

Get Smart.

You don't need more information. You need better insights into the information you already have.

That's what ProClarity® is all about. We help you transform vast amounts of information—on everything from sales and market trends to customers—into useful, context-relevant and actionable business understanding. In short, we help you get smart.

The importance of understanding.

The only way to successfully navigate the critical business factors that influence today's competitive landscape is by understanding your customers, competitors and business operations. That's the only way you can make truly intelligent decisions for the most profitable outcome. ProClarity analytics give you the power to understand information, helping you drive strategy and tactics and strengthening your competitive advantage.

Turning information into action.

Understanding is critical because meaningful action can't take place without it.

- *Data* when viewed within context and critiqued for relevance becomes *information*.
- *Information* is useful, but when it is combined with synthesis it becomes *understanding*.
- When people truly *understand* the key areas of business performance that drive outcomes, they are better equipped to act on that insight in ways that maximize profit.

Get the intelligence you need, intelligently.

ProClarity's ability to deliver a framework for understanding key business drivers makes ProClarity ideal for decision makers, who need to work quickly and accurately in order to respond to rapidly changing business conditions.

ProClarity Analytics Platform.

The ProClarity Analytics Platform consists of the ProClarity Analytic Development Platform and the ProClarity Analytics Suite. These products are designed to let you decide which approach to analytics is best for your enterprise: custom analytic applications using the ProClarity application development platform or install-and-go using the pre-developed ProClarity Analytics Suite. The application development platform can also be used in conjunction with the ProClarity Analytics Suite to tailor functionality from the user interface to the Server environment.

Key Benefit: You can have analytics your way or our way. The choice is yours. Install-and-go today with the ProClarity Analytics Suite and leverage our award-winning analytic products out of the box with the flexibility to customize at a later date, or use our analytic components and APIs to create a custom analytic application that meets your exact requirements.

ProClarity Analytic Application Development Platform.

At the heart of all ProClarity Analytic products is the ProClarity Analytic Application Development Platform, which is designed specifically for organizations seeking to build sophisticated, custom analytic applications. Built on the most open and accepted standards, this development environment is highly componentized to ensure maximum customization options and developer productivity.

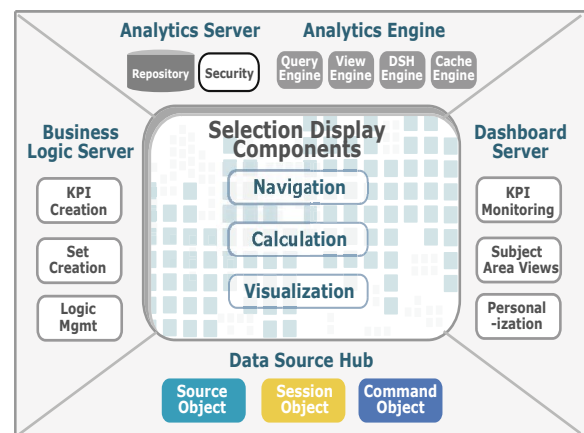
Over fifty commercial analytic solutions and hundreds of sophisticated corporate applications have the ProClarity Analytics Application Development Platform at their foundation.

The ProClarity Analytics Application Development Platform contains 51 components, 219 objects, 68 collections, 1,949 properties, 1,209 methods 140 constants and 392 events. These components are all fully documented and are centrally managed by our unique central abstraction layer called the ProClarity Data Source Hub (PDSH), which establishes communication between components, creates connections to data sources and formulates queries.

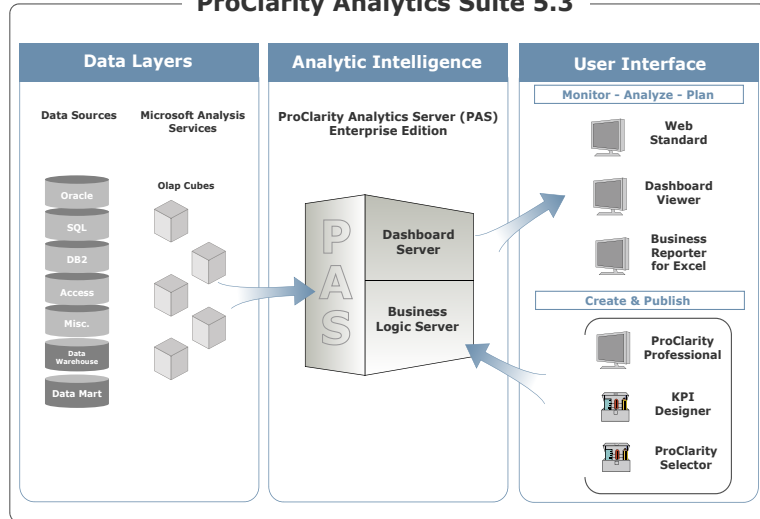
The ProClarity Data Source Hub removes any concern over inter-component compatibility, ensures maximum isolation of any customization and enables the platform to be fully extensible.

Key Benefit: The ProClarity Analytic Application Development Platform enables enterprises to build a completely customized analytic application that meets their exact requirements, using ProClarity components as building blocks, providing the ultimate in flexibility for customization and integration.

Architecture of the ProClarity Analytics Application Development Platform



ProClarity Analytics Suite 5.3



ProClarity Analytics Suite.

The ProClarity Analytics Suite, built entirely from components in the ProClarity Analytics Development Platform, is comprised of Server and Client elements that are bundled together to provide your organization with a unique product set to deploy powerful, enterprise-wide understanding.

This suite of products is built on a 'publish and consume' workflow, whereby advanced users, such as business analysts, have the ability to publish business rule definitions, analytic best practices (such as queries and member/set definitions) and Key Performance Indicators (KPIs) to the ProClarity Business Logic Server for consumption by decision-makers.

As a result, your organization's best analytic practices become the starting point for information synthesis, speeding users to consistent, fact-based decision-making.

Key Benefit: The install-and-go approach of the ProClarity Analytics Suite means enterprises can start realizing productivity benefits in a matter of days.

The ProClarity Analytics Suite consists of the following pre-assembled products.

ProClarity Analytics Server.

The ProClarity Analytic Server is a middle tier server that is the foundation of the ProClarity analytics experience. It manages connectivity to underlying data cubes,

delivers analytics to users by rendering user interface experiences, processes queries and centrally manages security administration, connection pooling and caching.

The ProClarity Analytics Server propagates centralized business logic that has been published to the Business Logic Server throughout the enterprise, ensuring the maintenance of one version of the truth.

Key Benefit: Information Technology professionals can easily manage and administer their analytic infrastructure from one central location. The centralized storage of business logic means that in the inevitable case when business rules, KPIs, member and set definitions change, they can be altered at the Server layer and propagated throughout the enterprise.

Business Logic Server.

The ProClarity Business Logic Server™ (BLS) is a installable option that works with the ProClarity Analytics Server and is the central storage and management hub for pre-defined analytic best-practices such as business logic and rules, Key Performance Indicators (KPIs), queries, member and set definitions.

Power users and analysts create, manage and store analytic logic to the ProClarity Business Logic Server, ensuring the propagation of 'one version of the truth' throughout the enterprise. No longer will organizations waste time with many inconsistent definitions

of 'at risk customer' for example, as these definitions will be created and published to the Business Logic Server layer.

The ProClarity Business Logic Server comes with two user-interface tools, the **KPI Designer** and the **ProClarity Selector** that help analysts create and publish KPIs, views and sets.

The KPI Designer comes pre-loaded with 19 templates and features a wizard driven KPI builder that steps analysts through the task of creating unique KPIs, all without any requirement to work with the underlying query language. Similarly, the ProClarity Selector steps analysts through the task of building queries that result in analytic sets.

Key Benefit: Decision-makers now have the ability to make consistent decisions faster than ever before because their decision-making path starts with the application of pre-defined business rules, easily consumable KPIs and by leveraging analytic best-practices that have been stored on the Business Logic Server and applied throughout the decision-making process.

ProClarity Dashboard Server.

The ProClarity Dashboard Server renders business monitoring views (via the browser-based Dashboard Viewer) to users who need to monitor their key business metrics and manage exceptions. The Dashboard Server delivers centralized views throughout and enterprise and can be personalized to display content that is specific to a subject area, such as category management, and incorporate external reference points such as relational reports and external web content.

Key Benefit: IT professionals and subject experts can centrally setup Dashboard content to help monitor business performance and align decision-makers around organizational objectives.

ProClarity Professional.

User type: Business analysts or 'Power Users'

The ProClarity Professional is a powerful tool that allows analysts to conduct complex data analysis in an unstructured manner and delivers users a broad range of data visualizations, calculations and new techniques to facilitate the rapid synthesis of information. Furthermore, analysts can create, manage and publish best analytic practices, KPIs, queries, sets and logic to the ProClarity Business Logic Server, thus sharing their analytic knowledge throughout the enterprise.

The ProClarity Professional comes in a web-based thick browser client, which can be administered from the server, and a Windows desktop client.

Key Benefit: Unstructured root-cause analysis and data exploration is facilitated. Powerful authoring and publishing rights enable the propagation of centralized business logic, removing a layer of complexity for decision-makers and promoting enterprise-wide understanding.

ProClarity Web Standard.

User-type: General business decision-makers.

ProClarity Web Standard which comes in a true zero footprint browser-based client, and is designed to provide users with an ad-hoc analytic experience for interpreting and understanding the factors that drive business outcomes. Web Standard provides users with structured yet powerful data visualization, navigation and calculation features.

Users of the ProClarity Web Standard can be guided by centralized business logic when exploring data, trends and exceptions, thereby ensuring the consistent application of business rules and definitions to their ad-hoc analyses.

User interface product comparison

Features	ProClarity Professional	ProClarity Standard	Dashboard Viewer	Business Reporter
Unstructured data exploration	■			
Create analytic logic	■			
Create KPIs & sets	■			
Publishing rights to Server/s	■			
Powerful ad-hoc analysis	■	■		
Advanced data visualization	■	■		
Intuitive navigation	■	■		
Collaboration	■	■		
Create spreadsheet models				■
Monitor performance			■	

Key Benefit: Structured yet powerful ad-hoc analysis capabilities that provide context and relevance to data exploration. The ability to apply centralized business logic from the ProClarity Business Logic Server which promotes enterprise-wide understanding.

ProClarity Dashboard Viewer.

User type: All users who need to monitor business performance

The ProClarity Dashboard Viewer is a zero-footprint thin client that can be used in the daily monitoring of key business metrics against benchmarks. Users can customize their Dashboard Viewer to include their own KPIs, OLAP views, relational reports, spreadsheets and external websites, providing them with all the information they need about their business right at their fingertips.

Subject areas can be created by experts in a business discipline and published via the Dashboard Server for application in the daily jobs of specified employees. For example, a Category Manager can create a subject area on 'category management best practices' which can be referenced by others in the same department.

Key Benefit: Users can easily monitor performance of key business metrics and quickly analyze exceptions when needed. Publishing 'subject areas' means best practices can easily be shared throughout the enterprise.

ProClarity Business Reporter for Excel.

User type: All users with a need to create sophisticated business models.

The ProClarity Business Reporter for Excel allows users to create sophisticated spreadsheet models that maintain live data-feeds as well as create high-quality formatted business reports in the familiar Excel spreadsheet environment.

For example, weekly sales reports or quarterly forecast models no longer need to have data manually re-entered for each revision. ProClarity automatically does all the work behind the scenes to keep your information current.

Key Benefit: The ability to easily and reliably create sophisticated business models that maintain a live data feed from ProClarity to the Business Reporter for Excel, saving time and enhancing data model accuracy.



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Licensing.

ProClarity has developed a flexible approach to licensing. A recommended enterprise licensing model consists of bundling of the ProClarity Application Development Platform and the ProClarity Analytics Suite, comprised of the following server-based products and a number of user-interface clients based on company size and user-types.

Servers:

- ProClarity Analytics Server 5.3
- ProClarity Business Logic Server featuring KPI Designer and Selector
- ProClarity Dashboard Server

Clients:

- ProClarity Professional
- ProClarity Web Standard
- ProClarity Dashboard Viewer
- ProClarity Business Reporter for Excel

Hardware and Software requirements.

Clients:

- Windows 98SE, NT, 2000 and XP
- Internet Explorer 5.01, 6.0
- Netscape 7.02, 7.01
- Analysis Services

Analytics Server:

- Windows 2000 and 2003
- IIS 5.0 and 6.0
- Analysis Services
- Briefing Book Repository: SQL Server 2000

Office Integration:

- Office 2000, XP and 2003
- Excel 97, 2000, XP and 2003

*64-bit SQL Server™ 2000 is supported

Sample customers

ABB Group
ABN AMRO
ACE Insurance
AT&T
Accredited Home Lenders
Ahold
Allstate
Aramark
Arkansas Children's Hospital
AstraZeneca
Blue Cross of Idaho
Chiquita Brands International
Clear Channel Communications
CompUSA
Eckerd Corporation
Ericsson
Genuine Parts
Hallmark Cards
Harrods
Hewlett-Packard
The Home Depot
InFocus
Information Resources, Inc.
International Rectifier
Jefferson Wells
Jiffy Lube
Kimberly Clark
Level 3 Communications
L'Oreal
Lockheed Martin
Lloyds TSB
Marshalls
Masco, Inc.
McDonald's France
Multek Multilayer Technology
Nabisco
NCCI Holdings, Inc.
Nordstrom
Option One Mortgage
PeaceHealth
Pennzoil QuakerState
Pfizer
Procter & Gamble
Publix Supermarkets
Reckitt Benckiser
Reuters
RiteAid
RMC Group
Roche
Royal & SunAlliance
Safeco
Schiesser
Shurgard Storage Centers
Siemens
Tenet Healthcare
Time, Inc.
Uniden
Union Standard Insurance
USDA
U.S. Navy – Naval Surface Warfare Center
Van Kampen Investments
Vanderbilt University Medical Center
Verizon
Veterans Health Administration
Vodafone
Weiser Lock
Wells Fargo
West Farm Foods
Winn Dixie Stores