

## Analyzer™ Product Summary

### Business Intelligence for the SQL Server platform



Fig. 1 - Executive Dashboard featuring different component types for display and management of Key Performance Indicators (KPIs).

## The Analyzer™ Business Intelligence Software Solution

Provide executives, managers, and employees with the right information at the right time by empowering them with easy-to-use, advanced analytics and extensive visualization capabilities.

### Key Benefits

- Improves corporate decision-making
- Enhances your operational performance
- Provides a self-service BI environment for non-technical business users
- Low entry cost, low Total Cost of Ownership, fast learning curve

### Key Features

- Powerful front-end BI reporting, analysis and dashboard tool for business users
- Intuitive, easy-to-use drag-and-drop interface increases productivity while reducing dependence on IT
- Fast performance
- Rapid deployment
- Easy maintenance
- Highly secure, scalable and manageable
- Leverages your existing IT infrastructure, including Microsoft SQL Server, applications, data, personnel, hardware, and networks

### Competitive Advantages

- 100% zero-footprint client– for all users: admins, report developers, and end users
- Each browser instance can contain multiple reports and dashboards
- Multiple sheets per report; multiple components per sheet
- Intuitive drag-and-drop user interface
- Deployment flexibility & scalability
- Flexible role-based security
- Responsive Independent Software Vendor (ISV)

### Why Analyzer is so Easy to Use

- Intuitive Interface
- Simple English-language access to powerful analytics
- Drag-and-drop report building
- No specialized OLAP or MDX knowledge required
- Instant report drill-down, filtering, slicing, etc.
- Internet Explorer browser client is familiar and easy to work with
- Create multiple reports, each with multiple tables, graphics and charts
- Intuitive interface eliminates users' dependence on IT

### Advanced Analytical Capabilities

- Dynamic Reports
- Ad-hoc Queries
- Online Analytical Processing (MOLAP-ROLAP-HOLAP)
- Advanced Analytical Visualizations
- Combine data, perform drilling, slicing & dicing, advanced ranking and sorting, calculation creation, exception highlighting, complex graphing, and much more
- Access multiple data sources in a single report or dashboard
- Handle complex and very large (terabyte-level) data warehousing applications
- Flexible, freestyle report layouts

### Advanced Visualizations

- Dozens of easily-created analytic Charts in both 2D and 3D
- Create a map component with automatic color coding by region with Intelligent Maps
- 80/20 Rule, Top/Bottom Rules
- Data Bars, Icon Sets, Heat Maps
- Conditional Formatting, Row/Column Formatting
- Color Themes, Color Gradients

### Analytic Chart Features

- All Charts are dynamic - can Drill-down / Expand / Filter / Pivot
- Lock / Unlock function
- Grouping multiple Pivot Tables, Zoom In / Zoom Out
- One-Click Copy Chart
- 2D /3D Switch Dynamically
- Transparent Effect

### Report Features

- Multiple Sheets / Multiple Components for each report and dashboard
- Report Filters - filter multiple components at the same time
- Report Subscriptions - calendar-based or data-driven
- Freestyle Layout, Color Themes
- Step List Function, Bookmark Function
- Messaging/Collaboration, Multiple Languages Support
- Web Link / Reporting Services Support
- Export to Excel, HTML format, and CSV format

### Pivot Table Features

- Drag-and-Drop Design
- Supports Large Datasets
- Advanced Filter Function
- Lightning-fast Sorting
- In-table visualizations such as:
  - 80/20 Rule, Top/Bottom, Data Bars, Color Gradients, Icon Sets
- Conditional Formatting
- Drill-down / Drill-up
- Pre-Defined Measures - Rankings, Percentages, Time Series, Growth Rates, etc.
- Support for Named Sets
- Security Integrated with SQL Server Analysis Services
- Role-based privileges
- Users see only the data they should: different data views using same report
- Recognizes Analysis Services security capabilities

### SharePoint & .NET 2.0 Web Parts

- Two web parts provided for .NET and SharePoint
- Display multiple tables, charts, and reports in each browser instance

### **Messaging & Collaboration**

- Send annotated reports to other Analyzer users or email users (e.g. Outlook)
- Recipients can perform interactive analysis with the data and Reply, Forward, etc.
- Integration with your email system supports easy and widespread collaboration

### **Reporting Services Integration**

- Embed existing Reporting Services reports in your Analyzer reports or dashboards
- Drag-and-drop a value (parameter) from Analyzer to a Reporting Services report

### **Corporate Performance Management (CPM)**

- Fully Integrated with SQL Server Analysis Services' Key Performance Indicators (KPIs)
- Multi-Dimensional KPI Pivot Tables
- User-Defined KPI Scorecards - with drill-down to related documents and reports
- Easy Dashboard creation
- KPI Process Diagrams
- Easy-to-create Gauges
- No Coding
- Integrated Filter Conditions

### **Optimized for SQL Server 2005/2008**

- Unified Dimensional Model
- Key Performance Indicators
- MDX Scripting
- Built-in Business Analytics
- Attribute-based Dimensions
- New Dimension Types Support
- Measure Groups
- Multiple Language Support

### **Easy Application Integration**

- Open web standards minimize the resources required for development, deployment, and maintenance, resulting in a lower total cost of ownership
- A comprehensive set of Web Services is provided to allow for integration with your existing applications
- Single, Open API provides easy integration with applications and portals through an open, service-oriented architecture (SOA)