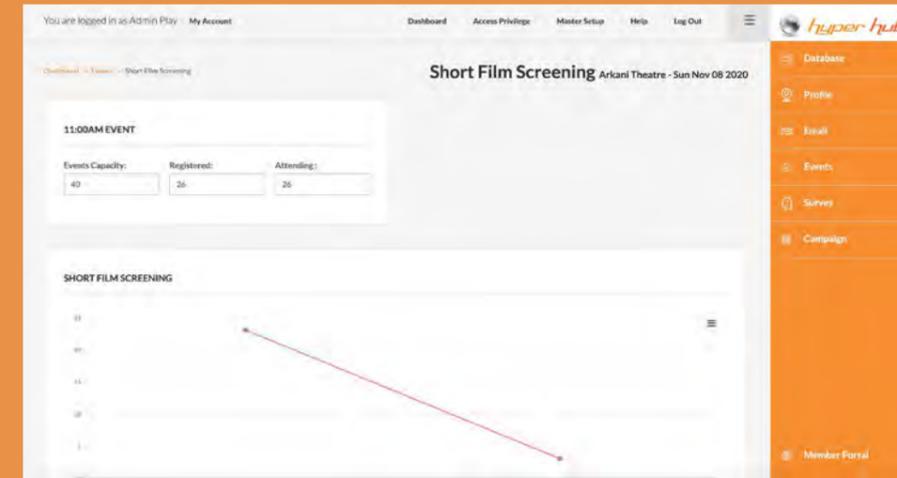


Emma holds about 2 events per month and needs her invitations to represent her company style and branding.

She uses the Hyper Hub to set up new Events that sometimes need to have payments and sometimes they are free.

With so many Events per month, Emma needed an event management system that made her company look professional, but where she didn't have to do all the work.

Emma uses the Hyper Hub to set up and automatically schedule invitations to be deployed and everything else is automatic after that. She just needs to check-in her guests when they arrive. That's very good.



# Hyper Hub Survey Module

Create surveys with the Hyper Hub that link directly back into your database and track engagement levels with real-time results.

The Hyper Hub live dashboard shows interactive reporting of results in real time by channel and date with a click to a deeper level of results by individual questions.

With 12 different answer styles, you can set up surveys for voting, general questions, polls and more.

## Features & Benefits

12 different answer styles

Unlimited questions

Include contact information or anonymous

Mandatory or not mandatory questions

Refer a friend option

Optional email alert with every completion

Automatic email confirmation upon completion

Drag 'n drop to re-order questions



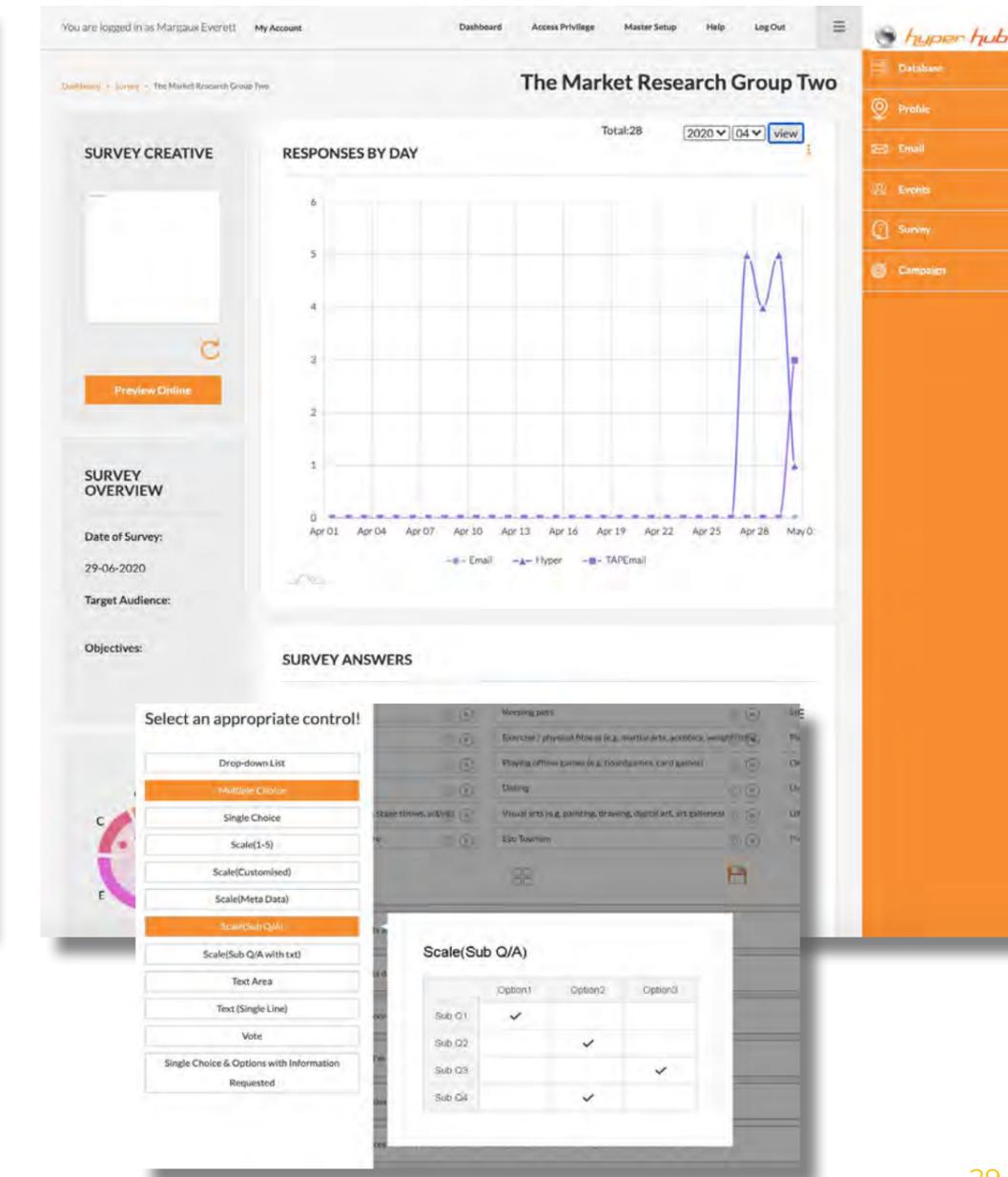
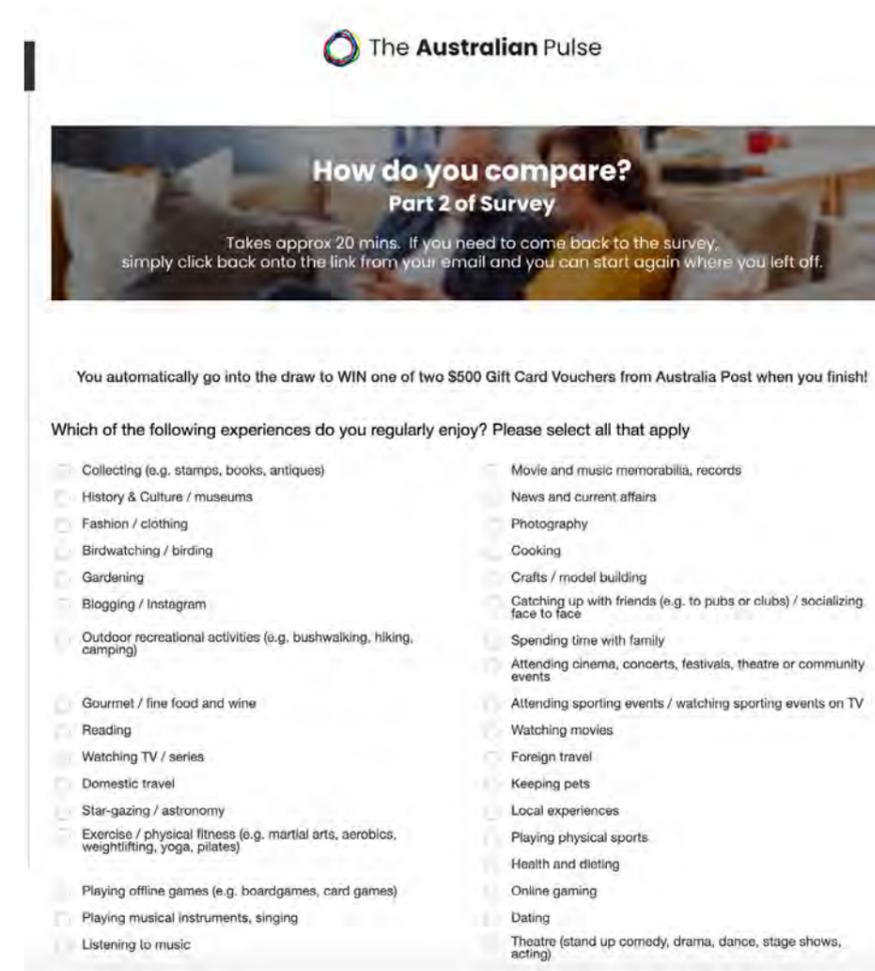
Emma is very tuned in to her community and wants to make sure they have a voice when it comes to things impacting them.

To make sure they are involved with decisions, Emma uses the Hyper Hub Survey module to ask the community questions and collates their feedback.

This might include voting on new logo's, asking simple lifestyle questions or even taking a quick poll!

Emma can track the results of the Survey in real time in the Hyper Hub so she knows exactly what the voice of her community is at all times.

That is very good.



# Hyper Hub Campaign Module - Marketing

Create digital campaigns like a guru with the Campaign Module of the Hyper Hub. Profile your database, conduct complex audits, setup online training and education pages or simply set up stunning microsities with the Hyper Hub.

Channel links and QR Codes for digital or social media outlets, driving all responses back into the Hyper Hub in real time.

Unique to the Hyper Hub, selected questions and answers can be bound directly into the Record Detail of your database contacts in real time.

## Features & Benefits

- 6 different templates
- 12 different answer styles
- Pre-programmed to calculate answer values
- Mandatory or none mandatory questions
- Refer a friend option
- Automatic email confirmation upon completion
- Drag 'n drop to re-order questions
- Binding questions and answers to contacts
- Link multiple questions per page
- Upload your individual images per page

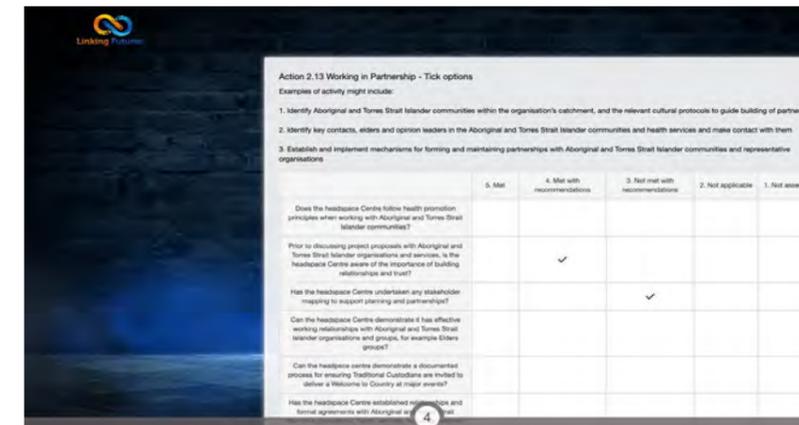
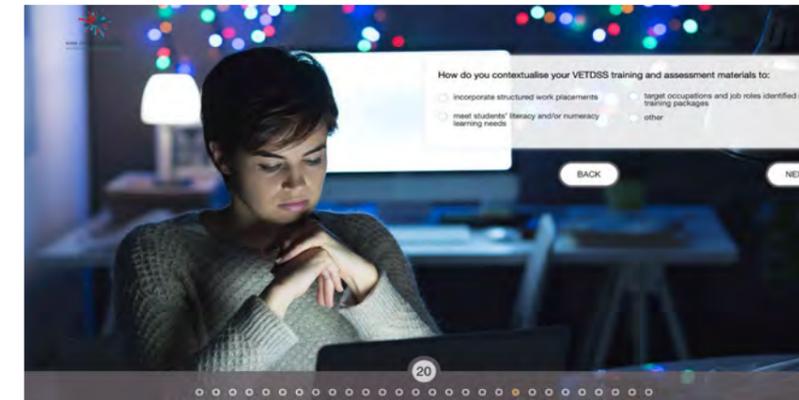
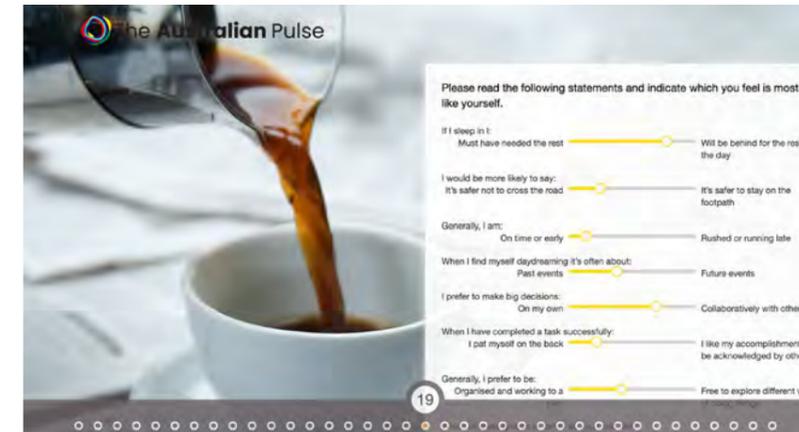


Emma started to use the Campaign Module to profile her database to generate content for her website.

Later, she created a new campaign using the audit template to find out how her business partners were prepared and set up to promote her business.

As a result of the audit, Emma realised she needed to conduct a detailed, online education course to improve the knowledge her business partners had about her products and services.

Emma was able to do all this by using the Campaign Module of the Hyper Hub. It was good.



# Hyper Hub Campaign Module - Education

Create online training courses in minutes. Use your existing training materials or build courses from scratch. Make learning easy with the Hyper Hub platform that your learners will instinctively know how to use, even those new to online training.

Employees, associates and community members can access the training programs that help great teams grow. It doesn't matter whether you're a multi-national or a small business. Making the switch from classroom-based training to a learning management system (LMS) brings big benefits for businesses of any size.

## Features & Benefits

- 6 different templates
- 12 different answer styles
- Pre-programmed to calculate answer values
- Mandatory or none mandatory questions
- Refer a friend option
- Automatic email confirmation upon completion
- Drag 'n drop to re-order questions
- Binding questions and answers to contacts
- Link multiple questions per page
- Upload your individual images per page

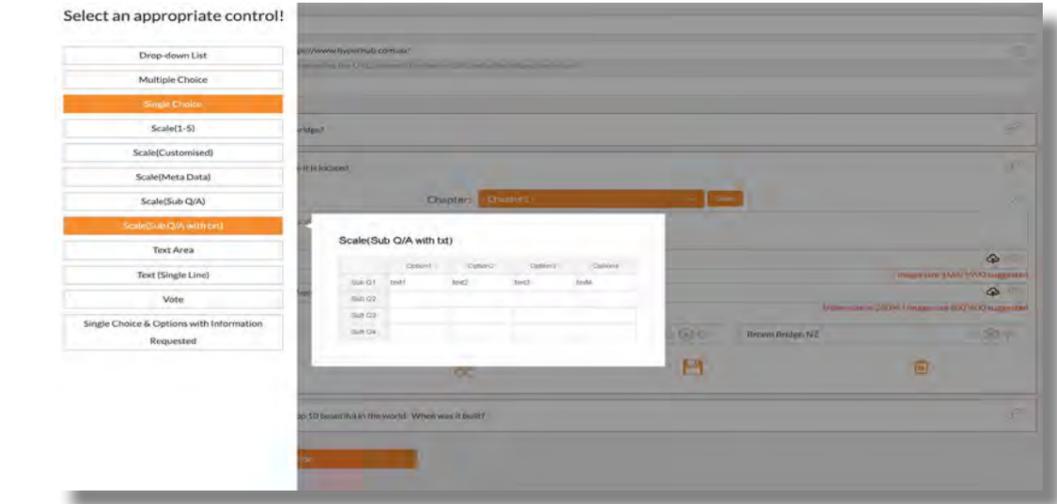
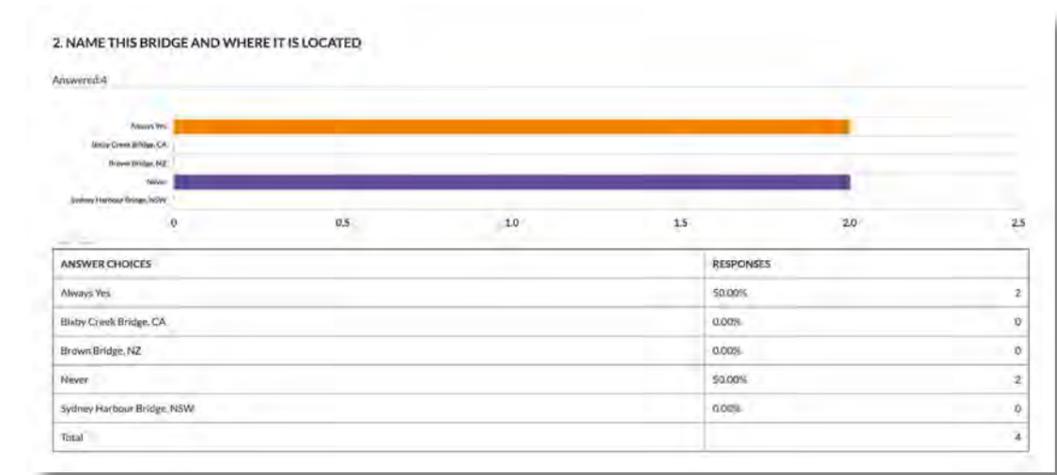
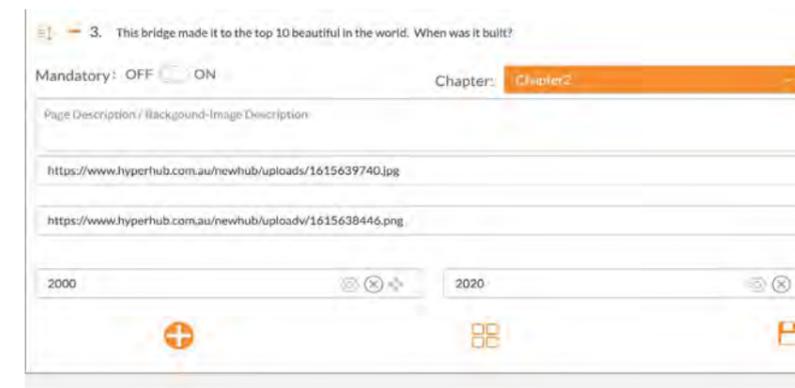
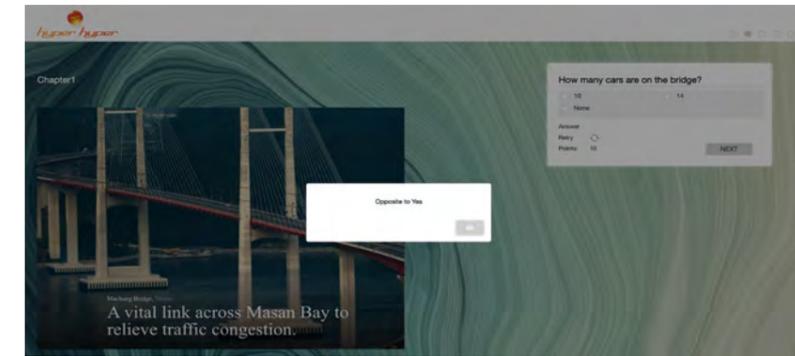
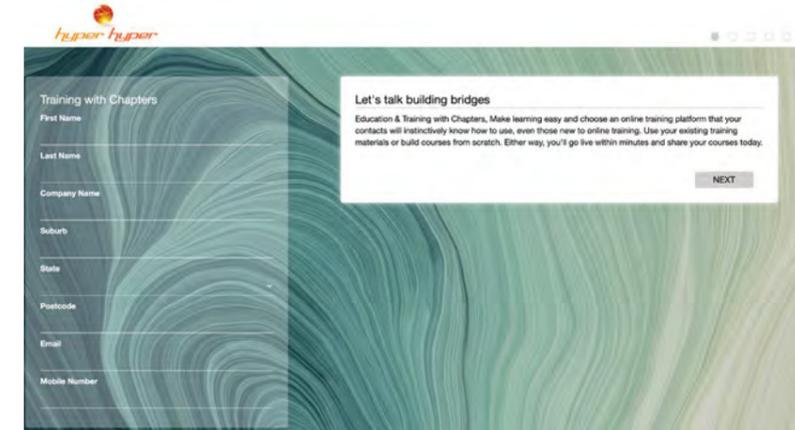


Emma used the Hyper Hub as an induction tool for her new staff.

She was able to set up the Campaign - Education module within an hour and the new staff were able to learn about the products and services of the company.

Emma was able to share the results with her HR each department heads so they could manage the knowledge of staff and provide additional training sessions where necessary.

Emma was able to do all this by using the Campaign Module of the Hyper Hub. She was very happy indeed!



# Hyper Hub Campaign Module - Audit

Audit different locations to make sure they are following and implementing the processes and standards set by your company. Each answer has automatic answer controls and values and is all collated within sections.

Unlimited people from your organisation can access web based pages to conduct their audits with all answers being collated into the Hyper Hub with reports produced at the click of a button.

## Features & Benefits

- 6 different templates
- 12 different answer styles
- Pre-programmed to calculate answer values
- Mandatory or none mandatory questions
- Refer a friend option
- Automatic email confirmation upon completion
- Drag 'n drop to re-order questions
- Binding questions and answers to contacts
- Link multiple questions per page
- Upload your individual images per page



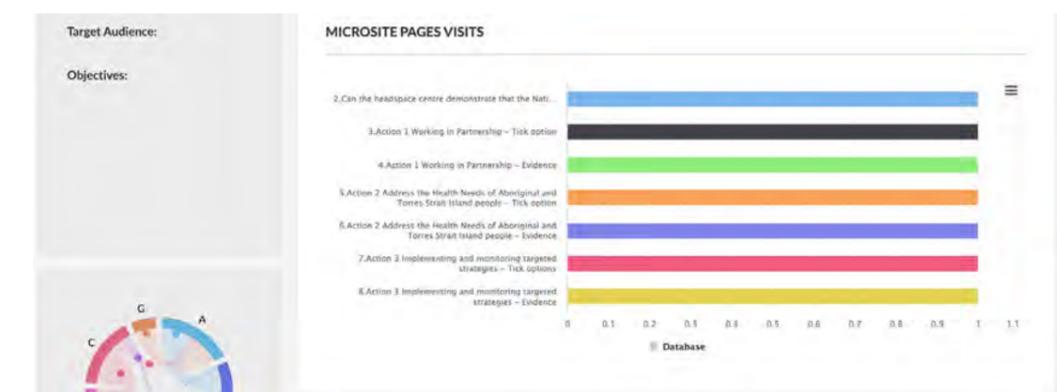
Emma had many locations for her business around Australia.

It was important that each location followed the agreements made to manage community engagement.

Each location accessed the web-based audit form and conducted regular audits throughout the year. The results of the audit were used to provide evidence that each location was conforming to agreements to engage with the community.

Management were able to produce live reports on how the organisation was working with the community and their wellbeing teams.

Good job Emma!



# Hyper Hub Data Analytics

Hyper Hub enables you to tap into your inner data geek. We've all got one, but we're not sure how to let it out and shine. The pre-programmed tracking and reporting in the Hyper Hub lets you be your own best data analyst.

You will know the economic value of your database over time, where your customers are on the purchase cycle, how your community contacts are engaging with you, which products and services are working and most importantly, how your database values you and how you can get the most from it.

## Features & Benefits

- Graphs & Groups for each module
- Live data analytics across all modules
- Pre-programmed reports
- Download company branded reports
- View total data in different chart styles
- Access your data at any time



Emma had been very busy using all the different modules of the Hyper Hub to communicate with her database, increase awareness of products and services, conducting audits, training and acquiring new customers.

She had to provide a report of her database marketing activity and the results that were generated.

This was very easy for Emma.

Each module has pre-programmed dashboard reporting and Surveys and Campaigns have a pre-programmed report branded with your company logo and campaign name. This is very good indeed.

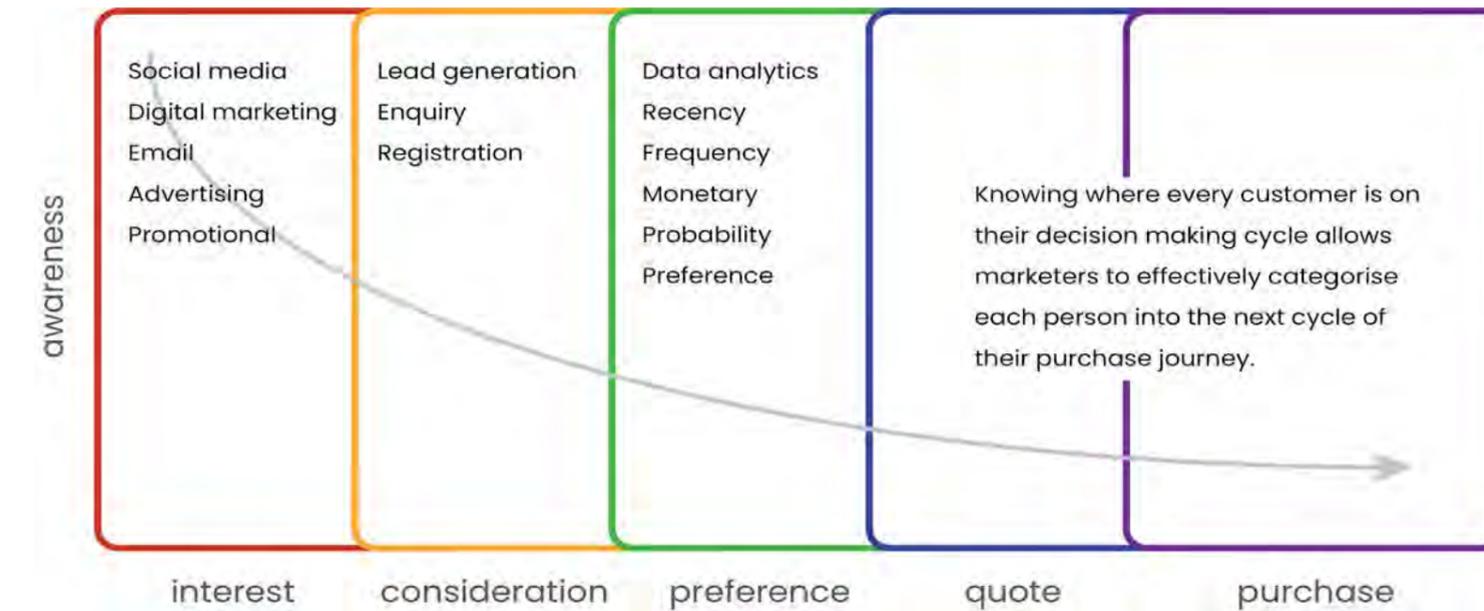




## Database Engagement **Purchase/Advocacy Cycle**

Move your prospects along the Purchase Cycle from Awareness to Purchase/Advocacy by understanding where they are on their journey. At each stage of the Cycle, you will know what they need to be motivated to proceed into the next phase.

Communicate with your contacts and database like never before and increase your response rates and return on investment from your marketing, advertising and engagement.



# Hyper Hub Member Portal

Hyper Hub has a Member Portal function that connects a page from your website directly with the Hyper Hub so you and your members/contacts/community can communicate with each other directly.

Your members/contacts/community will have individual access to their own contact information, important documents, special announcements, view their engagement activity from the Hyper Hub, appointment setting, messaging and more.

## Features & Benefits

- Direct contact with database
- Document sharing
- Announcement and notices
- Appointment setting
- Activity tracking
- Increased engagement
- Direct surveys
- Training modules
- SMS messaging



Emma had been working in her community to involve them in activities and share information.

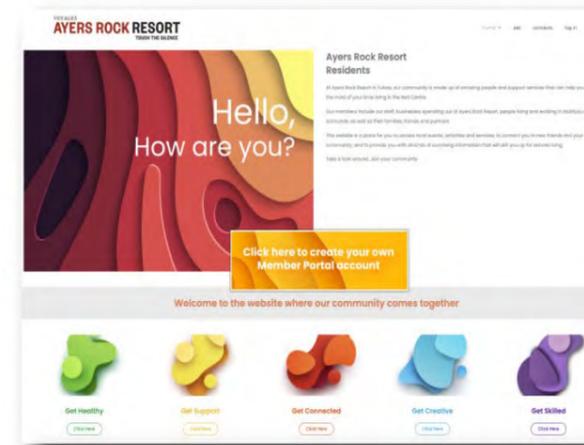
She realised that people were relying on Facebook to find out information which was not always true or accurate.

Emma's website had all the real and accurate information, so she connected a page directly into the Hyper Hub Member Portal.

She emailed all the members their individual access to login and see the information she wanted to share.

People were also able to update their own information, register for events, set appointments and other activities. A very good outcome.

## Website



## Member Portal



## Hyper Hub



# Inclusions

## Hyper Hub

Annual subscription

User manual

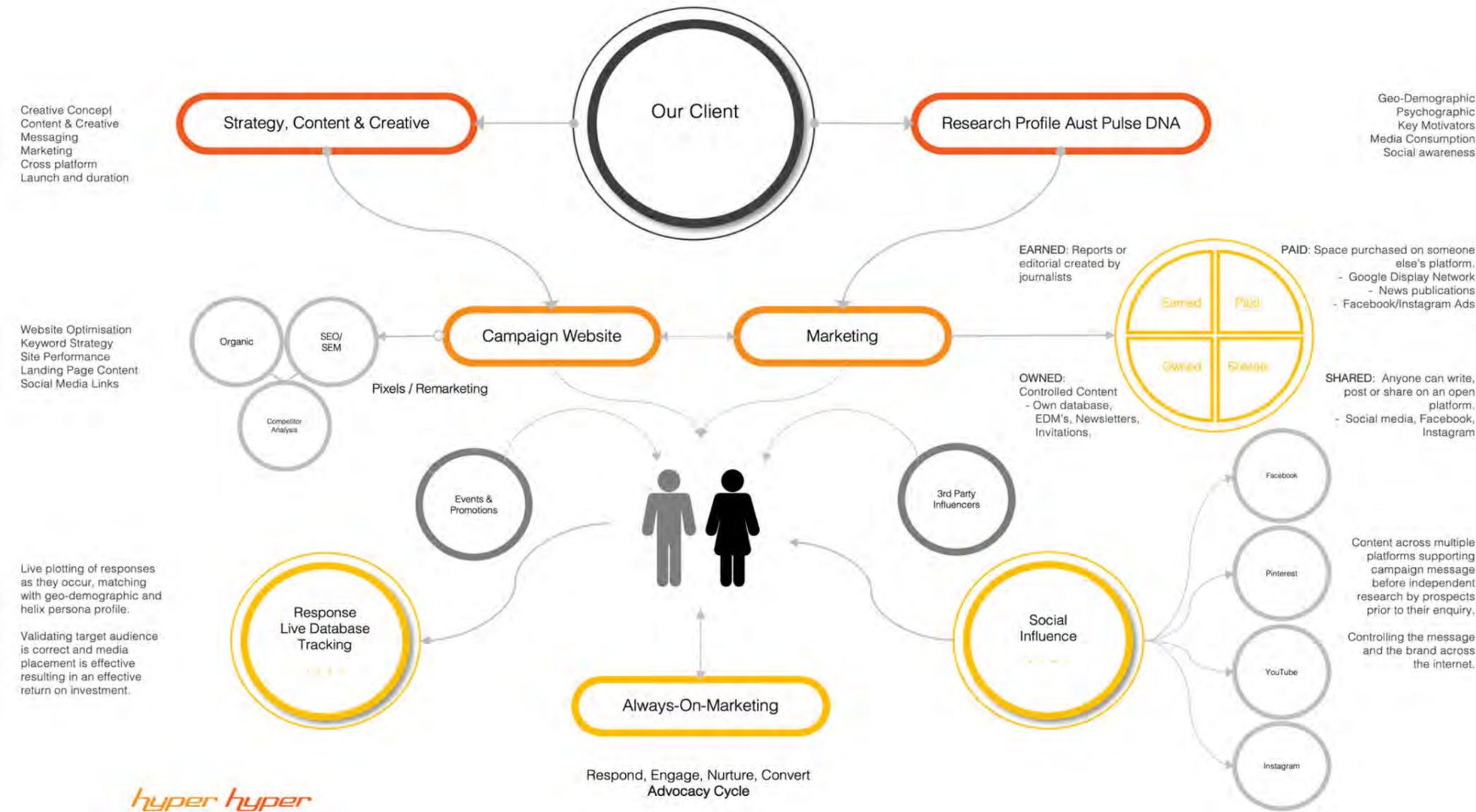
Personalisation setup

Full day Hyper Hub training session

Half day database profiling session including:

Includes:

- 1 database marketing profiling campaign
- Creative design and images for landing pages
- Content writing
- Email setup with creative
- Multiple email deployments
- Final report analysis



## Next steps

# Engage your database

---

### A smarter way to understand your database

Databases hold the key to your future customers, who they are and where they will come from.

Database analysis of contacts, demographics, location, preferences, interests, and now with NLP Meta Profiling and DNA segmentation, all provide selectable attributes for marketers to increase success rates from their marketing communications.

Create actionable insights by learning how to unlock the power of your database and increase engagement and advocacy from your customers and start converting prospects by using language they respond to, with the Hyper Hyper data analytics profiling program.

**Outcome:** DNA profile of your database to understand your customers like never before.

**Acquire:** Find 'look-a-like' prospects using the Hyper Hyper database of more than 250,000 Australians in conjunction with other mainstream 3rd party media; Facebook, Google and media publications and synergistic partnerships.

*"I recently subscribed to the Hyper Hub and opened a new account. This has made an enormous difference to my consultancy work. I hold many workshops and send out surveys as part of my business. Hyper Hub has made the task of managing this work that much easier.*

*Through Hyper Hub I can email directly to my clients, and they can easily register for workshops online. I can design and send out surveys to be completed online. Not only does this make my surveys more appealing and easier to complete, I have immediate access to the data collected for easy analysis. Plus I have real time updates on who has opened my emails and how many have completed my surveys. Hyper Hub has significantly reduced my administrative overhead costs, and has allowed me to submit more competitively priced tenders.*

*The monitoring of how engaged my database is really helps me know how to communicate with each segment about areas that are important to them too.*

*I highly recommend Hyper Hub and strongly encourage you to sign up today."*

**Mark Stoyles, Mark Stoyles Consulting**

Australian owned  
Australian customer service team



Hyper Hub  
margaux@hyperhyper.com.au  
02 9979 3100  
0400 492 100