



# Statement of Functions

iCoder Discovery

V1.0



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# 1 Statement of Functions – iCoder Discovery

iCoder Discovery is an online solution that enables authorised users to import a file of consumer data and visualise this data within a Tableau dashboard. The data within the dashboards is aggregated, stored on our secure servers, and presented to the user in an easy-to-interpret visual format.

iCoder Discovery is accessed through a standard web browser with each user having their own username and password credentials; there is no requirement to install software on local IT infrastructure. iCoder Discovery utilises multi-factor authentication as part of the login process, requiring a user to provide additional information to log in, in addition to a standard username and password.

Functionality for a user may include:

- Ability to import data into the system in a flat file format, such as .csv
- Ability to map their data to pre-defined columns
- Ability for the system to carry out matching via matching algorithms to match to our ConsumerView records at Person (P), Household (HH) or Postcode (PC) level to create aggregated counts
- Ability to add these jobs to the queue
- Ability for users to access one or multiple dashboards based on their subscription
- Ability for users to access insights on their customer data via dashboards, such as counts of customers who fall into a specific Mosaic group
- Ability for users to download PDF, PowerPoint, or Image extracts from the dashboards
- Ability for users to manage and delete jobs, as required



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