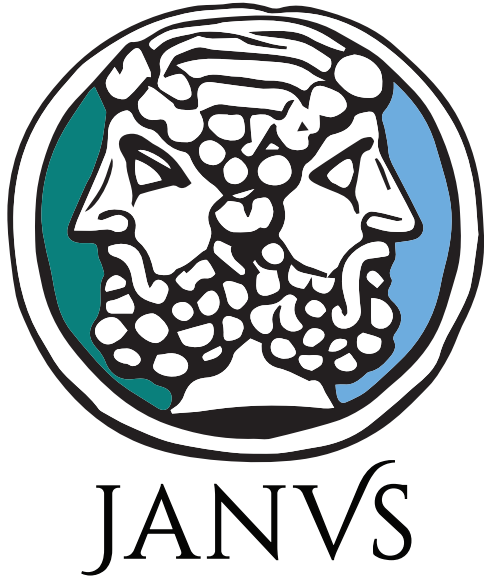


# SmartSimple introduces Janus Machine Learning

A new approach to understanding your information.



## What is machine learning?

Machine learning is simply the process of training software. In this day and age, you are training software all the time, even if you don't realize it.

## Why machine learning?

Machine learning helps you conserve time and increase certainty around decision making. It is the most useful data management item on the data-information continuum.

## Everyday Example:

Every time you tag a photo in Picasa or Facebook, you are training the software to recognize people. The software will learn the subject of the photo based on what you tell it.

Data

Information

Knowledge

### Transactional Reporting

Who did we give grants to?  
What applications did we deny?  
What programs received the most applications?

### Aggregate & Comparative Reporting

How does this compare to last year?  
What was our total giving compared to last year?  
Where did we give away the most?

### Predictive Analytics

How can we budget to ensure we fund the most effective programs?  
What applications are most likely to result in successful projects?

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A new approach to understanding your information.

Janus Machine Learning by SmartSimple is a powerful extension of GMS360°. It enables foundations to look at their past giving to help them achieve stronger giving outcomes in the future. Janus provides you with validated decision making, greater consistency, and increased efficiency.

## Machine learning in grants management.

You know exactly what makes for a successful grant. With Janus, you train GMS360° so it knows what you consider a successful grant.

## SmartSimple is the only grants management system with this capability.

SmartSimple's Janus can analyze your entire granting history or specific grants. Once analyzed, every new application takes into account success factors based on how you trained GMS360°. This enables you to easily identify those applications with the greatest likelihood for success.

### Train

Identify grant applications to train Janus. This can be all of them, only the approved, only the declined, or any combination.

### Define

Let Janus know what to analyze. You can use almost any information from grant applications in your system.

### Predict

For every new application you receive, Janus will automatically analyze it based on how you trained the system and offer the greatest likelihood for success.