

## Data Analysis for the Masses

### Introduction

Business Intelligence (BI) tool vendors traditionally include advanced software analytical tools that have been limited to the realm of the professional specialist at additional cost. With advances in the Internet, databases and data warehouses, BI tools have taken on additional complexity and cost in the form of On Line Analytical Processing, or OLAP. In response to the classic management question “Why?” analysts use OLAP tools to slice-and-dice and drill-down into reams of data.

As BI tools have become more affordable they have been distributed to more users throughout the enterprise. However, OLAP tools have remained specialized, expensive and reserved to a limited range of power users or highly ranking company officers in large corporations and organizations until now.

Viador has introduced Viador Analyzer, a set of analytical software tools that open the door to OLAP over the Internet for information consumers at all levels of an organization.

Over the past several years, organizations have become leaner and more agile, and decision-making authority has been pushed down into the organization. Employees have become sophisticated knowledge workers. They have increasingly demanded tools to connect them with company data resources and to help them make day-to-day tactical decisions and strategic analysis without waiting for IT help.

The Viador Analyzer is a very affordable version of a new breed of analytical tools that has become available, building upon advances in databases, data warehouses, data sharing over the Internet and Open-Source software such as Linux. These new analytical tools have common characteristics.

1. Light weight software deployment for easy web access anywhere and anytime, across Intranet and Extranet
2. Leverage existing relational database and data warehousing investments
3. Enforce and maintain existing role based security access to corporate data

4. Customizable software that can be adapted and embedded into existing applications
5. Deployable on low-cost, commodity platforms such as Linux and desktops

### Why Light Weight?

Lightweight software means the tools that do not require each networked desktop to download enabling software and/or data. The old, client-server model of permanently installing specialized software and data on each desktop is no longer acceptable to IT departments. Neither should time consuming heavy-applets have to be downloaded to get the latest data.

For data analysis to become available to the masses of knowledge workers, from the factory floor to the traveling sales person to the executive in the Boardroom, it is necessary to support network accessible devices anywhere and anytime, without specialized local software downloads. Deployment needs to be trouble free, platform neutral and therefore lightweight.

### Why existing Database and Data Warehouse?

The entry cost of buying, building and deploying sophisticated analytical applications has been very high. Traditionally, OLAP servers require a large upfront investment for the software, the associated hardware and the training of specialized personnel on call to deliver such a solution, as well as the end-users. This has become a high barrier of entrance for a lot of organizations, especially in the Small and Medium Business (SMB) market. As traditional relational database management systems (RDBMS) such as IBM DB2 and Oracle become more of a commodity, most organizations have a wealth of knowledge available on-line. Direct access over the network can leverage the existing RDBMS investment for analysis anytime and almost anywhere, without the intervention or support of specialists.

Viador has seven years of experience in deploying web-based data analysis and reporting software to offer easy access to stored relational data. In the new Viador Analyzer offering, it has

added an innovative feature to cache OLAP data streams. Thus, the new Viador Analyzer can serve most of your analysis needs without significant new investment. All that is required on the desktop is a standard browser.

### Why Highly Customizable?

In order for an analytical tool to be friendly and usable, it needs to be able to adapt to a company's unique business flow, to existing applications, to the corporate look and feel, and to the company data usage model. Out-of-box analytical tools may not fit the bill. And, if the IT department implements a custom solution by using raw Application Programmer Interfaces (APIs), this could be a heavy undertaking, will take long time to deliver and require on-going maintenance.

Viador Analyzer provides a middle ground that offers a very cost effective solution. The Viador Analyzer solution separates data access logic from content presentation. While Viador provides a default presentation option, it allows customer to modify the look and feel to fit their needs.

### Why Open Source?

Open Source and standards-based software offer a number of advantages, not only the proven economies of lower cost, but also by introducing innovations in software that have accelerated access to competitive new ideas. This is most evident with the Linux Operating System, a leading example of the "open source" movement. Another example is advances in Internet browsers such as MS Internet Explorer, where only the browser on the desktop is required to turn a "lightweight" software application into a robust "heavyweight" performer.

Viador Analyzer runs on Linux and takes full advantage of the latest Java-based capabilities of the most popular browsers. In addition, Viador Analyzer is native J2EE, so it can be deployed into any standards-based Application Server to leverage lower to cost of ownership.

### Why Role Based Security?

Giving everyone in the company access to all data is a big step forward, but it creates a potential exposure to unauthorized access. Thus, Viador Analyzer provides a fully integrated role based security protocol that makes use of existing company database access restrictions, and integrates with existing security

architectures. It supports security protocols that ensure all data leaving from behind firewalls is encrypted

In conclusion, an informational technology ecosystem now exists to support "Data Analysis for The Masses", and the value proposition is very clear:

1. Easier to Deploy
2. Lower TCO (Total Cost of Ownership)
3. Easy to integrate with existing applications
4. Available anytime/anywhere over the Internet

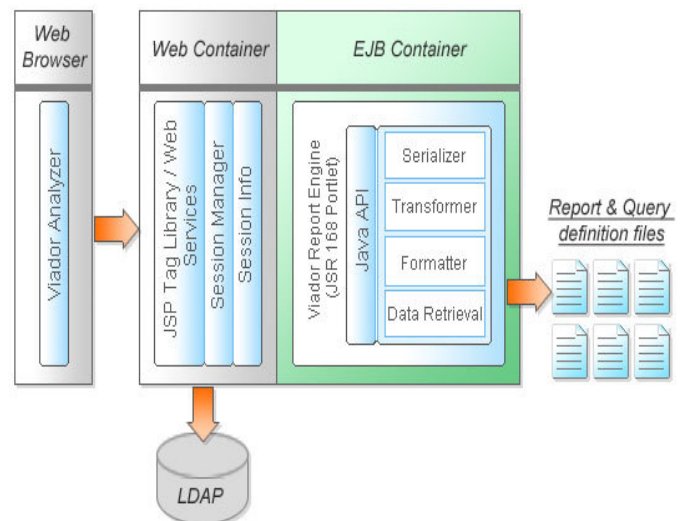
The movement toward a vision of OLAP for everyone is becoming a reality. With the experience of deploying large corporate enterprises data analysis solutions since 1996, Viador understands what it takes to widely deploy analytical applications to information consumers at all levels of any organization, without any compromise.

### Easy to Integrate

The Viador Analyzer engine contains four modular and reusable components:

- Data Retrieval Layer
- Data Formatting Layer
- Data Transforming Layer
- Data Serialization Layer

Each layer provides an extensive Java API for integration with other J2EE compliant applications and components. In addition, Viador Analyzer provides full set of JSP tag libraries and Web Services for re-branding and customization.



## Customer Case Study

**Client:** Spectra Marketing

**Industry:** Consumer Intelligence

**Challenge:** To provide web based analytical data to consumer packaged goods (CPG) Product Marketing Managers via a portal platform that delivers documents, reports and charts in a secured, password protected environment.

**Solution:** With extensive Data Analysis and Reporting capabilities, the Viador Business Intelligence product was chosen to serve as the backbone for InfiNet – Spectra’s web based information community.

Headquartered in Chicago, IL, Spectra, a sister company of A.C. Nielsen serves the fast moving consumer goods industry with consumer-centric market analysis solutions, creating marketing ROI by measuring the consumer behavior impact of all demand-side spending. Assembling a breakthrough set of targeting tools, Spectra provides the new century marketer, sales professional or advertising manager the means to create unparalleled efficiency via measurement targeted marketing spending results.

Spectra delivers analytical services through software, proprietary retail data and consulting. Spectra wanted to be able to offer its customers, the world’s top consumer packaged goods companies that represent an average of 7 out of 10 consumer goods purchased, web-based view of their analytical data; which could also deliver customer unique documents, reports and charts in a secured, password protected environment. After an exhaustive review process, Spectra chose the Viador Business Intelligence solution to serve as the back-bone of its latest service offering – “*Spectra Consumer Selling 1-2-3*” - which is delivered via InfiNet, to Spectra’s web-based information community. The extensive OLAP and Business Intelligence capabilities of the Viador Business Intelligence solution make it a perfect fit for the nature of data that needed to be delivered.

Consumer Selling 1-2-3 links data on consumers, stores and brand sales, to help CPG sales professionals make quick and accurate merchandising, marketing, category management and sales strategy decisions. Through InfiNet, Spectra can distribute this crucial information quickly and easily, giving front-line salespeople the ability to make up-to-the-minute decisions in identifying and acting on sales opportunities.

According to Nezhir Cakir, Executive Vice President and CTO of Spectra, “Viador provides Spectra with superior, integrated business portal and business intelligence tools. Coupled with an easy administration of the infrastructure, Viador’s report writers, OLAP engines, and an OLAP presentation tool, seamlessly support our business applications. For our developers, this provides a rich set of core services that facilitates rapid development, extends component reusability and simplifies application deployment.”

“Viador has always provided Spectra with superior technical and consulting support. Their commitment to Spectra’s success has been steadfast, from sales to management to technical services. The successful development of Spectra’s applications is in large part due to Viador’s contributions.”

## About Viador

Viador combines proven experience, technology and partnerships to deliver Business Intelligence for leading businesses and organizations worldwide. Viador provides the best Business Intelligence development solutions for SI/ISV partners and Enterprise customers by providing a platform that is highly customizable, allows the addition of new features on-demand, zero client maintenance, quick and reliable deployment and the industry’s lowest total cost of ownership.

Nearly 800 customers rely on Viador to manage their mission critical systems. Companies leverage Viador to access, track and analyze critical business operational data that improves business performance and responsiveness across the entire business value chain.

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