

## WHY BUILD WHEN YOU CAN BUY? WHY WAIT WHEN YOU CAN START ANALYZING NOW? WHY DO A COSTLY BI PROJECT WHEN YOU DON'T HAVE TO? WHY NOT SAVE TIME, MONEY AND ENERGY FOR YOUR CORE BUSINESS?

Give your Business Intelligence initiative a running start with appBI and start monitoring your business rightaway. appBI covers 90% of your analytical needs at 10% cost. You can incrementally add cubes and dashboards specific to your business.

appBI is a pre built Business Intelligence package consisting of ready to use dashboards, data cubes and data pumps for Oracle EBS environments. appBI incorporates best of class methodologies, processes, architectures and technologies. appBI enables strategic, tactical and operational insights and decision-making.

The appBI Business Intelligence package transforms raw operational data from your databases into meaningful and useful dashboard information. It enables your executives to monitor and evaluate manufacturing, marketing, and finance operations on a daily basis, and to gain insight for more effective decision-making. appBI is an out of the box Business Intelligence Solution and offers commonly needed dashboards to monitor fiscal and operational status, diagnostic and analytic data for CEOs, CFOs, Marketing Directors and Planners. The intuitive and drill down capable dashboards provide detailed analysis for all levels of management. It uses logic and formulas based on industry best practices and key performance indicators (KPIs).

## Benefits

Business leaders get business performance information they need quickly and easily

"Drill down" into detailed transactional level information for quick and easy analysis without impacting the performance of your production systems

Pre-defined executive and management dashboards

"Plug and play" with Oracle eBS R12/11i

Non-technical business users can create new or modify existing dashboards on their own

Upto 90% savings on Business Intelligence investment

## Features

### appBI data pump

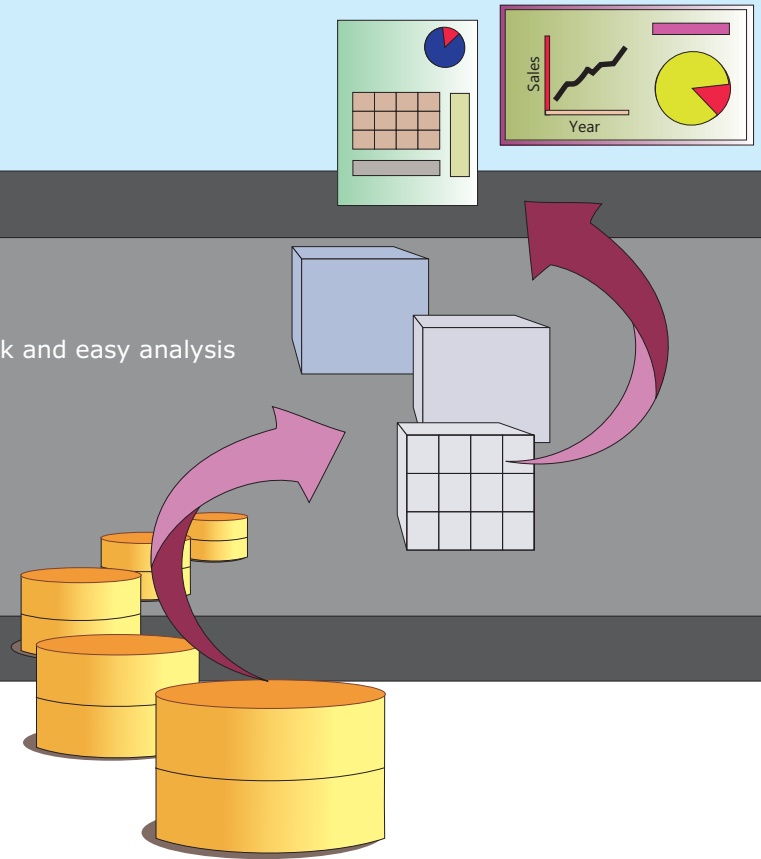
The data pump (appEXTRACT) connects to Oracle eBS or any other database, extracts and loads the appBI Schema. The end user selects data elements to be loaded into the appBI Schema and the frequency that the data will be refreshed.

### appBI data schema

The Oracle based schema is pre-configured to hold enterprise-wide data for Finance, Supply Chain Management, Sales & Marketing, Customer Service and Operations. Though the schema is very comprehensive, it can still easily be extended to meet any customer specific data needs. Provides for consolidation of data from multiple divisions, instances and external databases.

### appBI presentation layer

The presentation layer is built using Oracle OBIEE. An option to use IBM Cognos as presentation layer is also available. Dashboard data can also be exported to Microsoft Excel.



## Decision Support

Management decisions are facilitated by the aggregation of transaction data into performance metrics, trends, forecasts and patterns of behavior. appBI presents executives with information in ways that facilitate decisions both vertically (i.e. within the Supply Chain, Sales or Finance) and horizontally across the enterprise.

## Robust Technology

appBI's robust technology platform for business intelligence helps our customers start quickly, deliver immediate results and scales as the business needs evolve. appBI is a web based application built using Java/J2EE.