

ProClarity Analytics Family

Accelerated understanding

The ProClarity Analytics family enables organizations to centrally manage, store and deploy best practices and key performance indicators (KPIs). It speeds understanding by providing powerful ad-hoc analytic capabilities, unique data visualization and navigation to users across the entire enterprise

Analytics Family: servers

The Dashboard Server, Business Logic Server and Analytics Server are designed to centralize information access, business rules and performance monitoring.

Dashboard Server

The Dashboard Server is an alternate presentation layer for analytics that are rendered by the Analytics Server. The Dashboard Server facilitates business performance monitoring and provides users with a timely snapshot of how they are performing against business objectives. The Dashboard Server, together with the Analytics Server and Business Logic Server, provides the framework for rapidly deploying highly manageable dashboards and scorecards.

Users can create personalized dashboards focusing directly on their specific KPIs and other information they need to monitor. Also, specific 'subject areas' can be centrally administered at the Dashboard Server,

allowing content experts to propagate unique best practices and share with other decision makers in that field. A category manager, for example, can assemble KPIs and views that promote best practices for a category management subject area. These published subject areas can then be shared with other decision makers, enabling them to apply best practices to their own work.

The Dashboard Server is one key way that group, departmental and enterprise-wide understanding is gained. It rapidly provides users with a timely snapshot of how they are performing against objectives. Dashboards may be deployed alone or integrated within an enterprise portal solution such as Microsoft SharePoint Portal Server to provide scorecards on organizational performance.

Business Logic Server

The ProClarity Business Logic Server includes the client-side tools required to create, publish and manage business logic that is stored on the Analytics Server. It allows you to centrally store pre-defined analytic best practices, including business logic and rules; key performance indicators (KPIs); and member and set definitions.

Analysts and business users can create, manage and store analytic logic to



the Business Logic Server, ensuring the organization operates from ‘one version of the truth’ at all times.

The Business Logic Server comes with two client-side tools, the KPI Designer and the Selector. These tools help analysts create and publish business logic.

The KPI Designer is preloaded with 19 templates and features a wizard driven KPI builder that rapidly steps analysts through the task of creating unique KPIs, all without requiring knowledge of the underlying query language. Similarly, the Selector steps analysts through the task of building dynamic sets of members

processes queries and centrally manages security administration, scaling and caching.

The Analytics Server translates user activity at the analytic intelligence layer into queries that the database can understand and returns the results. It leverages the Microsoft Analysis Services platform, which is best in class at integrating data from disparate sources across the enterprise.

The Analytics Server utilizes Microsoft security and provides an additional layer of security at the repository level. It can adapt to integrate with virtually any security model available: Active Directory, various

Analytics Family: clients

- Analytics Dashboard Viewer
- ProClarity for Reporting Services
- ProClarity for SharePoint Portal Server
- Analytics Web
- Analytics Professional

Analytics Family: servers

- Dashboard Server
- Business Logic Server
- Analytics Server



Make insightful choices faster

ProClarity allows you to rapidly create and deploy highly manageable dashboards and scorecards. You can provide users with an easy to understand snapshot of company performance while promoting “one version of the truth” and increasing the speed of understanding.

comprising multiple layers of business logic, logical operators, sorts and filters.

The Business Logic Server, together with the Analytics Server and the Dashboard Server, provides the centralized logic and KPI definitions for rapidly deploying highly manageable BI solutions.

Analytics Server

The ProClarity Analytics Server is a middle-tier server that manages connections and queries to underlying data cubes; delivers analytics to users by rendering user interface clients;

types of LDAP and Single Sign-On (SSO). Plus, it operates well in a clustered environment enabling simultaneous scaling to thousands of users.

High speed caching to the Analytics Server accelerates performance. The caching engine ensures the previously requested queries are served up from middle-tier cache, saving a round trip from the Analytic Server to the OLAP server - as well as clearing the cache as OLAP data is refreshed. Cached data is delivered near real-time with 100% accuracy.

Analytics users

In every organization there are three levels of analytic users.

Casual/monitoring

users: individuals in need of casually checking into current conditions or monitoring conditions and activities to make sure they are on track.

Power users: those who need to monitor, investigate, model, analyze and create scenarios to make decisions, support actions and guide operations.

Publishers: experts trained in analysis and charged with developing and sharing big insights and best practices.

Analytics Family: clients

Analysts, decision makers and information consumers interact with the Analytics Family Servers using a wide variety of both rich and thin client interfaces.

ProClarity recognizes various levels of usage and develops solutions for each. Casual and power users do not have to be experts in the technology of analysis to use and share its benefits. Authors can create, build and deploy insights to an entire enterprise.

Analytics Dashboard Viewer

For casual/monitoring users

The Analytics Dashboard Viewer provides a timely snapshot of organizational, departmental or individual performance against objectives.

Users monitor relevant key performance indicators (KPIs) using the Analytics Dashboard Viewer. Dashboards provide quick, one-stop shopping for business-critical understanding and can be tailored to ensure only the most useful content is viewed.

Any number of ProClarity data visualizations as well as external content, such as links to frequently used relational reports, web-based content or external websites can be viewed within a customized dashboard. Moreover, the KPI monitoring may be color coded based on thresholds. The color of a particular KPI changes as it nears, meets or exceeds a pre-determined level. KPI thresholds are managed within the administration area of the Dashboard Server which seamlessly integrates with the ProClarity Business Logic Server to render those KPIs throughout the enterprise.

The Analytics Dashboard Viewer enables decision makers to move quickly from monitoring KPIs into ad hoc query mode. When users need to analyze a KPI that is

under-performing, for example, the Dashboard Server intuitively launches the Analytics Web client to allow the decision maker to actively engage in the information synthesis process to understand a data point and to take action.

ProClarity for Reporting Services

For casual/monitoring users

Finally, decision makers can seamlessly move between reading the data in a report to analyzing the detail behind the figures.

Blending the analytic capabilities of ProClarity with Microsoft's full-featured reporting solution is a powerful combination - at a fraction of the cost of competing solutions.

Through integration with Microsoft Reporting Services, ProClarity delivers unmatched BI functionality by adding the best ad-hoc dimensional query capabilities to the broadest family of information delivery tools. With the simple click of a mouse, business users can gain better understanding of their reports by using ProClarity to analyze their data.

Report authors can place a link in a Reporting Services report directing consumers to ProClarity. From there, decision makers can use ProClarity's advanced visualization features to analyze report data and gain a deeper understanding of their business.

Plus, ProClarity for Reporting Services means data analysis happens without the request of new reports from IT, thereby greatly reducing the time to make an informed decision.

ProClarity for SharePoint Portal Server

For casual/monitoring users

With ProClarity for SharePoint Portal

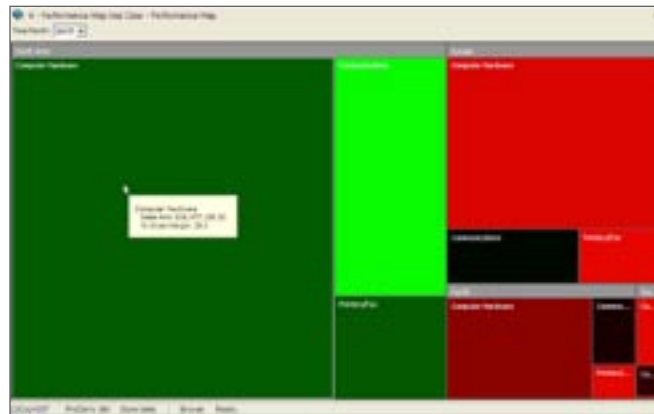
“ProClarity allows us to effectively deliver consistent and consolidated information to our users from a variety of sources. Users now have immediate access to imperative data right through their desktop which facilitates much more efficient and informed decision making.”

Lucy Butterson
Project Manager

Reuters Plc., London

Server analytic views can easily be displayed within a Microsoft Office SharePoint Portal Server making decision makers more productive by providing them with at-a-glance knowledge of key business drivers and performance metrics.

ProClarity for SharePoint Portal Server is a web part that displays ProClarity analytic views within a SharePoint Portal system. It enables the deployment of a zero-footprint web client with a shared business logic layer and reporting integration, making it easy for IT or business users and analysts to publish meaningful analytic views to a SharePoint Portal Server with zero code.



Report authors can easily publish their own ProClarity views in the SharePoint Portal Server and share them with others. And it's easy to deliver tailored analytics by creating web parts to display ProClarity views, static or full interactivity, within the portal. The full ProClarity analytic client can be linked to any ProClarity view within the portal, enabling a quick transition to powerful analytic capabilities.

Views and metrics based on consistent data and common definitions can be published in the portal. This delivers pre-defined business rules and makes easily

consumable KPIs quick to add and maintain. Thus, the best analytic practices within an organization can be easily shared.

Analytics Web

For power users

Analytics Web offers business users the advantage of fast, fact-based decision making. Users typically work with Analytics Web to consume published analyses; apply business logic from the Analytics Server and to perform ad hoc analysis.

This interface is very similar in look and feel to that of Analytics Professional. Because the Analytics Web is a true zero-footprint client, requiring no downloading or installation on a

Performance Map

Performance Map is perhaps the best visualization for providing a single interactive view that helps measure business performance. It marries the elements of size, space and color to provide a cohesive map of performance.

user's desktop, it can be used anywhere and on virtually any computer, inside or outside the enterprise firewall. It's also easy to tailor to by organization or by individual needs with zero code, allowing IT to deploy as much or as little analytic horsepower as necessary. Plus, it's context sensitive and will re-configure itself based on the location of the user within the data cube.

Analytics Web offers powerful ad-hoc analysis, visualization and calculation capabilities that promote efficient information synthesis - leading to better decisions

faster. It also provides users with some of the most inventive and intuitive data visualization and navigation tools to guide them through the process of exploring and synthesizing information. Other powerful navigation and visualization features include point-and-click navigation; slicers; drill to detail; drill down/drill up; expand/collapse;

Analytics Professional can be licensed to include powerful tools that enable the creation and sharing of business views, analytic sets and KPIs via the Business Logic Server. This allows advanced users to publish analytic findings out to colleagues for rapid decision making.

The central storage and management of analytic logic means mass updates are administered in one place, saving the tremendous effort of manually locating and updating existing logic.



Decomposition Tree

The patented train-of-thought 'decomposition' view speeds users through the steps of root-cause analysis, highlighting business impact faster than any leading competitor.

isolate/eliminate; collaboration and links to external data sources.

Users of Analytics Web consume published briefing books stored centrally on the Analytics Server. This lets the user apply business rules against data and view KPIs.

Analytics Professional

For power users

Analytics Professional delivers sophisticated analytics to speed advanced business users to understanding.

Advanced users and business analysts take advantage of this powerful interface that facilitates unstructured analysis of data, specifically root cause analysis; advanced calculation and data exploration.

For ultimate flexibility, the Analytics Professional can be deployed as either a desktop or web-based application. Both versions require users to download and install components from the ProClarity Analytics Server to their desktop.

ProClarity Business Reporter for Excel

For power users

The ProClarity Business Reporter for Excel lets users create sophisticated spreadsheet models that maintain live data feeds. It is also used to create high-quality formatted business reports in the familiar Excel spreadsheet environment. This simple, wizard driven tool allows users to export live OLAP data into a familiar Microsoft Excel spreadsheet.

Maximum value through shared insight - Targeted information publishing

Organizations sharing knowledge and understanding are the most focused and successful. ProClarity clients help facilitate the sharing of expert insights by offering advanced publishing capabilities. Key findings can be exported to Microsoft Reporting Services, Microsoft Excel and to the ProClarity Analytics Server - publishing the desired information in the desired format. The dimension filters in ProClarity Perspectives also allows publishers to deliver specific information to specific decision makers, eliminating the burden of non-relevant data.

The relevancy of information to the issue at hand is a critical component to reaching effective business decisions. ProClarity Perspectives deliver the right amount of information to the right users. Through the use of dimensions filters, ProClarity Perspectives allows publishers to deliver the right amount of information to various user groups. Knowledge workers get the information they need to make better decisions, without being burdened by non-relevant information that may get in the way.

Technical Requirements

For a complete listing of technical requirements for the ProClarity Analytic Family, visit: www.proclarity.com/install/requirements.pdf.

ProClarity's Analytic Family is just one of a spectrum of complementary analytic applications including ProClarity Live Server, designed to utilize live, persistent connections to multiple sources of data in a single unified view to track performance as it happens, and ProClarity Analytic Platform, ensuring the scalability and longevity of your BI implementation.

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For more information

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