

Why Business Intelligence

by DataHabitat



Business Intelligence is a set of technologies and tools that provide deeper and broader access to business information. It helps companies enhance their operational efficiency, customer satisfaction, and competitive position. Businesses all over the world are rapidly embracing this technology. International Data Corporation reported that a study group of 65 companies realized a mean return on business intelligence investment of 400% in 2.3 years.

Too much data, too little information

Business operations generate large amounts of data from systems like accounting, sales, and manufacturing. Additional data resides on PCs as spreadsheets, mailing lists, and other databases. As a result, management has access to only a small fraction of all the information available in the company.

In addition, the data collected by operational systems is optimized for processing transactions, not for data analysis. This is the main reason it is difficult to quickly create reports from those systems.

Business Intelligence

To solve this problem, many companies have chosen to deploy business intelligence systems based on data warehousing technology.

A data warehouse is a database optimized for reporting and data analysis. It collects data from various sources

using an Extraction, Transformation, and Loading (ETL) tool that regularly imports, cleans, and refreshes relevant data. The ETL also classifies, groups, and summarizes data making reporting much easier for non-technical users.

Once the data has been properly collected and optimized in the data warehouse, the user can access it using reporting and analysis tools. Multi-dimensional tools provide data analysis by sales, product, region, period, and other angles. Reports that took days to develop now may take hours or minutes.

The justification for an investment in business intelligence is based on the values of:

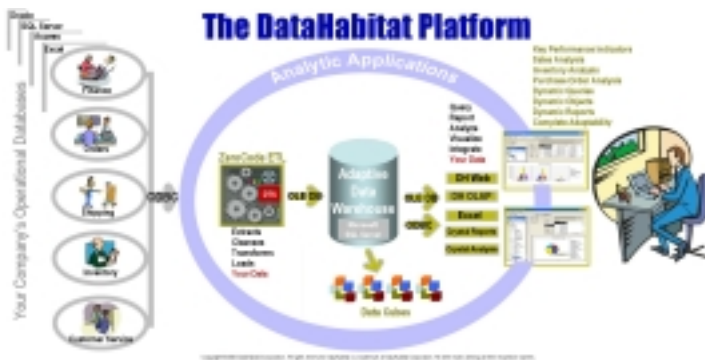
- Complete data integration and consolidation, and detailed and accurate analysis and auditing;
- Having consistent and accurate reports from a single data repository with consistent rules;
- Multi-dimensional data analysis by sales, product, region, period, or all of the above, in order to make intelligent business decisions;
- Increased sales through identifying customer buying behavior and trends, and up-selling and cross-selling opportunities;
- Making the the right information available to the right people in the organization, in a timely and secure fashion.

The DataHabitat Solution

The DataHabitat solution is a set of integrated tools that can be rapidly deployed to deliver the values of business intelligence in a very short time.

DataHabitat Windows and Web-based analysis tools let users dynamically find, slice-and-dice, drill into, compare, and chart company information.

DataHabitat developed its own ZeroCode ETL™ engine, which can work on a stand-alone basis or in conjunction with Microsoft SQL Server DTS, to build a data warehouse with no programming required.



DataHabitat includes powerful reporting tools, and it is integrated to standard tools including Microsoft Excel, Crystal Reports, and Crystal Analysis. This robust platform enables consolidated reporting on data from several departments or companies, as well as detailed auditing reports.

DataHabitat works with any ODBC data source or platform. In addition, it has pre-defined mappings for several accounting systems including ACCPAC Advantage Series and Pro Series, Great Plains Dynamics and eEnterprise, MAS 90, MAS 200, MAS 500, and Platinum for Windows by Best, and Visual AccountMate 400, LAN, and SQL.



DataHabitat Success Cases

Here are examples of real, measurable values our customers have reported:

- DNS Electronics cut by one-third its expenditures with reporting and data analysis, saving over \$100,000 a year. Through the availability of better data analysis capabilities, DNS is streamlining and improving inventory control and management. Return on investment was achieved in less than 5 weeks.
- Modern Quilters is saving over 200 hours per year on reporting and data analysis. On screen analysis tools answer daily business questions. The sales director is following sales trends by customer and product on a daily basis. Auditing and inventory control take a fraction of the time they used to before implementing DataHabitat. A month-end report that took over 12 hours to prepare now takes 30 minutes.
- At United Health Centers, DataHabitat is playing a critical role in the implementation of a client business forecast model. Based on historic transactions and current assumptions, DataHabitat allows data analyses that project company results for 5 years forward.

Business Intelligence Working for You

DataHabitat is designed for the needs and budgets of mid-size companies. Its quick and efficient deployment assures a rapid return on investment and successful business intelligence implementations.

For more information about the product, demos, and to register for a free Web seminar, please visit our site at www.datahabitat.com. To contact DataHabitat Sales, please call 408-351-3560 or e-mail to sales@datahabitat.com.