

Business Intelligence Exchange

OLAP and a Show



The logo for Knosys features a stylized red lightning bolt with a white outline and a drop shadow, pointing downwards. The word "knosys" is written in a bold, black, lowercase, sans-serif font with a white outline and a drop shadow, positioned horizontally across the middle of the lightning bolt. Below the lightning bolt and text is a thick, horizontal purple bar with rounded ends and a slight 3D effect.

knosys™

Knosys & The ProClarity Platform
Shelly Crawford, District Sales Manager

Agenda

- Designer Credentials**
- Why Analytics**
- Design Materials**
- The Design**
- The Finished Product**



Designer Credentials

What We Do...

Knosys provides Global 3000 organizations with tailored analytic applications that drive competitive advantage.



Designer Credentials

History

- **Founded 1995**
 - Complete analytical application platform with solutions consulting
- **Knosys ProClarity® Family – First Platform to Market**
 - Version 1.0 released January 1999
 - Version 2.0 released September 1999
 - Version 3.0 released October 2000
 - Version 4.0 releasing in May



Designer Credentials

- Market leading provider of custom *Analytic Applications* for Microsoft environments
- One of Computerworld Magazines' Top 100 Emerging Companies
- Sustained 150% revenue growth rate
- Strong Customer List – Corporate & OEM
- Proven Product Line – Releasing 4th Generation
- Proven Application Design Methodology





THE OLAP REPORT



“Knosys ProClarity is the most popular analytical tool on the Microsoft® SQL Server™ Platform”

Nigel Pendse
The OLAP Report

Top Emerging Tech Companies
ComputerWorld

“Visionary... in the Analytic Space”
H. Dresner - Gartner Group

Some of our early customers...

Hitachi Metals America, Ltd.



NORDSTROM

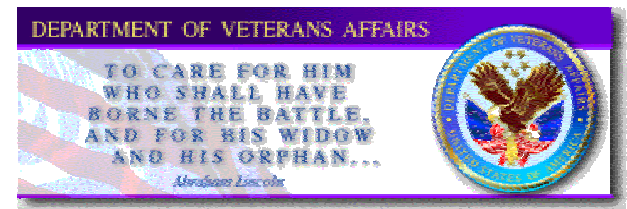


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AND OVER 30 OEM CUSTOMERS

Why Analytics?

- Discover trends, patterns and exceptions
 - Analyze - digging in to uncover causes
 - Turn raw market data into useful information



Analytic Applications

Sales & Marketing

Product Performance

Financial Analysis

Human Resources



Design Materials

Exploiting Microsoft' Analysis Services using
the ProClarity Platform



Microsoft



Design Materials

Exploiting MS with the ProClarity Platform

The ProClarity Analytic Platform, the only front-end platform that fully...

- ✓ Exposes the power,
- ✓ Exposes what differentiates,
- ✓ Delivers the potential

...of Microsoft' Analysis Services



Specific Analysis Services Features on the ProClarity Platform

Actions

Named Sets

Drill through

User-defined sets

User-defined calc's

Multiple Hierarchies

All Dimension Types

Custom Members

Write-back Allocations

What-if Scenarios

Large Dimensions

Large Queries

English Query

Dynamic Subsets

OLAP Data Mining

Full MDX Access

- MDX Queries

- MDX Expressions

- Sets, calculations, etc.

Design Materials

Platform for Growth

- Customize: for competitive advantage
- Develop: with changing business

Microsoft-Optimized

- SQL Server 2000: data warehouse advantage
- Outlook: Save as web parts to Dig-Dash
- Office: Excel, PowerPoint

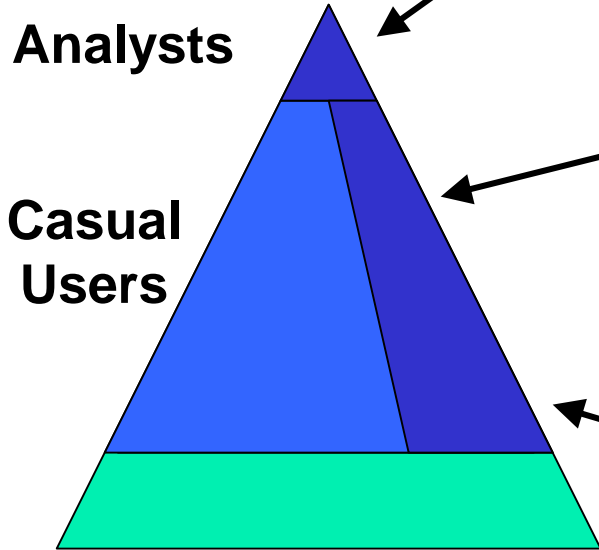


Design Tools

Using The Wrong Tools May Result In A
Poor Finished Product



Different Users and Needs



Analysts

**Casual
Users**

**Strategic
Analysis**

Monitoring

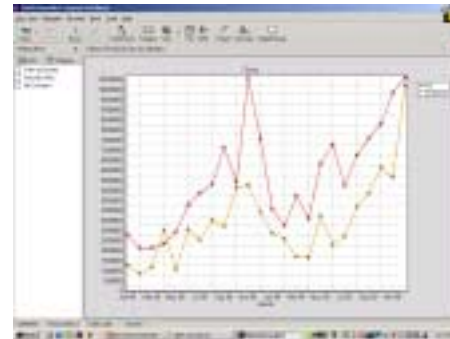
**Interactive
Reporting**



**Desktop
Tool**



Dashboard



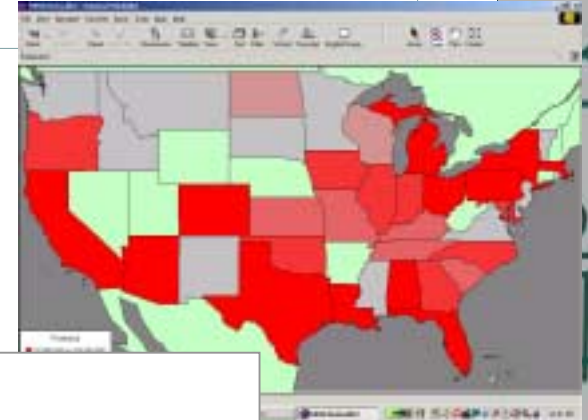
**Web-based
Active
Reports**

Design Tools

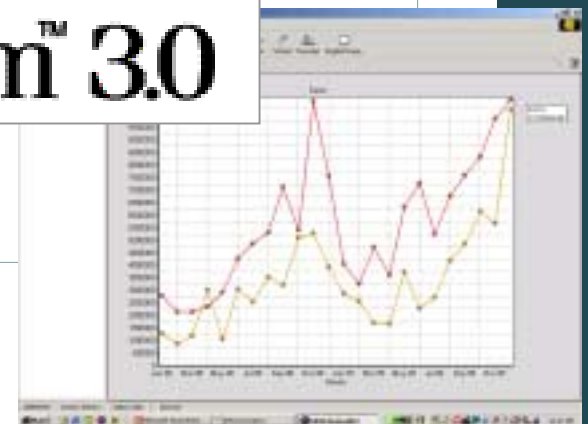
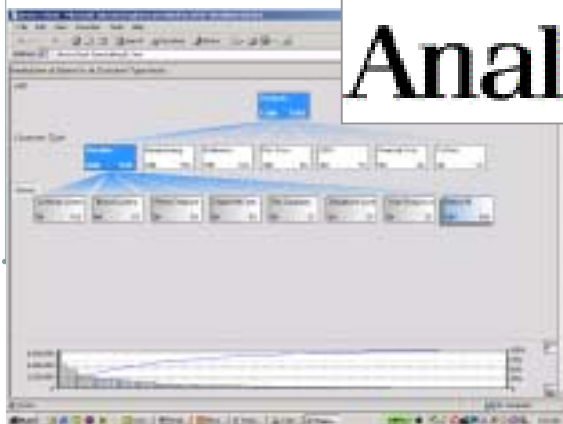
- Customize Views
- Visual
- Multiple Delivery Methods
- Virtually No Training
- Powerful



The Design



Knosys
ProClarity[®]
Analytical Platform[™] 3.0



pnClient

The Finished Product

MS SQL Server/Analysis Services/ProClarity

- Most Effective Features
- Most Cost Effective
- Extensive Graphs
- User Friendly
- Customizable



Product Introduction

ProClarity Evaluation Software

Standard Demo

Demo with Your Data

ProClarity Quick Start™ Program

