Technical Overview

Groopit is an entirely new category of enterprise SaaS called crowdsolving, designed to accelerate problem-solving by combing real-time intelligence from employees with Artificial Intelligence (AI).

Curate

Groopit AI curates problem-specific intelligence from across systems, departments, and employees, extracting precisely the right data to solve critical business problems.

Discover

Groopit AI provides real-time visibility into curated intelligence so key stakeholders see what's occurring across every aspect of a problem and discover questions to ask.

Diagnose

Groopit AI identifies patterns, diagnoses root causes, quantifies business impact, and summarizes actionable intelligence so problems are not missed or misunderstood.

Adapt

Groopit allows leaders to operate with maximum business agility. As they zero in on problems, learn, and hypothesize, they can instantly adjust AI to curate new intel across systems.

Integrate

Groopit integrates into the existing tech stack. Seamlessly integrate with Tableau, PowerBi, Salesforce, and dashboards to leverage intelligence in all the systems used to make decisions.

Deliver

Groopit enterprise implementation requires installations of Single Sign-On (SSO) and Groopit SaaS Connectors; <60 minutes scope per install. ROI is typically delivered within 30 days.

Groopit is a Software as a Service (SaaS) application that combines real-time human intelligence with Artificial Intelligence (AI) to solve critical business problems. In this architectural overview, we will provide an overview of the architecture, security & privacy, artificial intelligence, and integrations with many enterprise systems including Slack, Salesforce, Microsoft Teams, Outlook, and more.
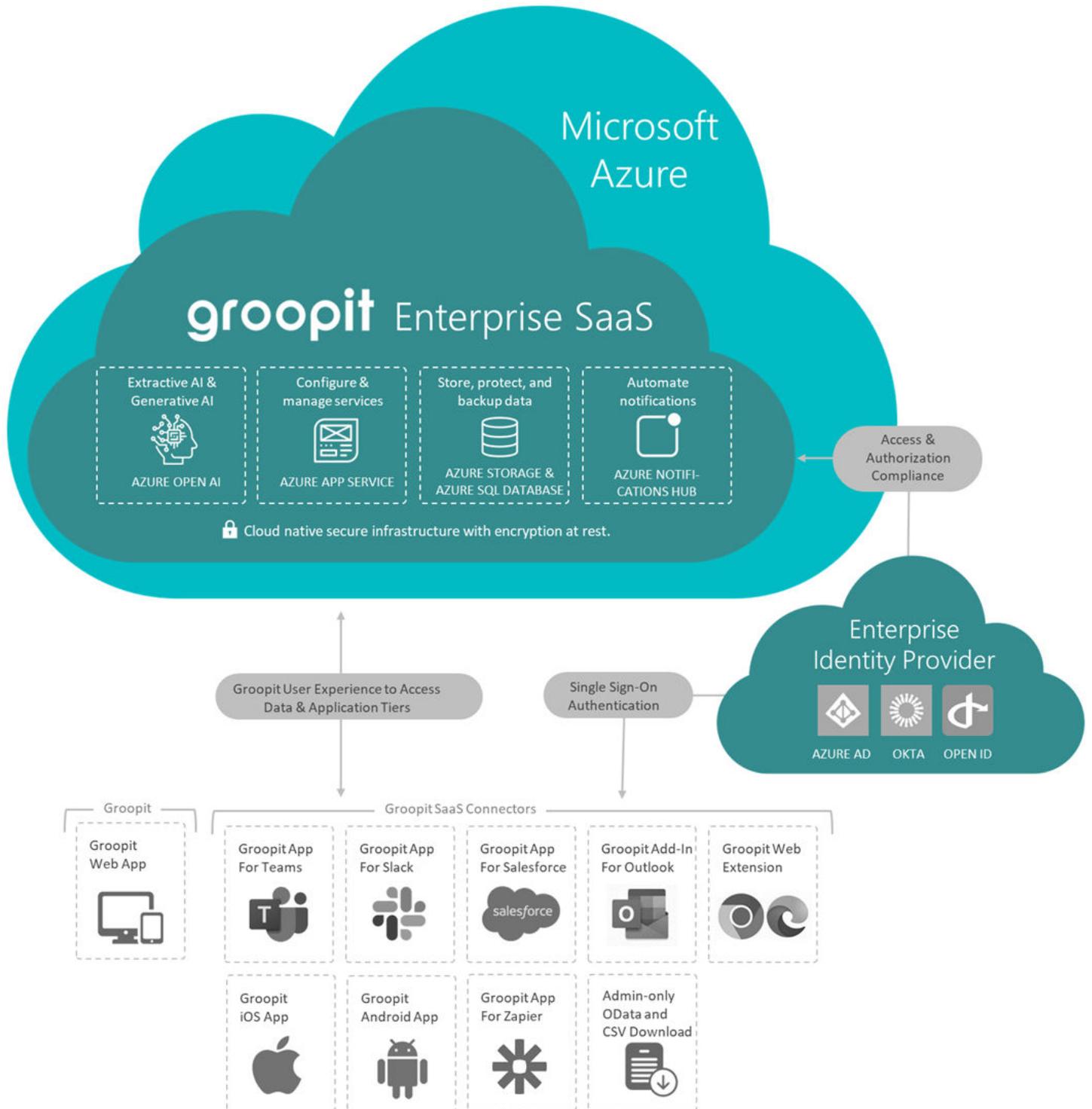
Cloud Architecture

Architecturally, Groopit implements a traditional three-tier client-server architecture. The data and application tiers are hosted in the Microsoft Azure cloud service. The presentation tier consists of multiple applications running on different platforms. Groopit currently offers applications for Slack, Salesforce, Microsoft Teams, Microsoft Outlook, iOS, Android, Chrome, Edge, web and mobile web experience.

Data Tier

The data tier is built on Microsoft Azure. Relational data is kept in Azure SQL Database and uploaded pictures or files are stored separately in Azure Blob Storage. All data is encrypted at rest using Transparent Data Encryption or Azure Storage Service Encryption and industry standard 256-bit AES encryption. All in-transit data between the Groopit Service and Azure is encrypted with the industry-standard TLS protocol.

All data shared using Groopit is retained until the account or data is explicitly deleted by the Groopit's customer. After deletion, that data is preserved in system backups in accordance with Groopit backup policies:

- Point in Time Restore (PITR) for 14 days.
- Weekly backups retained for 12 weeks.
- First backup of the month retained for 12 months.
- First backup of the year retained for 5 years.

Application Tier

The Groopit Service provides the back-end application tier for the application. It is implemented as an ASP.NET 6.0 application and hosted on Azure App Service. All client communication with the Groopit Service is done over HTTPS and encrypted with the industry-standard TLS protocol. Other than a small set of configuration data, the Groopit Service does not store any application data itself and relies on the data tier to handle all storage.

The Groopit Service hosts all the web pages that make up the Groopit web application. These are mainly generated by Razor web views, although some of the more interactive pages rely on React/Typescript components. Almost all the pages require (cookie-based) authentication to prevent any anonymous usage. The Groopit Service also implements the Groopit API for use by the Groopit mobile applications and other SAAS integrations. This API supports the JSON OpenAPI specification and uses JWT Bearer tokens for authentication and HTTPS for in-transit encryption.

Presentation Tier

The presentation tier represents Groopit's user experience. Groopit SaaS Connectors to Slack, Microsoft Teams, Microsoft Outlook, Salesforce, Chrome Browser, Edge Browser, iOS and Android apps make it easy for employees to participate from wherever they work. The Groopit Web Application is the interface where all problem-solving capabilities and configuration features exist.

Security & Privacy

Groopit allows organizers to integrate user generated data into existing enterprise systems. Seamlessly add data to Tableau, PowerBI, Mode, executive dashboards, CRM systems, project management applications and more. Groopit ensures that companies can leverage human intel in all the systems where decisions are made.

SOC2 Type II Certified

Groopit is SOC 2 Type II certified, the industry standard certification for data security practices. Our certificate from an independent auditor is available upon request. Groopit is also continuously monitored by Drata, the industry leader in automated security compliance monitoring.

Built-in Authentication

Groopit supports a standard email/password authentication system. A minimum password complexity is enforced (at least six characters, one number and one uppercase letter) and all passwords are stored salted, hashed, and encrypted using industry standard best practices. Before sharing in any group, a user must verify their email address by clicking on a link that is sent to that address when they sign up.

Organizations and Identity Providers

For enhanced security and streamlined sign-in experience, Groopit also provides Single Sign-On (SSO) capabilities for enterprises. This requires an organization to onboard their identity provider with Groopit, after which all email accounts from their domain will be directed to sign in with the organization's identity provider rather than requiring a separate Groopit password. Groopit supports the OpenID Connect standard as well as enhanced integration with Azure Active Directory and Okta.

Azure Active Directory and Okta

Groopit offers full support for SSO through Azure Active Directory and Okta. For both identity providers, the Groopit app must be installed in the corporation's directory (IT). Groopit also offers identity group claims from these identity providers, which enables role-based authorization based on a user's membership in an identity provider group such as an Active Directory Security Group or Teams Channel.

OpenID Connect Identity Providers

Groopit supports other identity providers compliant with OpenID Connect. This implantation requires the corporate IT department to manually configure the Groopit app in their directory. For these providers, SSO is fully supported, but group claims and identity provider group management are not currently offered.

Groups and Roles

Groopit's core authorization resource is the group. Every group contains a list of users and their respective roles in that group. There are two defined roles, "Organizer" and "Member" and defined permissions for each of those roles. For example, a member can share data to a Data Sharing Workflow, but only an organizer can create or edit Data Sharing Workflow structure. Group organizers have full control of the users, roles, data, and configuration.

Identity Provider Groups and Organization Permissions

When using SSO with Azure Active Directory or Okta, Groopit also supports identity provider groups that are managed by the customer's organization. When the user signs in, the groups assigned to that user are sent to Groopit as claims in the access token. Then these identity provider groups can be assigned roles in a Groopit group, enabling the customer to manage Groopit authorization through their preferred identity provider.

Policy Transparency

Groopit's security and access control policies are available upon request.

Groopit & Artificial Intelligence

Groopit uniquely combines extractive and generative AI to solve critical business problems.

Groopit AI-Powered Data Models

Groopit data models define the intelligence required for problem-solving. The data models a/ make it simple for employees to share specific intelligence, b / direct AI to extract specific intelligence from conversations, emails, documents, images, databased and enterprise systems, with employee approval, and c / deliver a feed of problem-relevant intelligence that is lightweight, consumable, and provides source data transparency. Data models are comprised of fields and values that include both structured and unstructured data such as numbers, dates & times, images, locations, tags, text, hidden, and inherited data. Groopit includes 50 customizable templates or create a new one from scratch with no code required. Leaders can adjust data models on-the-fly and instantly propagate them across Groopit SaaS allowing them to rapidly zero in on areas of interest and operate with maximum business agility.

Groopit Extractive AI

Groopit AI extracts and shares problem-related intelligence as defined by Groopit Data Models. For example, extract critical intelligence from email about a dissatisfied customer in <15 seconds. Or extract competitive intelligence from a 300-page RFP using and the AI will deliver an RFP abstract, key competitors, their strengths, weaknesses, evaluator notes, scoring, and win loss analysis in <2 minutes. Groopit will extract the specific intelligence you need from emails, PDFs, documents, images, web pages, and web applications such as Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Google Docs, Google Slides, and Gmail. As intelligence is extracted, it is proactively shared in a lightweight feed, providing

real-time visibility, clarity, and opportunities to learn about the problem. What was once a slow, manual, laborious process to learn about a problem is now streamlined with Groopit Extractive AI.

Groopit Generative AI

Groopit's generative AI analyzes incoming intelligence and summarizes actionable intelligence. Apply generative AI to all incoming intelligence or focus on a specific aspect – a keyword, category of data, a time frame to generate a summary insight. Groopit AI produces a 100-word summary, highlights a verbatim quote from a relevant contribution, articulates up to five patterns that it discovered in the data. Groopit AI delivers with complete transparency, allowing readers to see all source data and fact check the AI. Administrators can edit summaries before publishing for broader consumption. Once again, generative AI streamlines laborious manual tasks so that key stakeholders can get to clarity and solutions faster.

Azure Open AI

Groopit AI is built upon Microsoft's Azure Open AI, utilizing advanced Natural Language Processing (NLP) and Machine Learning (ML) technologies. Your company's data is never used to train the AI model. Your company's data is never co-mingled or stored with another company's data. Your administrator controls the data that AI curates and analyzes. Your results are generated with full source transparency and without AI hallucinations – engendering trust in data that leads to better results. The AI models conform to Groopit's data, privacy and security policies under Microsoft Azure.

Problem-Solving AI

At Groopit, we believe that every problem is solvable if you can get real-time data from people who are closest to the problem, in a way that allows you to act with clarity, speed, and agility. Groopit has been solve problems since 2018 and AI has allowed us to take a radical step forward toward our vision of making every problem solvable,

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Groopit SaaS Connectors

Groopit connectors allow intelligence to be curated from and delivered to systems across your enterprise, so that employees participate in the problem-solving from wherever they work. Available connectors are listed below.

Groopit Add-In for Outlook

The Groopit Add-In for Outlook makes it easy to extract critical intelligence from email. Groopit keyword prompts monitor for keywords and then when found, prompt users to extract critical intelligence from email. Simply click to extract, review the AI output and share. A proprietary Groopit Data Model directs AI to extract precisely the right intel in about 15 seconds. If you need to extract new intelligence, just update the data model.

Groopit App for Slack

The Groopit App for Slack makes it easy for employees to capture critical intelligence from any channel. Groopit keyword prompts in Slack will monitor conversations for keywords and then when found, prompt users to share critical intelligence. Just type "/Groopit" (Slack command) to share. Data shared can be added directly to Salesforce or other CRMs, routed to specific Slack channels, and it is aggregated for problem solving in Groopit.

Groopit App for Microsoft Teams

The Groopit App for Teams makes it easy for employees to capture critical intelligence from any channel. Groopit keyword prompts in Teams monitor conversations for keywords and then when found, prompt users to share critical intelligence. Just type "@Groopit" (Teams command) to share. Data shared can be added directly to Salesforce or other CRMs, routed to specific Teams channels, and it is aggregated for problem solving in Groopit.

Groopit App for Salesforce

The Groopit App for Salesforce allows leaders to gather problem-specific intelligence from within Salesforce, extract it from Salesforce notes, and add insights shared from other systems into Salesforce. While Salesforce is designed to gather longitudinal data built natively into Salesforce, Groopit gives administrators the ability to support the businesses' temporal and problem-specific data gathering needs with speed and agility, increase insights captured in Salesforce, and ultimately help solve critical business problems.

Groopit Browser Extensions

The Groopit browser extensions for Chrome and Edge are used to extract specific intelligence from web pages, images, PDFs, documents, Gmail, Google Slides, Google Docs, and Microsoft web applications for PowerPoint and Word. Groopit Data Models directs AI to extract specific intelligence. For example, need to extract competitive intelligence from a 300-page RFP? Just click and it will extract all of the information you're looking for – the key competitors, their strengths, weaknesses, evaluator notes, and analysis of why you won or lost a deal.

Groopit iOS & Android Apps

The Groopit iOS and Android Apps make it easy for employees to share from their mobile device while on-the-go. And, with one quick search, users have the data they need while in the field. For example, when employees arrive to a site visit, they see every update from previous site visits and are able to capture key intelligence during the current site visit with a few quick taps – capturing high value information in minimal time.

Groopit iFrames

Want to integrate Groopit to an existing web application so that employees can share from your proprietary systems and leverage their existing workflows? Ask about Groopit iFrame integrations. Web parts can be added to any enterprise system that accepts iFrames, such as SharePoint, as well as internally developed systems

Groopit Zapier Integration

The Groopit App for Zapier enables integration with enterprise SaaS applications and a full set of data integration triggers. A Zapier workflow can be initiated whenever data is shared through Groopit, such as sending the data to Dynamics CRM, HubSpot, Tableau, PowerBI, Smartsheet, automating email notification or adding information to a calendar. The Zapier API can also be used to dynamically create data sharing choices within a Data Model. This capability is delivered with full integration between Groopit SSO and Zapier OAuth2 providing a simple and secure implementation.

Data Access via .CSV and OData

Groopit provides Organizers with additional data access for analysis. Organizers can access data through .csv download or OData feed (which is most commonly used for spreadsheet analysis). For more sophisticated analysis, Groopit supports an OData feed that can be used by third party tools such as Power BI or Tableau.

About Groopit

Groopit was founded on the idea that our most complex problems can be solved with real-time data from people to act with clarity, speed, and agility.

We know leaders.

Today leaders try to drive progress in complex work environments. 85% of c-suite executives acknowledge that their organizations struggle with effective problem diagnosis. This flaw carries significant cost as leaders have a penchant for action. As Einstein wisely said, "If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions." But leaders today need accuracy and speed.

We feel your pain.

Leaders rely on employee insights to inform decisions. Facts are often unclear. Critical insights get lost in conversation, buried in email, siloed in CRMs and discipline specific systems. Perspectives vary dramatically. People proceed as independent decision-makers, taking unpredictable actions at unpredictable times. Accountability spans departments, disciplines, locations, hierarchies, organizations, industries, and expertise areas. Solving problems is not linear work — it is complex, fluid, and often slow.

We found the answer in crowdsolving.

If you've used the traffic app Waze, then you know crowdsolving. People outsmart traffic by sharing traffic accidents in real-time. Data is shared in-the-moment with a few quick taps. Drivers immediately see the results and use the information to adjust their routes. Cities, counties, and states use the data to make strategic decisions. This is the capability Groopit brings to problem solving. Employees share real-time data from wherever they work. Key stakeholders see what's happening immediately to inform their own decisions. Business leaders use the data to make strategic decisions. Everyone involved in problem-solving can act with clarity, speed, and agility.

We deliver results.

Groopit is emerging as a strategic advantage as evidenced by our Net Promoter Score (NPS) of 100. We identify and solve critical business problems that impact revenue, competition, operations, customer and employee satisfaction with speed, clarity and precision.

We have the best solution.

Groopit was founded on the idea that every problem can be solved. We took this vision, our expertise, and designed a solution that works across the enterprise disciplines. Groopit is the only AI engine designed specifically for problem solving and we welcome the opportunity to answer your questions.

To learn more about Groopit, visit groopit.co or email hello@groopit.co.