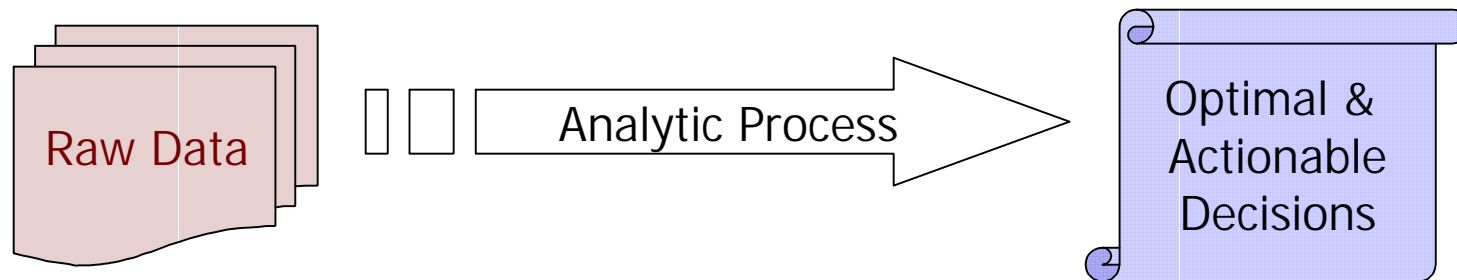




decisionstudio

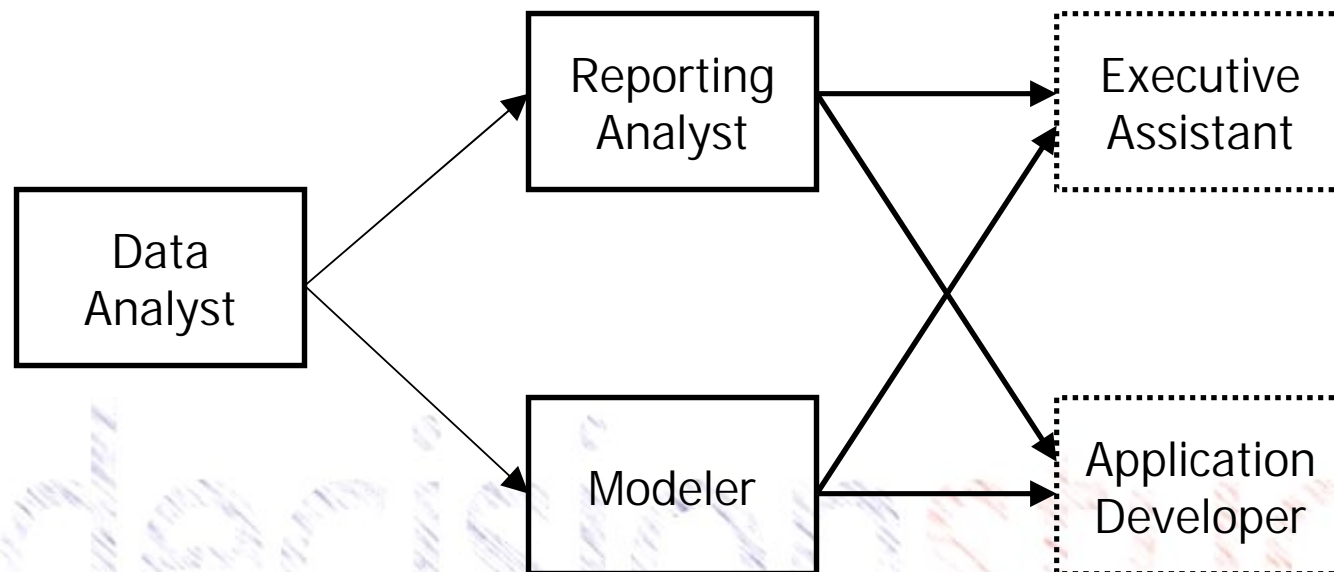
Desktop BI Platform

The Analytic Process



- ❏ Conversion of raw data into optimal decisions
- ❏ Distinct Activities and Roles
 - ❏ Data Warehousing: Standardization for easy retrieval
 - ❏ Published and Interactive Reporting
 - ❏ Modeling and Data-Mining
 - ❏ Information Delivery & Decision Support
 - ❏ Closing the loop – automating operational decisions

Analytics Value Chain

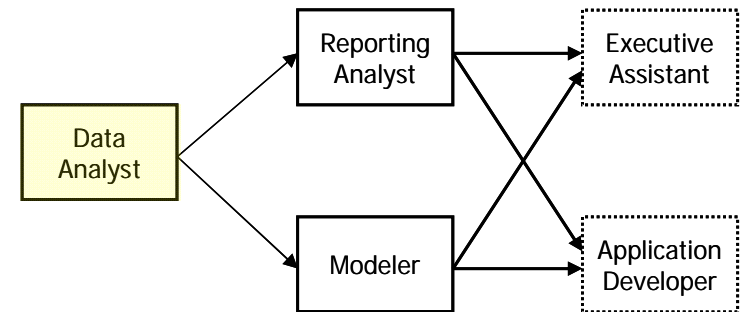


DecisionStudio Professional

- Desktop based BI Platform

Data Analyst

- Prepares Dataset for Analysis
- Designs Data Model
- Input:
 - Flat files, Excel, Databases
- Output:
 - Analysis Dataset (database, Excel, Flat Files)

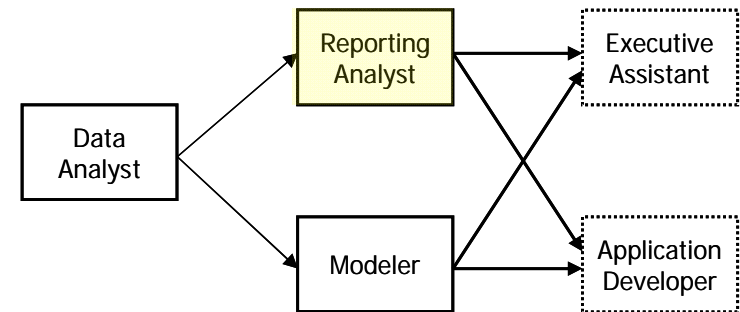


DecisionStudio Professional Features:

- Optimized & preconfigured Data Warehouse
- SQL Workbench
- Data Import & Publishing of Datasets

Reporting Analyst

- Business Analysis, Reports
- What-if Analyses
- Input:
 - Analysis Dataset (database, Excel, Flat Files)
- Output:
 - Graphs, Charts, Pivots, Drill-down Reports

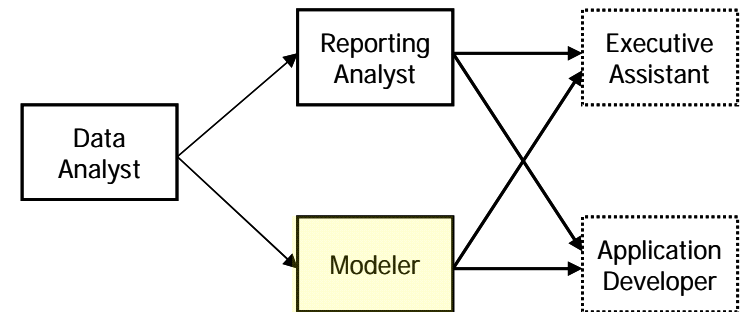


DecisionStudio Professional Features:

- Excel based Charts, Graphs, Pivots, and Reports
- Multi-format (PDF, HTML, etc.) Reporting Toolkit

Modeler

- Modeling and Data-mining
 - Mathematical/Statistical/Simulation
- Forecasting, Segmentation
- Clustering, Market Basket Analysis
- Input:
 - Analysis Dataset (database, Excel, Flat Files)
- Output:
 - Models, Forecasts, Scores, Lift Charts

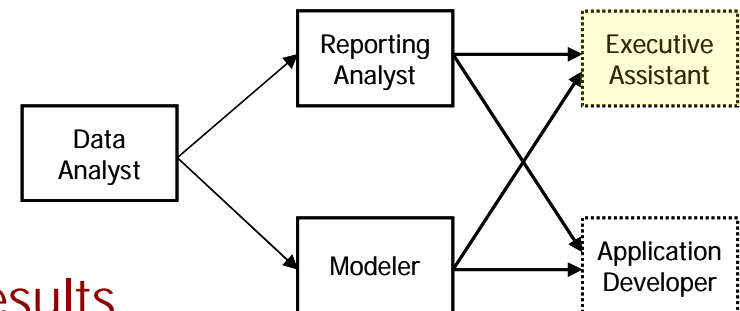


DecisionStudio Professional Features:

- R Modeling and Analysis Environment
- Specialized environment based on design by AT&T Bell Labs
- Integration with Office Tools

Executive Assistant

- Bridging Analysts & Management
- Facilitates Decisions
 - Prepares Executive Summary
 - Weaves a coherent picture around results
 - Prepares Actionable Recommendations for Management
- Inputs:
 - Results from Data Analyst, Reporting Analyst, and Modeler
- Output:
 - Executive Summary, Reports, and Recommendations



DecisionStudio Professional Features:

- Simplified process
- Integration with Office Tools
- Persistent results at each end of Analytics Value Chain

Application Developer

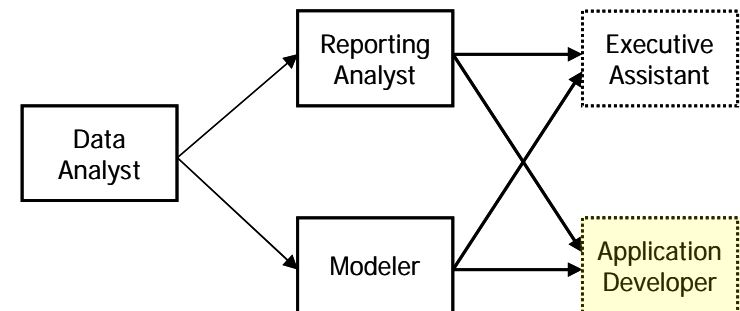
- Integrating Analytics with IT
- Building Intelligent Applications

- Input:

- Results from Data Analyst, Reporting Analyst, and Modeler

- Output:

- Decision Support Applications
- Automated Decisions in Operational Systems



DecisionStudio Professional Features:

- Open Standards and APIs
- Strong Integration with Java and Python
- Drag and Drop Python GUI Development Environment

Summary

- DecisionStudio is:
 - Making advanced Analytics accessible and affordable
 - Helping organizations simplify and manage the analytics value chain
 - Shifting the focus from hype to cost and productivity
 - Providing the best BI platform, under GNU Public License

Making Business Intelligence simple and productive.

In 2005, the vision of "information democracy" (information available broadly to employees, consultants, customers, suppliers and the public) will re-emerge as a driving force for BI. [Source: Gartner]