



## Tap into a new level of Business Intelligence Designed for ArrowSQL users

In today's competitive marketplace organisations are often searching for better ways to gain a holistic view of their business. Organisations need the ability to translate business strategies into plans, monitor their execution and gain insights into how they are tracking in order to manage and improve both their financial and operational performance. Business Intelligence (BI) provides you with the smarts needed to quickly identify trends and opportunities to make faster and more informative decisions.

### WHAT IS BI AND HOW DOES BI HELP?

Business Intelligence is the process of translating data into information, and then more importantly into knowledge. We all know that financial data in isolation can be meaningless; it is our ability to interpret, analyse and monitor that data which is a critical success factor in business today. BI can be applied to the critical areas of your business where the extra knowledge and insight can give you the information you need to make changes that bring positive and measurable results.

### HOW DOES ArrowBI WORK?

ArrowBI is a business intelligence tool that has the capability to empower you to proactively manage your business. ArrowBI analytics dashboard is a web based application running inside Internet explorer that facilitates KPI (Key Performance Indicator) dashboard, scorecard and analytical report creation. It sources data from Microsoft SQL and Analysis Services (that's why you need to be on ArrowSQL to implement ArrowBI). The ArrowBI analytics dashboard is fully interactive and enables users to slice and dice and interrogate information via online drill-down tools. It provides users with advanced filtering and reporting capabilities, giving everyone in your organisation a clear window into performance and enabling you to track critical information quickly and easily. If you arm your decision makers with the right information at the right time, you can help them make the right decisions.

### KEY FEATURES

There are a number of key features within ArrowBI making it flexible and effective for information sharing:

- **Flexible and customisable report generation** - You select the way you want to see information, and what appears on your desktop. Choose from data reports, charts, KPI gauges, or a cube design. The Graphical Report design tool is simple to use, so you can quickly change the way you see information.
- **Pre-defined reports and content** - ArrowBI comes with pre-defined reports and business content based on common industry profiles so that you don't have to build your business intelligence environment from scratch.
- **Simple integration** - ArrowBI integrates with ArrowSQL and connects to the MS Office suite.
- **Import or export information** - Information is portable and can be imported or exported from Excel and also to PDF format.
- **Scalability** - ArrowBI is designed to be scalable from one to hundreds of concurrent users.
- **Email functionality** - ArrowBI allows you to share real time reports with colleagues, even if they are travelling overseas via email.
- **Comprehensive security model** - ArrowBI delivers a security model that gives you control over the information that you want staff to see as well as allowing you to restrict access to sensitive information.

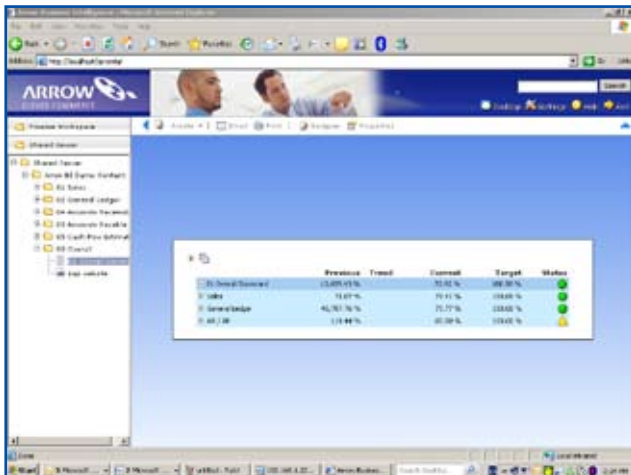
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▼ Example of a custom graphical dashboard design

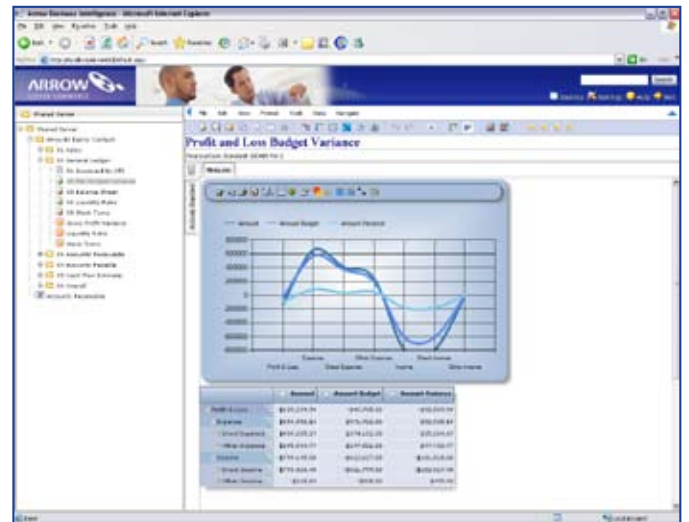


▼ Example of a scorecard



◀ **Dashboard**

A personalised desktop portal comprising of KPIs, scorecards and analytical reports that focuses on business intelligence and knowledge management.



▲ A graphical representation of data from a pivot table



**Analytical Reports**

Graphical or tabular OLAP (Online Analytical Processing) reports used to represent multiple dimensions of the same dataset.

**Scorecard** ▲

A scorecard is a collection and summary of the Key Performance Indicators (KPIs) for a business. KPIs are business measures used to assess the present state of the business and to help prescribe a course of action. A scorecard provides a quick snapshot for monitoring and managing performance.

NEXT STEPS...

Your Arrow Business Partner will work with you to establish your business requirements and identify your Key Performance Indicators. Training and support will also be provided so that you and your staff can take advantage of the extensive features of ArrowBI and its customisable visual reporting capabilities.