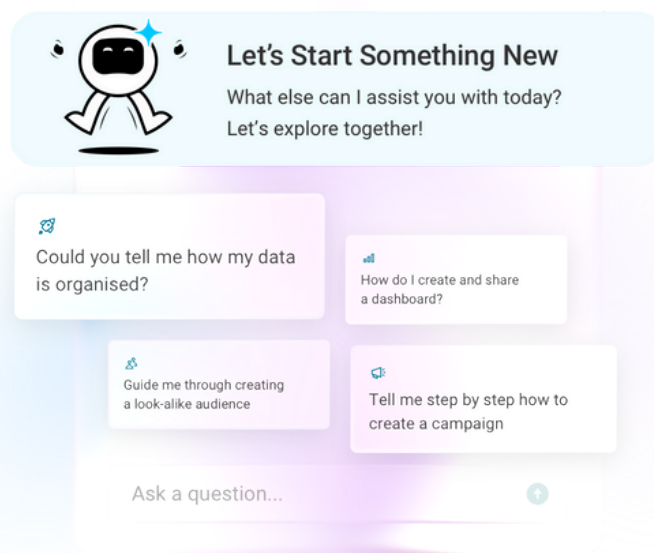# Your AI-powered insights guru

Insightfully intelligent.
Surprisingly zen.

Whether you're exploring dashboards, navigating features or just wondering "Where do I click next?" Apteco's new AI-powered assistant, Orin delivers instant, intelligent support and helps you get clarity, fast. Orin distils the noise, delivers insights at light speed, and helps you stay focused on what actually matters: making smarter, faster decisions.

Let's Start Something New
What else can I assist you with today? Let's explore together!

Could you tell me how my data is organised?

How do I create and share a dashboard?

Guide me through creating a look-alike audience

Tell me step by step how to create a campaign

Ask a question...

Knowledge guide

Orin saves you time, accelerates onboarding and helps make complex tools easier to use. No more endlessly scanning help pages or guessing where a feature lives. Orin understands your questions and directs you straight to the right documentation, steps, or feature explanation in Apteco.

Data navigator

Orin helps you get to the right data first time. He understands how your data is structured and guides you toward the correct tables, variables, and values. Orin helps you understand how different datasets relate to each other - customers to transactions, behaviours to channels, history to predictions - so you can explore data holistically, not in fragments.

Solution builder

Orin makes it easy to create resources in the Apteco Orbit platform, even if you don't have editing expertise. You simply tell Orin what you're trying to achieve and he takes care of the rest - finding the right tables, variables, and values to build the resource for you, reducing the risk of errors and removing unnecessary friction.

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Insights at light speed
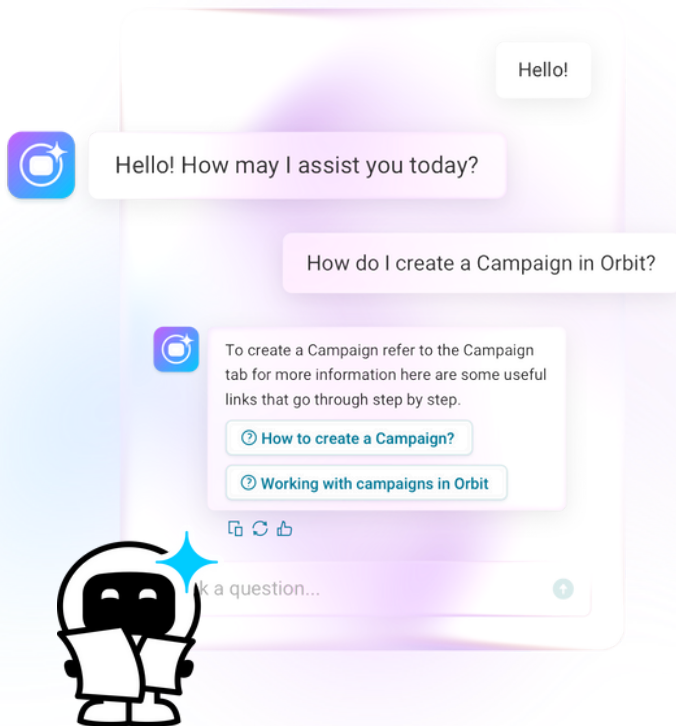
Minimises hallucinations

All Orin's responses are powered by the data in Apteco Orbit. Apteco software crunches the numbers and integrates the right data into every answer. This ensures that responses are accurate and are based on the specific data provided, minimising the risk of hallucinations.

Privacy and security

Apteco's Azure OpenAI Service instance ensures that data is processed on dedicated, isolated infrastructure, maintaining privacy and security. Data stays safe and encrypted, both when it's stored and in transit.

Protects against harmful content

Apteco's content filters are trained in multiple languages – English, German, Japanese, Spanish, French, Italian, Portuguese, and Chinese. These filters work in real time as prompts are processed, so nothing harmful slips through.

Hello!

Hello! How may I assist you today?

How do I create a Campaign in Orbit?

To create a Campaign refer to the Campaign tab for more information here are some useful links that go through step by step.

- ⓘ How to create a Campaign?
- ⓘ Working with campaigns in Orbit

k a question...

How to access Orin

Orin, as a knowledge guide is available to all Orbit Selector bundle licence holders. Analyse bundle licence holders get both Orin as a knowledge guide and as a data navigator. Predictor bundle licence holders receive all three: Orin as a knowledge guide, data navigator and solution builder. All licensed Orbit users can engage with Orin through the intuitive chat interface in Orbit.

Visit the Apteco help hub for practical guidance on how to install, set-up and use Orin.

No more guesswork. No more digging through help docs. Just clear, instant guidance - so you can focus on the why, not the how.

Navigation. Simplified.

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