

Analyzer Overview

Proven Mission-Critical Business Intelligence



1 Intro to Analyzer

Strategy Companion Mission and Value Proposition

In the past, reporting has been controlled by a few trained data experts typically in IT because most managers and employees don't have the skills to query data or use complex BI tools. IT developers are overwhelmed with requests for new reports and users are frustrated at not being able to react quickly to changes in the business.

Now, the incredibly easy-to-use Analyzer™ allows even non-technical users to become productive quickly, performing powerful analysis and building visually compelling dashboards and flexible reports. A wide variety of components, including pivot tables, charts, Key Performance Indicator (KPI) scorecards, dashboards, web pages, Reporting Services® reports, and more, lets users create custom information by just dragging and dropping onto the page.

As Business Intelligence (BI) becomes more pervasive and is shared among not only internal users, but customers, partners, distributors, and suppliers, it is essential that reporting and analytics are easy to use, administer, and deploy. Analyzer™ leads the way, offering users self-service BI through a 100% zero-footprint browser interface that can be accessed from anywhere and requires no client installation. No longer do users have to wait in line for new reports or access to data.

Harnessing the powerful partnership with Microsoft's SQL Server Analysis Services®, Analyzer's OLAP-based design lets users explore the data in any direction, allowing them to validate theories and learn more about the business. The seamless integration with SQL Server continues as Analyzer™ helps users build intelligent dashboards and reports using SQL Server's KPI feature.

Analyzer's powerful advanced analytics combine with an open architecture and intuitive interface to empower technical and non-technical decision makers. With analysis and reporting directly in the hands of the users, more effective analysis is performed by the people who know your business best, resulting in better decision-making throughout your entire organization.

Customer Quote

"Our users were very impressed at how easy the tools were to use and how effortlessly they could create informative reports. The IT Department was pleased that there was so little effort implementing and supporting Analyzer™. It just works!"
-- Chad Cassady, Director of Information Technology at PH Tech



The Analyzer Difference

Competition keeps your business moving – can your analysis keep up? Business is changing every day, requiring you to quickly analyze and respond to a broad range of metrics and KPIs. Analyzer is a dynamic and powerful data analysis and visualization tool that is easy to use and manage, and provides self-service Business Intelligence (BI) capabilities to users across the enterprise and beyond.

Analyzer Target Audience

- Business leaders who need to monitor key performance metrics ensuring the health of the business and who want at-a-glance views that quickly alert them to changes needing attention.
- Business Analysts who want to analyze data in a variety of ways and be able to immediately drill down to the underlying details to answer the new questions the trends generate without waiting for IT to run another query or build another report.
- Every information worker who seeks to understand the business and wants to collaborate and share comments on what the business trends indicate and what actions should be taken.
- IT managers who want to enable users with self-service BI and use time previously spent developing reports and supporting users to now work on high-value, strategic projects.
- Data-driven OEM's that want to provide value-added insight and information to customers by embedding Analyzer™ into their existing customer-facing applications.

The speed of business is accelerating, making it important to quickly identify and respond to business trends and issues. Your suppliers and partners depend on it. Your customers expect it. But, there are challenges standing in your way. Reporting and analysis have been relegated to those who have the technical skill sets to work with complicated BI tools or SQL queries. Your IT department is overwhelmed with the number and complexity of requests for new reports and analytical support.

At Strategy Companion, we believe that Business Intelligence is a core capability that every user in every organization should have, like e-mail. However, studies by Gartner and others show that ease-of-use is one of the biggest obstacles preventing adoption of BI in companies today. Interactive BI tools have primarily addressed just the business analysts...until now.

Analyzer™ empowers business users with an incredibly easy to use set of analytical tools, dramatically increasing the quality of their analysis and understanding of key business issues. Analyzer's advanced visualization, presentation, and collaboration capabilities allow analysts and decision makers to quickly see and communicate information that is relevant and intuitive, leading to better decisions.

Enhances operational performance

It's not only what you learn from the data, it's what you do with what you learn. Analyzer™ offers a variety of views, including dashboards, reports, and visually-compelling charts and graphs to help users monitor KPIs and business process metrics to quickly identify key business issues. Users can share comments and recommend actions through Analyzer's collaboration capabilities. Analyzer™ links operational metrics with management objectives and business strategies for superior performance management.

Easy to use

Your users already have enough to learn about the business without having to learn to use yet another tool. They want to be able to track business trends in a way that is familiar and easy and Analyzer™ allows them to do just that. Its intuitive, web-based interface lets users analyze data in highly visual

dynamic reports and dashboards. Analyzer's drag-and-drop interface lets users quickly build custom reports with little or no training. Designed for use with Internet Explorer or through effortless integration with SharePoint, users can work with Analyzer™ in a recognizable and comfortable environment. Analyzer™ can also be embedded into your internal applications, bringing powerful operational business intelligence to more effectively manage business processes.

Enables confident decision making

Accurate analysis depends on accurate reports. Your business can't wait for users to determine whether a trend is real or just a query error. Analyzer™ leverages web-based pivot tables that allow users to slice and dice data to get the perspective on the business they need. Users can then drill-down to the underlying details without writing any queries or building new reports. Analyzer uses Online Analytical Processing (OLAP) technology that sources detailed data and generates its own queries, ensuring every perspective is based on a single version of the truth, and preventing errors that may happen when users write their own SQL queries. Business leaders can feel confident that the decisions they make are based on solid, reliable information.

Easy to deploy and manage

IT managers have a hard enough time managing the variety of systems across the enterprise. Analyzer™ integrates seamlessly with your existing Microsoft architecture, with minimal effort. Maximizing your investment in Microsoft SQL Server, Analyzer™ utilizes virtually all of the newest BI features available in MS SQL Server Analysis Services and also supports integration with Reporting Services. Analyzer™ offers ultra-high performance, leaving your users free to manage the business when it happens. With Analyzer's web-based, 100% true zero-footprint, there is no need for client installations and users can access their reports from any connected PC. User access is managed through SQL Server's Active Directory. Analyzer also supports LDAP or users can be added manually.

Extends beyond the enterprise

The value of data and information extends beyond corporate boundaries, so it's natural that business intelligence should too. More and more companies are realizing the value their data has to their customers, suppliers, partners, and others outside of the corporation. Analyzer's 100% true zero-footprint allows your information to be easily accessed beyond the corporate walls. Create new revenue opportunities by providing customers with an attractive and easy way to access your data. OEM's can customize the Analyzer™ UI and leverage Analyzer's open API through web services to embed analyzer into existing applications, accelerating time-to-market of bringing analytical functionality to customers.

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In your company's data is valuable information that can be used to set you apart from the competition. The faster that information is accessed and acted upon, the better chance your company has to be successful.

Analyzer™ helps companies manage corporate performance quickly and easily. By monitoring key performance indicators in Analyzer's scorecards, users can quickly see the how the metrics are trending and can receive e-mail alerts if a metric has exceeded a threshold. From the scorecard, users can drill-down directly into operational reports for finer detail and then move seamlessly into Analyzer's powerful analytics to explore root causes.

Analyzer's drag-and-drop interface runs in a true zero-footprint environment, making it easy to use and simple to deploy and manage. Users are empowered to create their own reports, do their own analysis, and build their own scorecards, allowing them to manage corporate performance as it happens.

Reporting

See what is happening across the enterprise

There's an old saying, "If you aren't measuring it, it must not be important." Today, more than ever, understanding your business activities is critical to making quality decisions that keep your business competitive. Some measure by gut-feel, but the winning companies use objective, quantifiable measurements based on factual data.

Those winning companies rely on reports from every area of the business – from supply chain to sales and marketing – measuring everything from quality and productivity to profit margins and customer loyalty. However, producing all of these reports takes a toll on your IT group.

The demand for more information has created a backlog of new report requests that are difficult for IT to manage. Every day, requests for new reports arrive. Smart CIOs know that the answer depends on making users self-sufficient and providing them with the ability to satisfy their own reporting needs.

Analyzer™ is intuitive and makes it easy to navigate large amounts of data quickly by offering a full range of capabilities that enable your users to create new reports, analyze trends, and share results. With Analyzer™, users can complete their own information cycle.

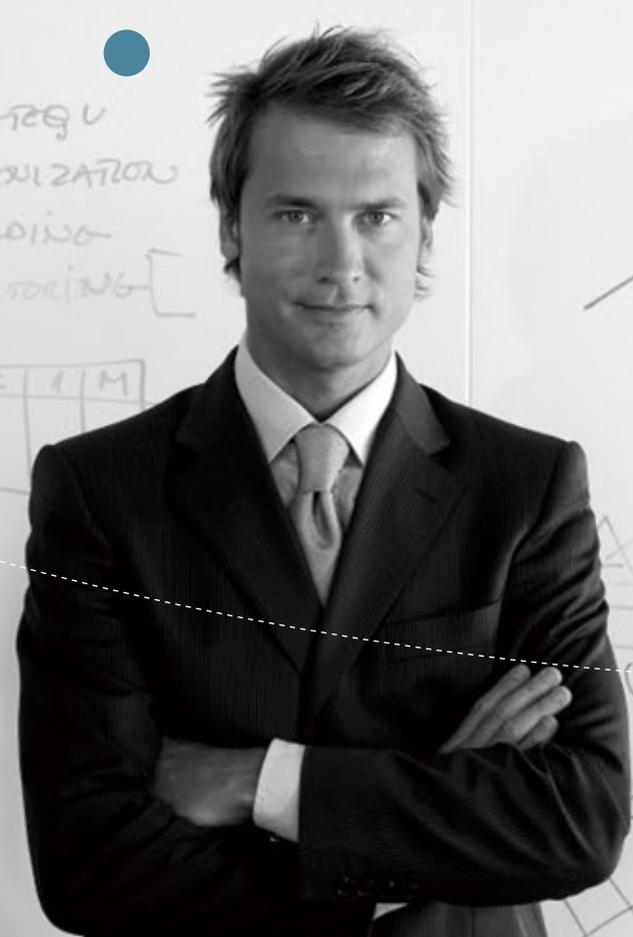
Build New Reports

Analyzer™ makes building new reports easy. Working in a familiar Windows®-style environment, users drag and drop components to create new reports. Analyzer's one-click functionality with context sensitive menus make Analyzer™ easy to learn.

Users, report designers, and administrators each access Analyzer™ through their web browser, which provides them with full functionality to view, create, manage, and share information based on their role. Analyzer™ works in a single browser instance using tabs to let users access multiple reports.

Components are the building blocks of reports and there are many components to choose from. Users can build reports using tabular data in pivot tables, visually-compelling charts and graphs, business process diagrams, web pages, or Reporting Services® reports, allowing them to choose the best way to present the information.

Each page is made up of one or many components, giving the user the flexibility to display multiple metrics. Each component is based on data from cube-based dimensions, measures, named sets, and key performance indicators,



as well as the underlying data from the relational database. Analyzer's tight integration with Microsoft's SQL Server® allows users to take advantage of Reporting Services reports by embedding them into their reports and passing parameters back to Reporting Services directly. Users can also drag-and-drop between an Analyzer™ report and Reporting Services report.

In addition to building custom reports, users can also add conditional formatting for the highest impact. In-table visualization features bring the reports to life. Colorful highlights, spotlights, and data bars can be added alongside the values in each report cell for quick, visual analysis. Analyzer's color themes allow users to change color on any report or report component to make them easy to find and organize.

As users work with Analyzer™, the step list function tracks every action during the session, allowing them to return to a previous state anytime, giving users the freedom and confidence they need to try new ways to analyze and present their data.

View and Analyze the Data

As users view the data, they find trends they'd like to explore. Users can take advantage of Analyzer's advanced ordering, sorting, and filtering capabilities. Rows inside of tables can be re-ordered to bring more important categories to the top. Data values can also be ordered and sorted, which is especially helpful when there are hundreds of rows returned. Data can be ordered to show values ascending or descending, and top and bottom number or percentages. Advanced filtering makes it simple to apply Boolean expressions to values or text.

For large, complex reports, the zoom feature lets users focus on particular areas, and natural-language search lets users find reports containing certain properties using familiar terms or names.

Analyzer's bookmarks allow users to quickly find and share their favorite views of the data. Bookmarks can be either personal or shared, and are available in the easily accessible bookmark list. Users give each report user-friendly names and can add detailed descriptions that will help other users find reports that fit their needs.

Users can also subscribe to favorite reports and receive them via email according to a schedule they define. Administrators can also do this on behalf of users, as well as set up event-driven triggers which will cause a report to be emailed to one or more users when a certain business condition occurs.

Users may have existing spreadsheet-based models they wish to use in conjunction with Analyzer™. Analyzer™ makes this easy with a one-click export to Excel so users can continue their analysis in other favorite tools.

Share the Results

The real value in information is getting it in the hands of someone who can take action. Analyzer™ completes the information cycle by making it easy to share results. Analyzer's unique collaboration features let users overlay

color-coded "sticky" notes with their questions, comments, and instructions. Users can also quickly highlight report areas of interest in multiple colors corresponding to one or more of the "sticky" notes which have been annotated to the report.

Once the report is ready to share, it can be e-mailed using Analyzer's built-in messaging system or through your standard e-mail system. Reports are stored in Analyzer's folder system, making them easily accessible to other, authorized user.

Many companies today have locations in different parts of the world. Analyzer™ can be accessed in multiple languages, allowing for broad deployment across global companies. With one click, reports can instantly be converted to any number of languages using SQL Server's multiple-language feature.

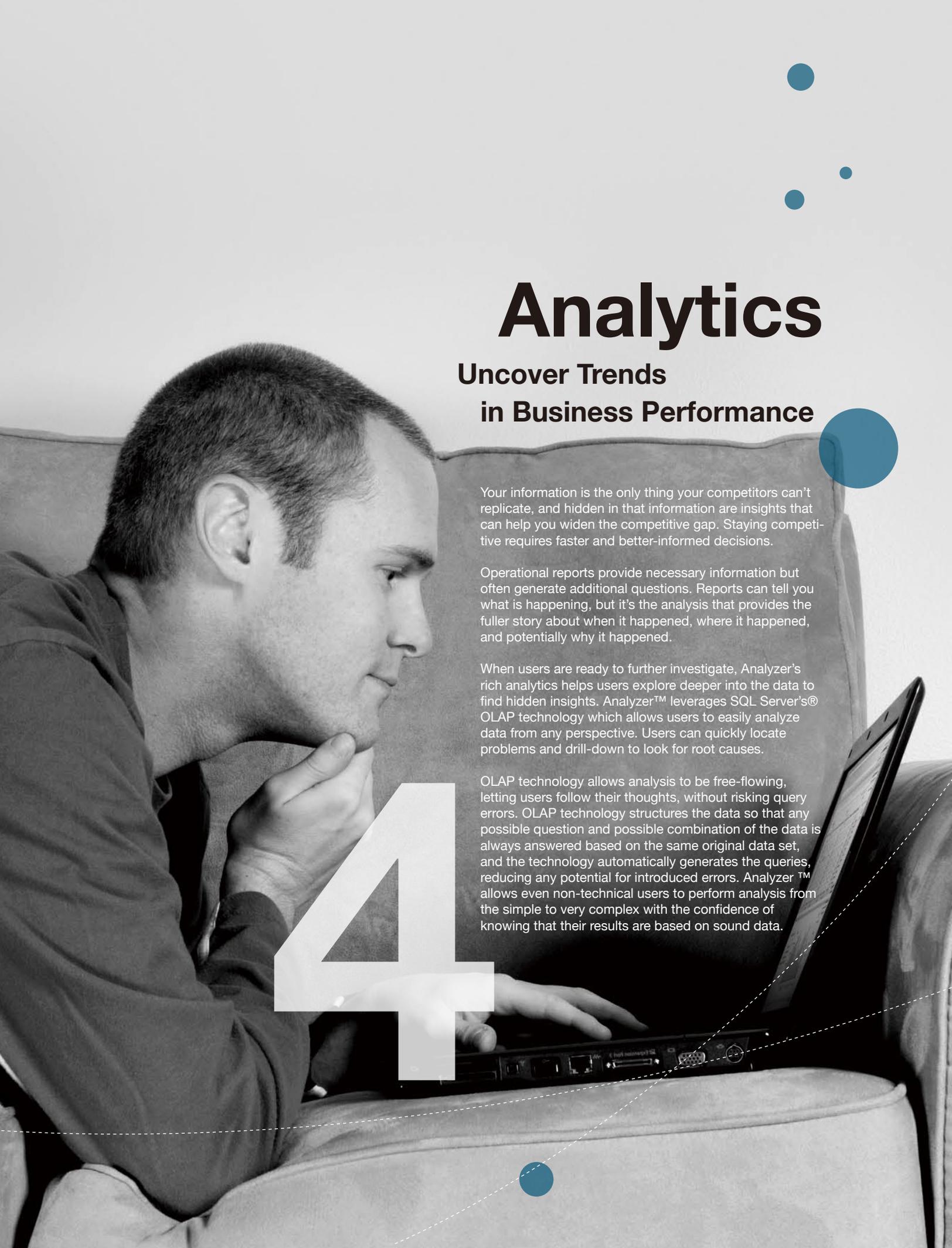
Reports can tell you what is happening, but to learn why, users need to dig in and analyze the data.



Analyzer reports and dashboards can contain multiple sheets, each with multiple components such as pivot tables, charts, web pages, Reporting Services reports, scorecards, and more.



Microsoft Reporting Services reports can also be included within an Analyzer report or dashboard. These parameter-driven reports allow you to show the related detail information of your choice via a simple right-click.



Analytics

Uncover Trends in Business Performance

Your information is the only thing your competitors can't replicate, and hidden in that information are insights that can help you widen the competitive gap. Staying competitive requires faster and better-informed decisions.

Operational reports provide necessary information but often generate additional questions. Reports can tell you what is happening, but it's the analysis that provides the fuller story about when it happened, where it happened, and potentially why it happened.

When users are ready to further investigate, Analyzer's rich analytics helps users explore deeper into the data to find hidden insights. Analyzer™ leverages SQL Server's® OLAP technology which allows users to easily analyze data from any perspective. Users can quickly locate problems and drill-down to look for root causes.

OLAP technology allows analysis to be free-flowing, letting users follow their thoughts, without risking query errors. OLAP technology structures the data so that any possible question and possible combination of the data is always answered based on the same original data set, and the technology automatically generates the queries, reducing any potential for introduced errors. Analyzer™ allows even non-technical users to perform analysis from the simple to very complex with the confidence of knowing that their results are based on sound data.

Interactive Visualization

Analyzer's interactive charts deliver valuable analytical insights, illustrating not just the degree of change from one point in time to the next, but also the shape, velocity and direction of change. By putting data in motion, users can spot trends and see details they might otherwise miss.

These visual analytics help users interpret data and discover both expected and unexpected results. With dozens of different charts and graphs, there are a number of ways to visually display the information. Users can choose to display data in standard bar, line, and pie charts or more advanced charts such as candlestick, funnel, scatter, or bubble charts. Analyzer's unique heat map function helps users quickly locate problem areas by both size and impact.

Once charts are displayed, Analyzer™ offers further customization to help users interpret the data. In 3-D bar and column charts, smaller data values can sometimes be hidden behind larger values. Analyzer™ provides the ability to add transparency to the bars, allowing smaller bars to show through. Users can also rotate the charts both up and down and side to side. Plus, Analyzer™ lets you choose between a two-dimensional display and a three-dimensional display, allowing each chart or graph to be optimally expressed.

Users can further customize the charts through access to the axes settings. Adjustments can be made to the scale of the X and Y axes, as well as the spacing, style, and title. This allows the chart to portray the information in a way that makes the most sense for the viewer.

Explore and Discover

Every Analyzer™ chart is dynamic and interactive, which enables users to make changes at the speed of thought. As new ideas and questions come up, users can drill down or filter the data and instantly see the results.

Sometimes the trends are not immediately obvious. Analyzer™ has a number of pre-defined measures to help highlight and locate trends. Calculations such as ranking, percentage, time series, rolling summaries and growth rates help users identify directions in the data, and grouping functions like top/bottom performers and 80/20 rule help identify standouts in the data.

Companies often have unique ways they need to look at information. Analyzer™ provides the flexibility to create custom measures and even custom MDX coding within the report. If this customization is need for more than one report, Analyzer™ can leverage any custom measures or MDX that is defined in SQL Server.

Product managers and department leaders often manage a subset of the company's products. Analyzer™ allows users to define named sets, such as product subsets, and reuse them in a report. Named sets that are used frequently are usually defined in SQL Server, where they can be shared across multiple Analyzer™ reports and dashboards.

Data dimensions, such as customer and product, often have member properties that are defined in SQL Server. For example, a member property of customer might be customer zip code. In addition to the usual dimension reporting such as customer or product, users are able to report on and analyze using these dimension member

properties. This gives the user even greater analytical power as they can explore each dimension more fully and gain even more insight.

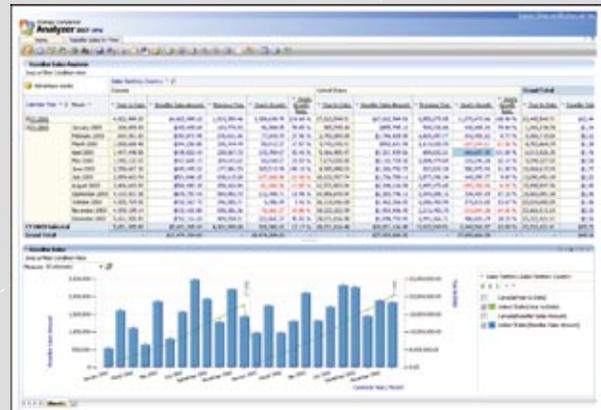
Analyzer's drill down and drill up functions let users explore the data thoroughly. As they drill down into lower-level details, Analyzer's data source viewer allows users to get at the source data by drilling through the OLAP cube to access the relational tables. If there is a particular area of interest, the user can see the underlying table-based data.

Coordinate and Organize Results

As users analyze the data, they find new views, both visual and tabular, that they now want to save and track. As they create these new charts and tables, Analyzer™ allows them to be added to the same report, providing easy access to important metrics and information in a single location.

By default, any changes in the pivot-table data are reflected in the charts. However, users can unlock the charts from the table to allow independent tracking and analysis. Charts can also be easily copied or moved to other related reporting pages in the set.

With charts and tables in hand, users are ready to put them all together for comprehensive corporate performance management.



Powerful built-in time-related functions allow non-technical users to easily compare performance over a variety of time periods, instantly seeing growth rates, percentages, and more – without writing any code at all.



Analyzer provides several dozen types of high-quality, compelling 2D and 3D interactive charts, giving you the flexibility to visualize your data in the most effective manner. Examples shown here are Histogram, BoxPlot, Candlestick, and Pareto charts.

Dashboards

Align at-a-glance insight with
corporate performance

Corporate performance management is the art of linking strategy to core processes and activities through actionable metrics found in dashboards and scorecards. Analyzer™ makes corporate performance management easy by bringing together key performance indicators to provide focus on important areas that are critical to success.

Scorecards are generally used to help communicate and refine the corporate strategy by delivering a consistent view of the metrics that matter most. By understanding how key performance indicators compare to their targets, companies can measure their progress towards achieving strategic objectives. Dashboards are often more tactical and monitor business processes for quick decisions and immediate action.

In the past, scorecards and dashboards have been time-consuming to build and were often displayed in flat reports. Analyzer™ quickly brings scorecards and dashboards to life with its interactive, visual format. Every metric and chart can be easily changed to suit the business need, with no need for IT intervention. Using Microsoft SQL Server's® powerful OLAP technology and KPI features, Analyzer™ delivers powerful scorecard functionality with dynamic data that is the key to successful corporate performance management.

Managing Corporate Performance Using Scorecards and Dashboards

Analyzer™ makes it easy for any business user to create custom scorecards and dashboards by mixing and matching a variety of reporting components. Components include pivot tables, charts and graphs, analytic boards, KPI viewers, process diagrams, web pages, and Reporting Services® reports. Each of these components leverages SQL Server's standard and custom measures as well as SQL Server's KPI feature. In addition, custom measures can be created in Analyzer™, with or without writing MDX expressions, to provide trending and forecasting information.

Analyzer's easy-to-build pivot tables and charts can help users quickly build dashboards that provide multiple views and metrics. When KPIs are added to pivot tables, they not only present the metric, but also present icons that represent the status and trend. Immediately, users can understand the health and direction of the information they care about most. Plus, the data is always as current as the most recent cube refresh.

Analyzer's KPI Viewer brings even more visibility into KPIs. As users add KPIs to the viewer, the actual, current status, trend, and variance are automatically displayed. Users can then add even more visibility to KPIs by assigning an importance rating which can be used to select, organize, and sort your KPIs.

The analytic board component uses a variety of graphical icons, including different styles of arrows and gauges, to visually represent data and KPIs. These icons can be easily positioned and sized as users create their dashboards, and the color and text can also be formatted. For added context, images such as maps can be uploaded into the graphics library and used as background images in the dashboard component. Users can use map images as backgrounds in the dashboard component and overlay gauges and icons on them to offer a geographic perspective.

Analyzer's powerful, flexible user interface brings depth to corporate performance management by enabling users to transition seamlessly from scorecards and dashboards into analysis and detailed reports. As users spot interesting trends, Analyzer's interactive format allows users to easily drill down to more detailed data.

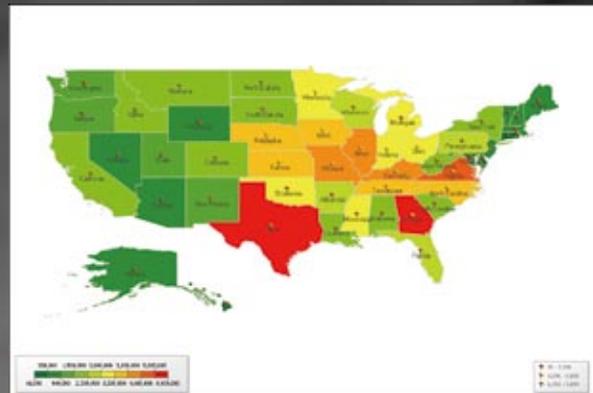
Multiple scorecard and dashboard components can be tracked together using the group function. This allows changes in one component to be replicated across the group. Individual KPIs can also be carefully monitored using Analyzer's watch list. The watch list brings important KPIs to the user's Analyzer™ home page for quick review.

Business Process Monitoring

Managing corporate performance would not be complete without visibility into supporting business processes. Analyzer's KPI Process Diagrams make it easy to monitor the business from a process flow perspective looking at high-level processes from an enterprise view or more detailed processes at the department view. Process owners can drag and drop their KPIs onto the page and choose from directional arrows and process blocks to build each business process. Each process step can have multiple KPIs that display the actual metric, the metric status and the metric trend.



Analyzer supports the use of Key Performance Indicators in your Corporate Performance Management initiatives with powerful and intuitive dashboards featuring Intelligent Mapping, Scorecards, Business Process Diagrams, and more.



Multiple metrics can be represented on the same Analyzer Intelligent Map simultaneously, as shown in this example with the use of both color and icon sets.

Analyzer + SQL Server = The Ultimate BI Solution

The combination of Analyzer™ and SQL Server creates the ultimate BI solution, offering advanced business intelligence that is easy to use and manage, with a proven ability to support large-scale, mission-critical enterprise BI – all with a low cost of ownership.

Architecting a Successful BI Solution

IT Managers appreciate Analyzer's flexible architecture and multiple deployment options. Depending on the preference of the organization and users, Analyzer™ can be deployed for 100% zero-footprint access directly through the Internet Explorer web browser, or can be deployed for access through SharePoint® portals. Analyzer™ can also be deployed as Software-as-a-Service, freeing up precious IT resources. In addition, Analyzer™ may be embedded into existing applications through the use of web services, to support the analysis needs of internal systems like CRM and ERP as well as applications of your own you sell to your customers.

Generating its own MDX code, Analyzer™ can display data from SQL Server Analysis Services® cubes, whether these are MOLAP, ROLAP, or HOLAP cubes. Analyzer™ can also generate SQL queries that can drill back through SQL Server to the original source data in data marts, data warehouses, and operational systems like CRM and ERP. Analyzer™ accesses these various SQL Server data sources through the ADO object model. This seamless integration provides users with multiple analysis options in the environments they are used to working in and are most familiar with.

The most common configuration for Analyzer™ includes hosting the Analyzer™ application on your IIS® web server, which is connected to SQL Server and Analysis Services (OLAP) – each typically on separate servers. Analyzer™ also performs extremely well in a load-balanced deployment, where IIS is load-balanced among several servers. This works well for handling multiple, concurrent users in larger organizations, and offers the users higher availability through the use of failover.

Analyzer™ also integrates with your existing Active Directory security environment, and can also integrate with LDAP and other security configurations such as Kerberos.

Analyzer™ also integrates directly with the data access security defined in your Analysis Services cubes in order to limit access to only the data people need.

Analyzer™ was developed from the ground up using Microsoft's .NET application development framework. Analyzer™ is pure ASP.NET/DHTML and was written specifically for SQL Server Analysis Services with support for SQL Server. Analyzer™ was written in C# using Microsoft Visual Studio as the integrated development environment.

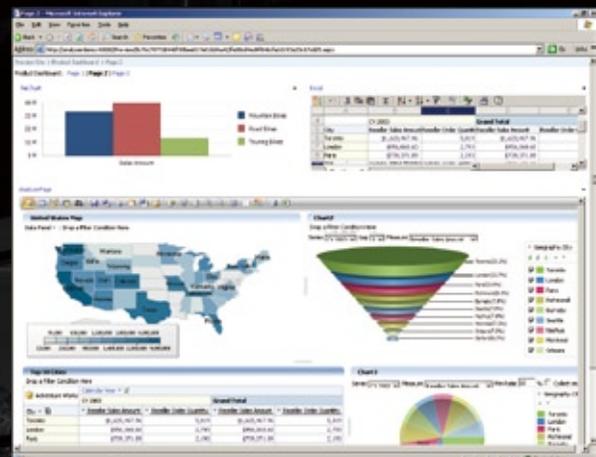
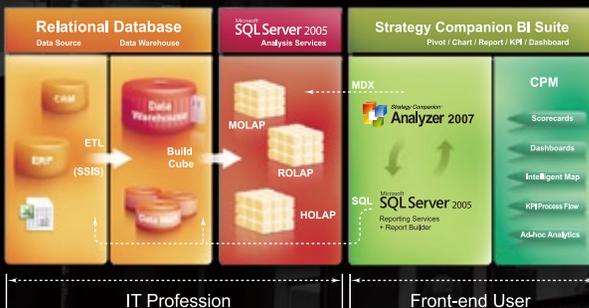
Integration with Microsoft SharePoint Server

Analyzer's seamless integration with the Microsoft technology stack also extends to Office SharePoint 2007®.

Users can create custom SharePoint web pages by adding web parts to a SharePoint page. Web parts are mini blocks of web code that users can combine to create custom web pages.

Users can access Analyzer™ directly from SharePoint through Analyzer's web parts. Analyzer™ offers two web parts -- Analyzer™ Link and Analyzer™ Report. The Analyzer™ Link web part allows users to access a complete, self-contained Analyzer™ environment with full functionality that includes report creation, analysis, and administration.

Analyzer™ also integrates easily with Microsoft Office PerformancePoint Server®, Microsoft Excel®, Microsoft Internet Explorer®, Microsoft SQL Server Reporting Services®, and more. This flexibility enables organizations to operate in familiar working environments and ensures rapid and lasting adoption by users.



Benefits

“Companies that compete analytically don’t entrust analytical activities to just one group within the company or to a collection of disparate employees across the organization. They manage analytics as an organization or enterprise and ensure that no process or business unit is optimized at the expense of another unless it is strategically important to do so.” -- Thomas H. Davenport & Jeanne G. Harris, 2007. Competing on Analytics: The New Science of Winning. Boston: Harvard Business School Press.

The value of information is now being extended beyond the internal business users and out to customers, partners, distributors, and suppliers. This is known as ‘pervasive BI.’ For BI to become truly pervasive, it needs to be easy to access, easy to understand, and easy to share with all users, both inside the company and out. Today, everyone benefits from pervasive BI as they help manage corporate performance, and Analyzer™ makes that happen.

Self-Service BI

Accessing data and developing reports can take a considerable amount of time and IT resources. Many IT departments have full development queues that put delivery weeks and even months away, and business today just can’t wait. Even if IT could turn around development quickly, business users can’t predict every possible report they will need in the future. Today’s BI must deliver a self-service environment that allows users to freely create reports and views as quickly as the business changes.

Easy to Learn

Many BI tools require in-person training courses, limiting deployment to a select few power users and limiting potential value to all users. With Analyzer™, any user at any level can begin creating reports immediately. No formal training is necessary. Analyzer’s user-friendly design, drag-and-drop interface, and context-sensitive menus let users work in a familiar and intuitive environment, making it easy for anyone to begin using Analyzer™ effectively right from the start.

Reduced IT Burden and Costs

Report development is not the only burden on IT. There are the initial costs to deploy reporting tools, as well as installation and configuration activities. The cost of supporting reporting tools can quickly surpass the initial deployment costs. Extending BI beyond corporate walls becomes even more difficult when there is little or no control over the users’ environment. Analyzer™ removes the burden from IT, making it simple to deploy, manage, and extend pervasive BI both inside and outside your organization.

Quick to Deploy

Analyzer™ leverages your existing IT infrastructure, integrating seamlessly with Microsoft technologies.

Analyzer™ is easily installed on existing Microsoft IIS® servers. There is no need for additional hardware. Because users access Analyzer™ through a 100% zero-footprint browser interface, IT no longer needs to spend its scarce resources installing, configuring, and supporting user software.

A Secure Solution

Role-based security provides users with a level of access that matches their needs. Analyzer™ uses Active Directory® to control access, but can also work with other security mechanisms such as LDAP. Analyzer’s tight integration with SQL Server Analysis Services® means any security mechanism needs to be translated into the Active Directory format. Because there are many different potential authentication methods, Analyzer™ provides a web services API to map existing user accounts to Active Directory. Users are automatically added as “general users” and can be regrouped into roles with varying degrees of access.

Analyzer™ also allows you to control access to specific data for each user, as well as access to specific reports and dashboards. This means each Analyzer™ report and dashboard is able to show different sets of data to different users.

Simple to Maintain

Not only is it easy to install and deploy Analyzer™, but once it’s up and running, Analyzer™ is also simple to maintain. Analyzer™ requires no need for special monitoring because it is based on Microsoft technologies and can be monitored using the same monitoring tools used to monitor SQL Server and IIS.

A Scalable Solution

A successful BI solution must be able to scale to handle hundreds or thousands of users simultaneously. Analyzer™ has been designed with these important considerations in mind and is able to meet even the most demanding user loads. Hundreds of users can be handled with a single server, and Analyzer’s load balancing option allows it to scale up to thousands of users.

Analyzer™ is also available in a software-as-a-service (SaaS) model. Using SaaS, Analyzer™ can be hosted on your server(s) and accessed easily by your customers, just as if each customer had their own on-premises Analyzer™ installation.

Easy to Extend

Any authorized user with a web browser can access Analyzer’s full functionality, according to the permission level you assign them, making it easy to extend BI beyond your corporate walls. For multi-company requirements, Analyzer™ is available in a multi-tenant version and operates exactly the same as the single company version.

The value of your data extends beyond you and your external partners. Analyzer™ can help you create new revenue streams by allowing you to offer data and analytical tools to your customers. OEM’s can easily customize and integrate Analyzer™ into existing applications. OEM developers can use Microsoft Visual Studio® to access and customize Analyzer’s web services and APIs. Plus, Analyzer’s zero-footprint web-based browser interface makes it easy to deploy and extend to customers around the world.

Case Studies



WebTrends Extends their Passion for Analytics with Analyzer™

WebTrends Inc. provides solutions that dramatically improve web results for many of today's largest companies and most innovative marketers. They are passionate about web analytics and share that passion in products and services that help their customers optimize their web marketing programs. WebTrends wanted to extend that passion to their customers by providing an easy way to analyze data from Visitor Intelligence™, their key product for insight into visitor behavior.

As a cutting-edge leader in web analytics, WebTrends knew they needed a way to offer customers reporting and analytical access to the information generated by their Visitor Intelligence product. Visitor Intelligence manages a comprehensive visitor Interest Profile that combines online and offline data to provide insight into a customer over time. For WebTrends' customers, these reports must be customizable, easy to access, and intuitive to use.

WebTrends is pleased to have discovered Strategy Companion's Analyzer™. They saw Strategy Companion's enthusiasm for analytics and found Analyzer™ to be the best reporting and analytical tool on the market. Feeling confident with their decision and ready to move forward, WebTrends worked with Strategy Companion to embed Analyzer™ into its Visitor Intelligence product. Barry Parshall, Director of Product Management says the Strategy Companion Technical Support department has been brilliant. He adds, "They have bent over backwards to help us meet our schedules."

Integrating Analyzer™ with Visitor Intelligence went extremely well and WebTrends is excited about the addition. "Analyzer™ was very easy to embed," relates Parshall. "It is much better designed for OEM-ing than we found in other offerings. We have found Analyzer™ to be a unique blend of incredibly rich functionality that has been easy to leverage. Importantly, our customers find it easy to use. It is rare to find a product of such impressive functionality that is so straightforward for business users to understand."

"Instead of focusing all our time and resources creating reporting tools, Analyzer™ lets our engineering resources develop solutions that provide higher value to our customers."
-- Barry Parshall, Director of Product Management

PH Tech Transforms its Healthcare Analytics with Analyzer™ from Strategy Companion

PH Tech (Performance Health Technology Inc.), established in 1996 with the launch of its Clinical Integration Manager™ (CIM) medical management system, is now a healthcare management industry leader. PH Tech solutions are used by healthcare providers and payers in the analysis, design, operation, and administration of managed care rules, such as referrals and prior authorizations.

PH Tech believes the key to their success is providing accurate, consistent information to its healthcare clients, along with the tools needed to effectively analyze and understand data that enables them to provide professionally-managed healthcare services. In order to further add value to the information through advanced analytics, PH Tech embarked on a search for a powerful, web-based analytics tool that was easy to deploy and use for both clients and internal personnel.

Analyzer™ empowers PH Tech clients and internal users with an incredibly easy-to-use set of analysis tools, dramatically increasing the quality of their analyses, resulting in deeper understanding of key healthcare management issues. Coupled with advanced visualization and collaboration capabilities, decision makers can now see and communicate to others exactly the right information.

PH Tech customers can now easily create visually-compelling reports consisting of one or more pivot tables, charts, Key Performance Indicator scorecards, dashboards, web pages, Reporting Services reports, and more. This flexibility is enabling new types of healthcare management reporting and analysis that previously were not possible or simply too difficult or cumbersome to implement.

Although ease of use for customers was of paramount importance to PH Tech, it was also important that the solution integrate smoothly with their existing IT environment. "We're a SQL Server 2005 shop and it couldn't be easier to implement Analyzer™ and get people to use it," stresses Chad Casady, Director of IT. "The IT Department was pleased that there was so little effort in adding Analyzer™. It just works!"

"With Analyzer™, it is very simple to design charts and other graphic representations of our data. Other systems seemed much harder to use." -- Chad Casady, Director of Information Technology at PH Tech



Strategy Companion provides the most advanced and easy-to-use Business Intelligence front-end available for the Microsoft SQL Server platform. Our Analyzer™ solution is now making Self-Service BI a reality, leading to better business decisions and results for organizations worldwide.

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