

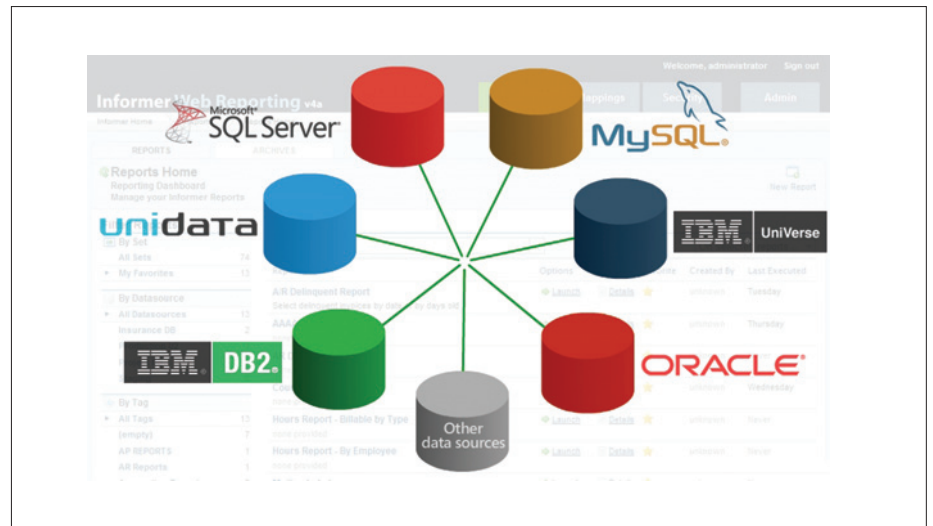


THE CHALLENGE: Extending Consolidated Reporting and Analysis to the Front Line

TRADITIONALLY, FULL-FEATURED REPORTING & ANALYSIS SOLUTIONS HAVE FOCUSED ON THE NEEDS OF EXECUTIVES THAT HAVE A STRATEGIC PERSPECTIVE. And because of this limited user population, traditional business intelligence has focused on historical data analysis, such as OLAP, where users typically evaluate large amounts of historical, trending data. As a result, traditional BI is usually associated with data warehouses, data marts and other centralized, large scale, aggregated data stores that can be costly to implement and difficult to manage.

However, the rich functionality and interactivity provided by most BI applications often prove overwhelming. Most end users need little of this functionality. Instead, they need easy access to regularly distributed reports and other analysis capabilities. They need interfaces and navigation that are logical and intuitive. Rather than force casual users to struggle with multiple complex data structures and queries, reporting should use easy-to-understand language and present information clearly. For reporting and analysis to drive better performance, organizations must engage the majority of users—casual business users, managers, and executives—who need to securely interact with the data when and where they need it.

In addition, front-line and business users need the flexibility to analyze rapidly changing data from multiple sources, in multiple ways, to change how they view data, to access data in real time to help drive business decisions, and to manage reports based on user roles and responsibilities without the need to



understand the underlying data schemas. Is a data warehouse or other data store the only option to support the goal of consolidated operational reporting and analysis across the organization?

THE SOLUTION: THE INFORMER™ ADVANTAGE: REAL-TIME ACCESS TO MULTIPLE DATA SOURCES

Informer Web Reporting was designed specifically to extend real-time self-service reporting and analysis capabilities to front-line users. With only a few mouse clicks, organizations can quickly connect multiple sources of data to provide users with a single point of access to dynamic reports via Informer's easy-to-navigate user interface. Informer

presents information in drag-and-drop form to give users choices in how they want to assemble, schedule and deliver reports.

Users have access to information from multiple systems, platforms, or locations, eliminating data silo constraints so that organizations can optimize the flow and use of data across the organization without relying on a data warehouse or centralized data mart. Report customization and ad-hoc query capabilities mean end users can query any data source, regardless of where it is stored across relational or MultiValue data, to build their own reports and get fast answers to their own questions. Web-based analysis enables users to



perform on demand analysis in a zero-footprint, Web environment. This self-service capability means IT can minimize the resources needed to produce reports while providing faster time-to-results for the end user.

THE TECHNOLOGY

Technology has evolved to a point where reporting and analysis needs can be met without making the big investments in time, money, and people that a data warehouse typically demands. Informer leverages a metadata model that creates consistency among data descriptions and structures so users can effectively access, analyze and report on data coming from multiple sources while masking users from underlying data and system complexities. Informer's intelligent caching mechanism allows users to sort, filter, group, and analyze report results without bombarding the database server with repetitive requests. Users may also save report results as a Data Archive for local viewing later. Informer enables organizations to fully arm operational users with information without sacrificing database performance.

BOTTOM LINE

Informer represents completely new thinking in real-time data access. Instant access to multiple data sources. Fast implementation. Organization-wide deployment. Quick ROI. High performance on demand queries. Informer has enabled thousands of users worldwide to maximize performance and improve bottom lines by tracking, understanding, and managing information. By delivering instant, up-to-the-second information access, Informer provides organizations with unprecedented operational reporting and analysis capabilities making full use of their data. *It's Your Data. We Help You Use It.* ■

"Informer enabled our College to create efficiencies within our institution's business practices and was one of the key factors in my position being rewritten to allow me to spend 50% of my time in new project development."

—WILF SCHLITT,
BUSINESS SUPPORT & STUDENT DATA
SYSTEMS, COLLEGE OF NEW CALEDONIA

ABOUT ENTRINSIK, INC.

Since 1984, Entrinsik Inc. has been developing, implementing, and supporting database solutions that enable organizations to maximize performance and improve bottom lines by tracking, understanding, and managing information. Thousands of customers around the world use Entrinsik's Informer Web Reporting software to natively extract data from their production databases to provide a single point of Web-based access to ad hoc reports for on demand reporting and analysis. Entrinsik's Semtek ERP software now drives many of the nation's largest professional and continuing education profit centers. To learn more, visit www.entrisk.com/offer/dbta or call 888-703-0016 today.

"Informer has already proven to be an invaluable reporting solution for several of our existing customers. The ability to present information in drag-and-drop form giving users choices in how they want to assemble, analyze, schedule and access reports made a big impact at our recent webinar demo for several Public Housing Authorities"

—GREG CLARK,
DIRECTOR OF TECHNICAL SERVICES,
PROGENIXX, INC.