Analytic Applications
Faster Insights : Smarter Decisions

Business Analytics
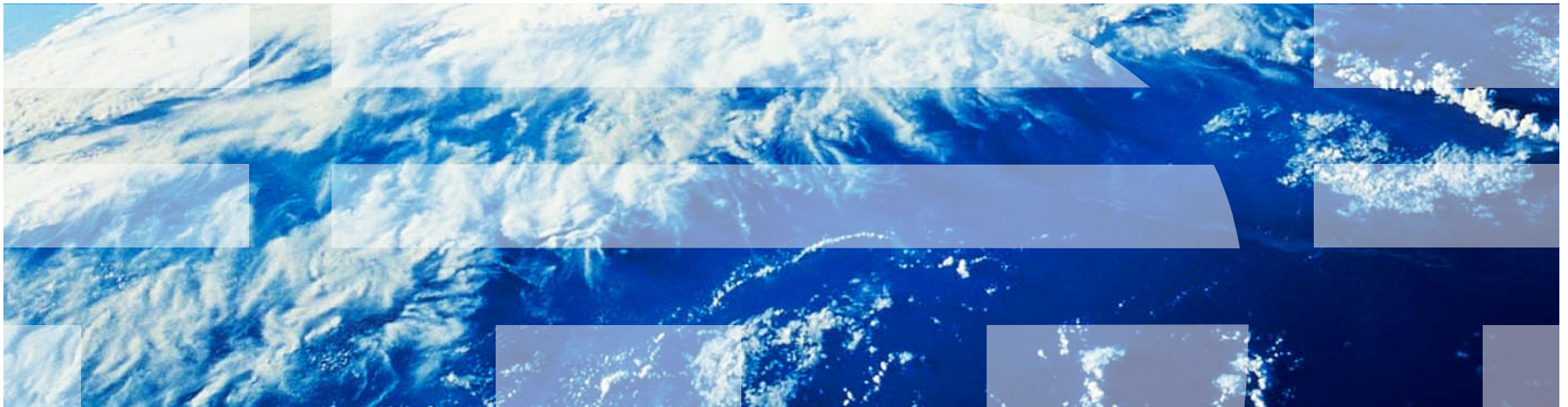
Faster Insights: Smarter Decisions

Packaged Business Intelligence
– Standard reports and analysis in minutes
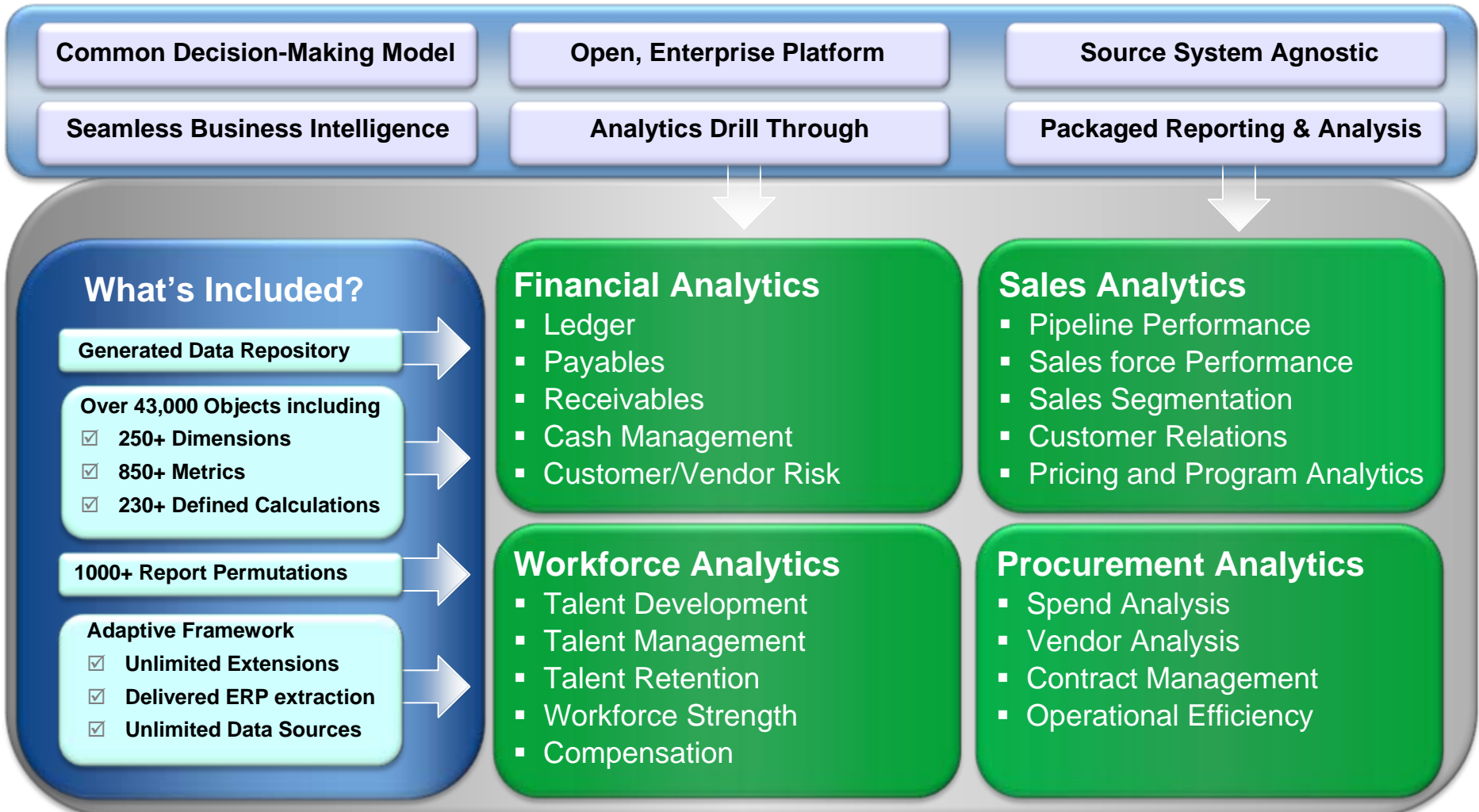– Self-serve reporting for a broad range of users

Adaptability
– Changes as fast as your business does
– Automates configuration of report changes
– Provides continuously relevant content
– Lower TCO

Industry-leading BI (IBM Cognos)
– Open, enterprise class platform

What's in the Box…

| Common Decision-Making Model | Open, Enterprise Platform | Source System Agnostic |
| Seamless Business Intelligence | Analytics Drill Through | Packaged Reporting & Analysis |

What's Included?

Generated Data Repository

Over 43,000 Objects including
- ☑ **250+ Dimensions**
- ☑ **850+ Metrics**
- ☑ **230+ Defined Calculations**

1000+ Report Permutations

Adaptive Framework
- ☑ **Unlimited Extensions**
- ☑ **Delivered ERP extraction**
- ☑ **Unlimited Data Sources**

Financial Analytics
- Ledger
- Payables
- Receivables
- Cash Management
- Customer/Vendor Risk

Sales Analytics
- Pipeline Performance
- Sales force Performance
- Sales Segmentation
- Customer Relations
- Pricing and Program Analytics

Workforce Analytics
- Talent Development
- Talent Management
- Talent Retention
- Workforce Strength
- Compensation

Procurement Analytics
- Spend Analysis
- Vendor Analysis
- Contract Management
- Operational Efficiency
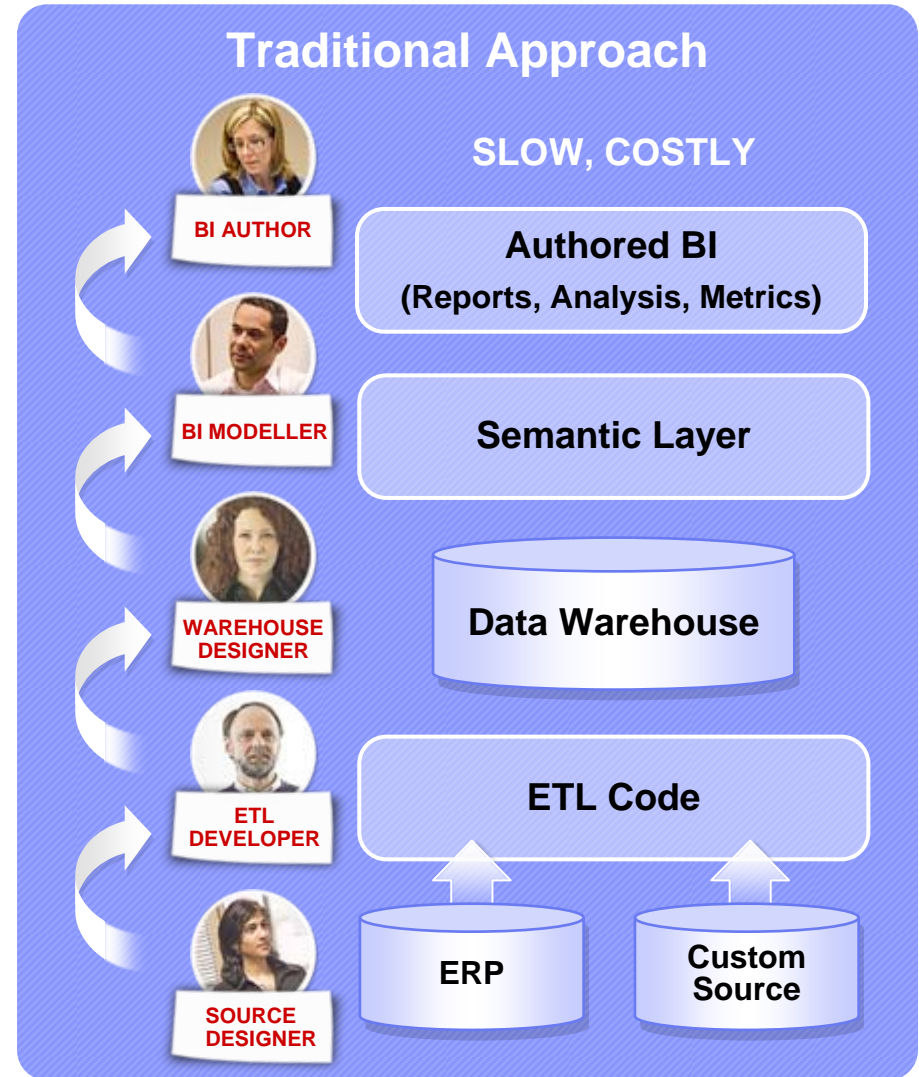
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Cognos.
software

The Age Old Challenge

Build Option

- Time to insight = Long
- Requirements = Outdated
- Cost of Maintenance = High

Buy Option

- Requirements = Rigid
- Custom business logic = Hard
- Extensibility = Low

Traditional Approach

SLOW, COSTLY

BI AUTHOR

Authored BI
(Reports, Analysis, Metrics)

BI MODELLER

Semantic Layer

WAREHOUSE DESIGNER

Data Warehouse

ETL DEVELOPER

ETL Code

SOURCE DESIGNER

ERP

Custom Source

The Age Old Challenge

Build Option

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Our Approach

- Simplified design process - business conversation
- Rapid response to evolving & changing requirements
- Configure metadata versus lines of code
- Automated business requirements changes
- Minimized impact on IT

What do we mean by "Our Model"

A predefined configuration of …

– Information that is needed for the subject area
  - Dimensions – context of reports
  - Measures – quantifiers, counts, amounts, etc.
  - Business Rules – Qualifiers, calculations

– Connectors to source data
  - Mapping between model objects and source
  - Predefined Query Subjects for std. ERP structures

– Organized set of key reports
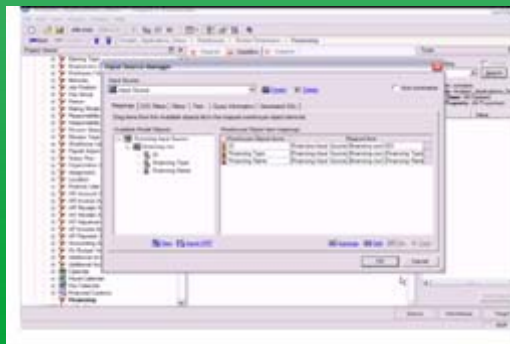 - Configured in the application (not authored)
  - Forms basis of initial deployment

Imagine if Framework Manager were the starting point…

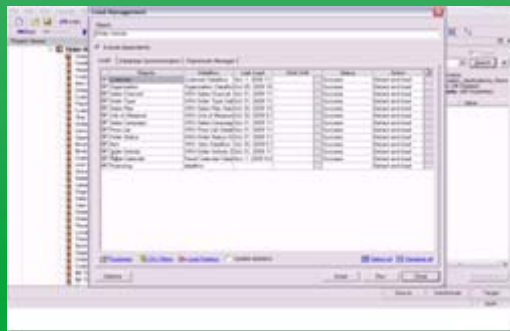# Adaptable – From Data Source to Insight

CONFIGURATION

Ensure continuously relevant content through drag-and-drop configuration changes to and modification of reports

SYNCHRONIZATION

Synchronize the generation of application ETL, data warehouse, semantic and reporting layer


EXTENSIBILITY

Extend the business model to other areas of analysis for a more integrated and expanded view of performance

Configuration –

Make changes to business rules, data attributes and source through a drag-and-drop process to ensure continuously relevant reporting content, while eliminating much of the coding, customizing and interpreting of data involved with other vendors' solutions

- **Reduce manual re-work** with drag and drop configuration that maps new or modified reporting information to existing or new data sources automatically – including easily handling flex fields

- **Meet new reporting requests quickly** by configuring and validating reports before they are published to stakeholders

- **Improve ROI** by continuously creating new reporting and analysis that meets the ever changing business requirements of your organization

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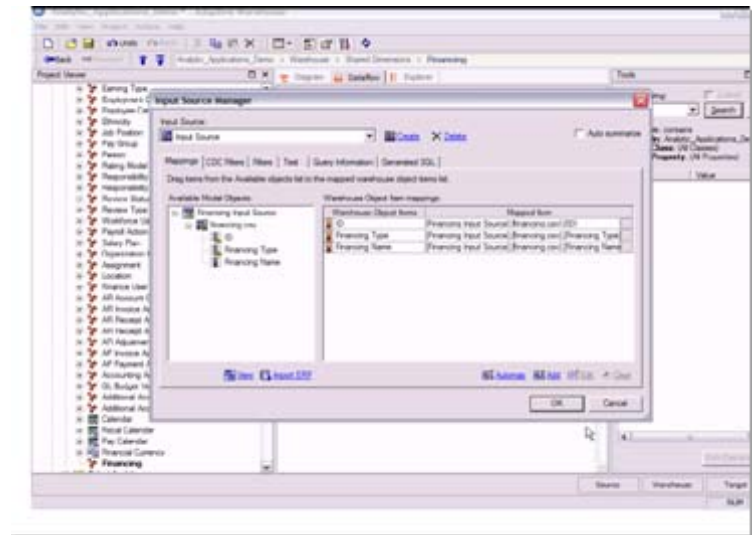
Synchronize –

Automatically synchronize the generation of core components of the application's ETL, data warehouse, semantic and reporting layer … seamlessly from source to insight
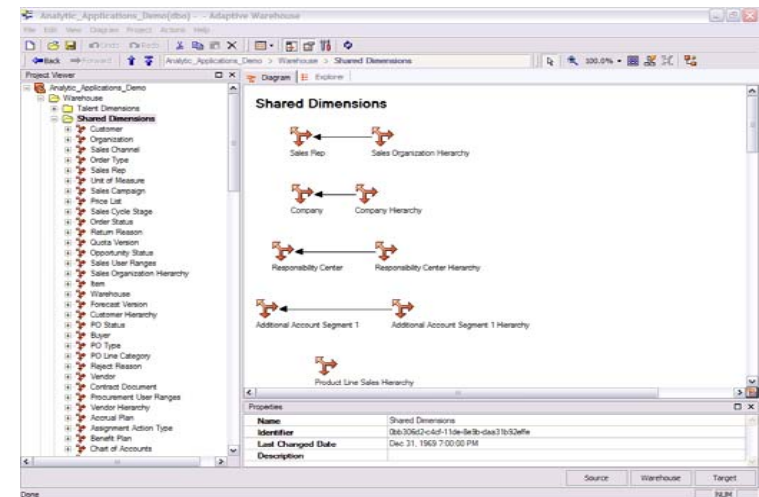
- **Better manage your asset** as the application automatically synchronizes component changes to generate scripts to the DW schema, the ETL code and the BI semantic layer to make the attribute available for a new report

- **Less work, fewer errors** with only 2 interfaces to synch changes to the application

- **Improve ROI** by improving efficiencies involved in meeting business requirements and making reporting changes
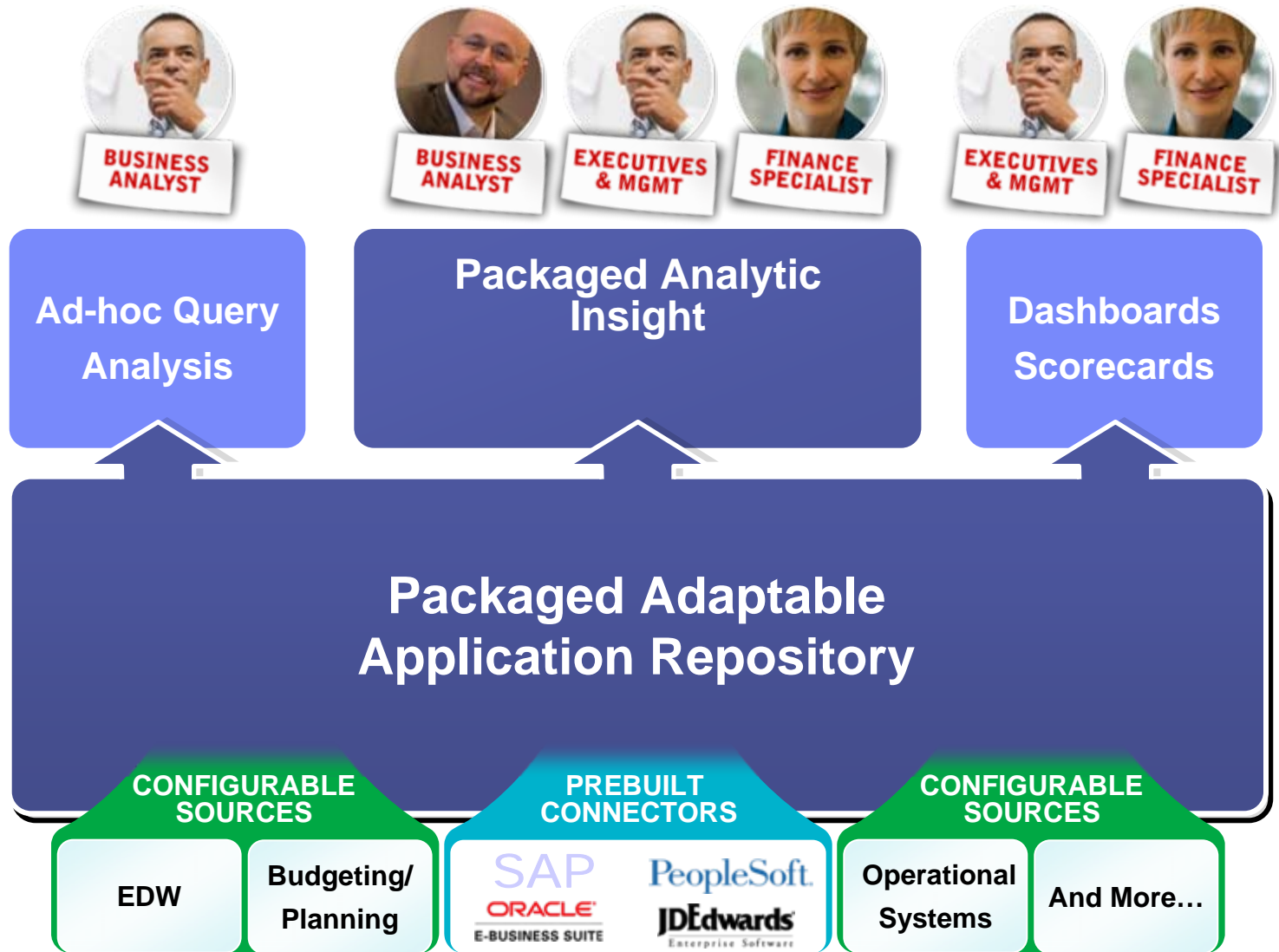

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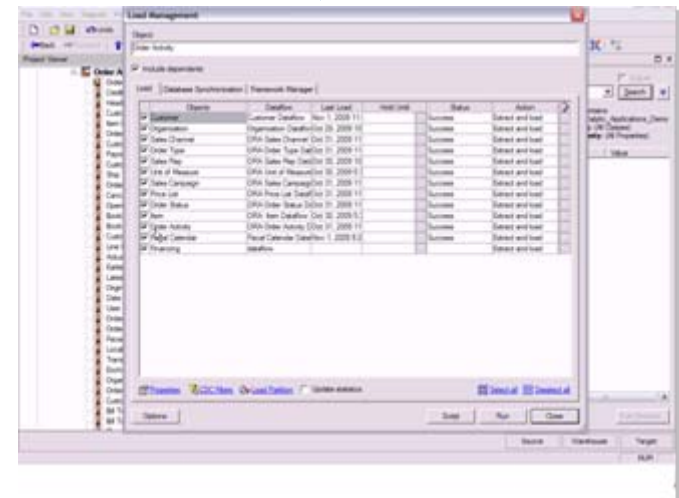
Extensibility –

> *Combine a robust range of measures and dimensions, or simply create new ones to extend the business model and gain new performance insight cross-departmentally, or within existing ones*

- **Create cross-departmental insight** by leveraging existing business models as opposed to setting up another silo of information and trying to manually integrate it into your existing environment

- **Better application management** by using an extensive library of available measures and dimensions, or create news ones, through a single touch point (AW) that can leverage multiple data sources

- **Meet corporate reporting** requirements more cost-effectively and quickly with a configurable drag and drop interface that uses a single application management model

Analytic Applications Solutions: Overview

BUSINESS ANALYST

BUSINESS ANALYST **EXECUTIVES & MGMT** **FINANCE SPECIALIST**

EXECUTIVES & MGMT **FINANCE SPECIALIST**

Ad-hoc Query Analysis

Packaged Analytic Insight

Dashboards Scorecards

Packaged Adaptable Application Repository

CONFIGURABLE SOURCES

PREBUILT CONNECTORS

CONFIGURABLE SOURCES

EDW

Budgeting/ Planning

SAP
ORACLE
E-BUSINESS SUITE

PeopleSoft.
JDEdwards
Enterprise Software

Operational Systems

And More…

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Why We're Different

BUSINESS ANALYST

BUSINESS ANALYST **EXECUTIVES & MGMT** **FINANCE SPECIALIST**

EXECUTIVES & MGMT **FINANCE SPECIALIST**

Ad-hoc Query Analysis

Generated
Interactive Operational and Analytic Reports

Dashboards Scorecards

Generated Semantic Layer

Generated Schema

Generated ETL Code

CONFIGURABLE SOURCES

PREBUILT CONNECTORS

CONFIGURABLE SOURCES

EDW | **Budgeting/ Planning**

SAP PeopleSoft
ORACLE JDEdwards
E-BUSINESS SUITE Enterprise Software

Operational Systems | **And More…**

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Adaptive Warehouse

&

Adaptive Analytics

Demos