

■ **BISSANTZ**

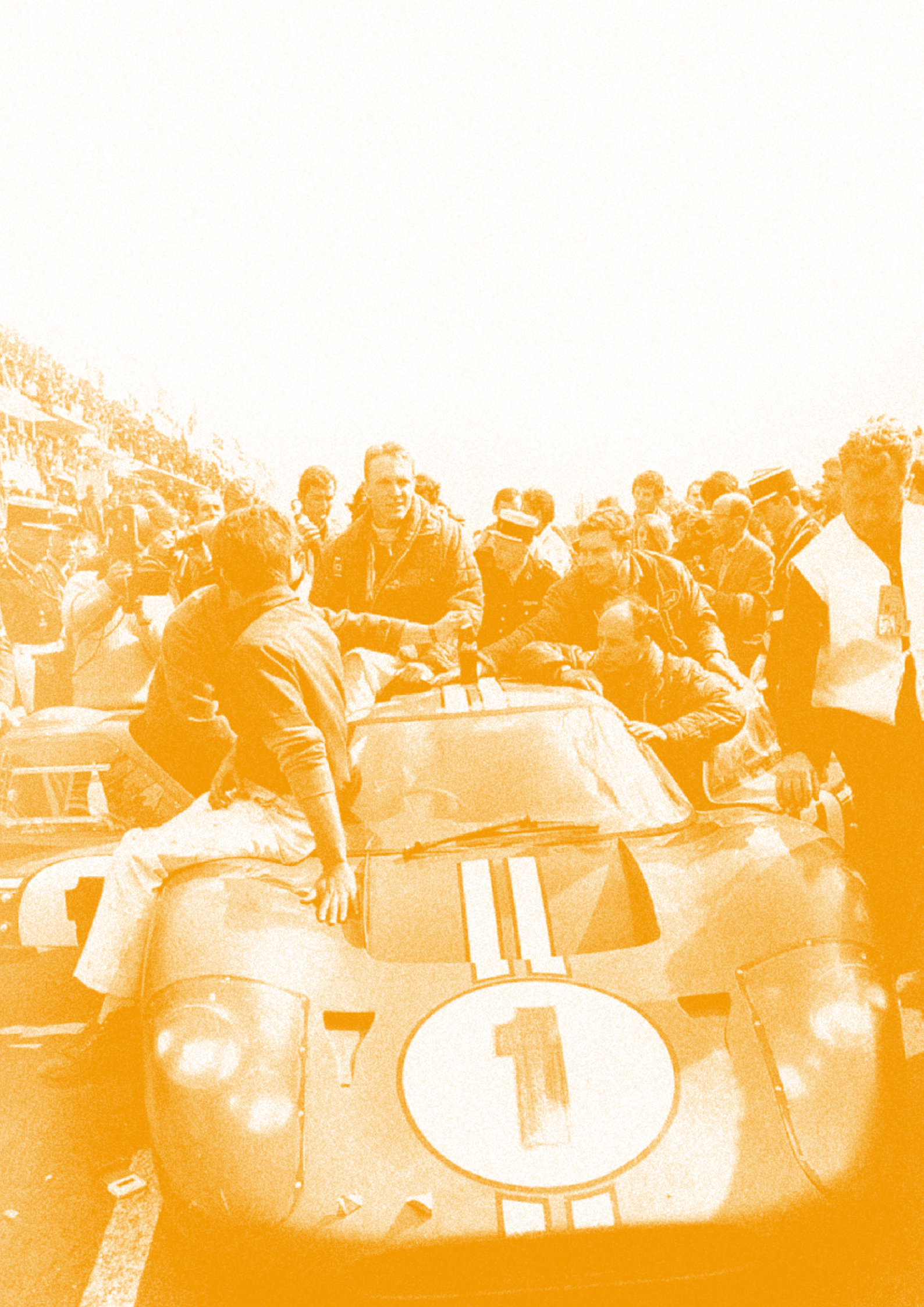


DeltaMaster

Drive your data to the limit!

What we and our software can do for your analysis, planning and reporting needs

www.bissantz.com



Business Intelligence – powered by Bissantz & Company

Bissantz & Company is a German, owner-managed software provider specializing in sophisticated Business Intelligence solutions: data analysis and data mining, planning and simulation, reporting and dashboards. Our award-winning products and analytical technologies, which we have continuously developed based on customer requirements, ground-breaking research and state-of-the-art technological platforms, are marketed and supported worldwide as direct and OEM solutions. As a service provider, we also support the design and implementation of comprehensive Business Intelligence systems.

DeltaMaster

At the heart of our solutions is DeltaMaster, our flagship product. DeltaMaster is a powerful Business Intelligence front-end for analyzing complex business relationships, with integrated functions for planning and for generating reports. DeltaMaster offers numerous tried-and-true analytic methods that virtually automate the process of analyzing large data volumes. DeltaMaster ReportServer automates the assembling and distribution of standard, template-based reports. DeltaMaster Planning Option offers sophisticated processes and functions that can be tailored to a company's unique budgeting workflow.

All industries, all departments

DeltaMaster is multilingual and industry-independent. It is commonly used for sales analysis, supply management, logistics controlling and optimization, customer relationship management, campaign optimization, market/sales research, as well as financial, marketing, production, service and quality management. Companies of all sizes and industries rely on DeltaMaster for analytical reporting and planning. Bissantz fosters close customer relationships to deliver tailor-made solutions with a fast return on investment.

Open database support

As a front-end tool especially designed for the needs of business users, DeltaMaster connects to all standard OLAP databases, including:

- IBM Cognos (Applix) TM1
- IBM InfoSphere
- Infor PM OLAP (MIS Alea)
- Microsoft SQL Server/Analysis Services
- Oracle Hyperion Essbase
- Oracle OLAP
- Panoratio
- SAP BW/Netweaver BI

Direct access to relational databases such as Access, IBM DB2, MySQL or Oracle 10g/11g is also supported.



An information-dense DeltaMaster dashboard: free of chartjunk, in a unified notation and easy to understand.



Analyzing means comparing. What kind of comparison do you require? DeltaMaster features a large set of well-proven analytical methods that have won scientific as well as user awards.

The combination of sophisticated analytics, highly efficient Industrial Reporting and the ability to communicate this information across the enterprise makes DeltaMaster an ideal solution for data analysis, planning and reporting.

Targeted functions for different target groups

DeltaMaster has individual tools for all user groups – from professional analysts to report consumers or even experienced budget planners – all within a single user interface. Its five consecutive levels, which range from Reader to Miner, ensure that each user receives the exact level of functionality that he or she requires. Instead of separating analysis, planning and reporting as many applications do, DeltaMaster promotes a continuous, active management information approach.

Visualization: Hyperbrowser, Sparklines, Graphical Tables

The Hyperbrowser, which offers a well-designed overview of the data model, visualizes the desired measures with unparalleled speed.

Sparklines are miniature, word-sized graphics that display the history of values in minimal space. As a result, report authors can integrate time series for each measure directly into the cells of a table, thereby eliminating the need for attachments or bloated charts. To clarify size differences, authors can also display bars or columns in the cells of tables. This not only increases the information density, it also makes it easier for readers to compare values.

Graphical Tables combine sparklines, bars, columns and other visualizations to deliver the joint advantages of charts and tables without any of their disadvantages.

Large library of analysis and data mining methods

DeltaMaster's wide range of preconfigured analysis modules allows users to delve into the depths of their data without requiring advanced statistical skills. Many standard methods from business analytics, such as rankings, Pareto or portfolio analyses and geographical representations, are provided as ready-to-use modules in DeltaMaster. Examples for integrated data mining are Waterfall Analysis, PowerSearch (a multidimensional ranking for automated cause-and-effect search), Comparator (for comparing allocations) and association analysis (basket analysis).

Industrial Reporting

The objective of Industrial Reporting is to automatically publish standardized reports – with consistent quality and without manual fine tuning – to a large group of users.

As the name suggests, manufacturing serves as the inspiration behind Industrial Reporting. Over the past decades, production industry has experienced an incredible jump in productivity. Certain characteristics of efficient manufacturing processes can be transferred to reporting. For instance, DeltaMaster's Graphical Tables are standardized (report) parts. They are robust enough to withstand changing data and they can easily and safely be handled in automated processes.

Automatic report generation and distribution

Using a comprehensive briefing book that only needs to be created once, the ReportServer distributes the selected reports to a predefined group. Each person in that group receives an individually calculated briefing book with current figures for his or her area of responsibility (e.g. sales region, product line, organizational unit). Users can opt to receive this information e.g. by e-mail as a Word, Excel, PowerPoint, PDF or HTML file or in a specific DeltaMaster format so that they can further work with the report directly in the application. Reports can also be published to the web. A standard web browser then is enough to view reports, define filters, drill down, retrieve context information, etc.

Exception reporting

In addition to generating standard reports, DeltaMaster also supports event-driven reporting. In this case, the user defines thresholds or other criteria which DeltaMaster regularly monitors. When certain conditions have been met, DeltaMaster will notify the appropriate users with an exception report.

Analytical chains

All modules, objects and methods in DeltaMaster can be freely combined with each other to ensure that users can intuitively analyze their data in succession. DeltaMaster accommodates for the fact that a report (or analysis) doesn't just deliver answers; users often have new questions after they assess and interpret their data. Analytical chains enable easy, in-depth analysis from any given starting point until literally no last stone has been left unturned. With a simple double-click on any (atypical) member, the user can transfer this information into the focus to start a specific, step-by-step analysis.

User-defined calculations and indicators

Oftentimes, users cannot specify exactly how a database should look before they pose questions and gain insight through analysis. This is why DeltaMaster allows users to create new measures (e.g. budget-actual variances, variances from the previous period, various algebraic expressions, cumulations, relative values and statistical measures) within the front-end. As a result, a user can define for instance a rolling six-months average which can be reused in all DeltaMaster reports and analyses. Ambitious users can even create new hierarchies with ease.

Interactive views

During ad hoc analysis, users may want to know more about aggregations that are not stored in the underlying OLAP data model. This often occurs when specific questions, for example, about product bundles or attribute combinations, only arise from time to time. In DeltaMaster, users can create these bundles during a normal session without intervening in the database with just a few mouse clicks. In other words, DeltaMaster uses interactive views instead of creating stacks of reports for every conceivable variation.

Integrated planning

DeltaMaster's integrated Planning Option completes the loop of analysis, planning and reporting through fully customizable planning and simulation scenarios. Bottom-up and top-down planning functions, such as entering data on cell or aggregate levels, freezing values and attaching multi-level cell comments, make it easier for users to enter budget values and carry out what-if simulations. To check the rationale and plausibility of their entries during the planning process, users can perform multidimensional analyses of their planning results in real time – all within the same, familiar environment.

Efficient prompting and easy handling

Experts and users agree that DeltaMaster's user interface is easy to use and simple to learn. Using drag and drop or just a few mouse clicks, users can quickly create a concentration analysis, calculate a portfolio, or generate geographical analyses with maps.

Unlike many showy front-ends, DeltaMaster restricts itself in the background so that the user can fully concentrate on the results. In doing so, it saves valuable screen space. For example, in place of using typical toolbars with enigmatic icons, DeltaMaster generally writes the functions in plain words. Working with DeltaMaster, therefore, is secure and requires little training.

Multilanguage support

DeltaMaster offers multilanguage support throughout the application. While the program is running, users can switch the interface among the system languages (English, German, French, Spanish, Portuguese, Dutch, Russian). Beyond the interface, the application languages can be consequently carried through to report titles, measure names, comments, model parameters, etc. Thanks to Unicode support, Asian and other non-Latin alphabets can be used.

Relational data models

DeltaMaster can access the information stored in purely relational databases – without having to convert it into an OLAP cube first. As a result, users can work directly with information stored in a Microsoft Excel spreadsheet, an Access database, or any ODBC or OLE DB data source.

This feature comes in handy when users need to spontaneously analyze external data that they received from a supplier, customer, consultant, or market research institute, downloaded from the Internet or another source, or that otherwise doesn't stem from a standardized and automated transfer process. In addition, when creating and prototyping new OLAP applications, examining data relationally in advance is often a great help. This way, it is easy to spot if something is missing or if certain values seem abnormally small or large.

Individual presentations

In addition to analyses and reports which are submitted electronically or in writing, presentations are an important form of business communications. DeltaMaster supports creating presentations in many different ways: It helps to prepare the content, it lets users add their personal comments and annotations and it helps identifying causes and reasons, or researching details in order to prepare for potential questions and discussions. And DeltaMaster can even be used right in a meeting, due to its built-in interactive presentation mode.

High level of pre-configuration

Bissantz & Company has decades of experience in the field of business analysis. In this time, the company has developed preconfigured modules that can be adapted to customers' data with just a few modifications. Since this eliminates the need for expensive consulting or complex technical configurations, DeltaMaster customers generally experience shorter project cycles and lower total costs than those of other software vendors.

Scientific and user awards

The German Customer Service Organization (KVD) awarded DeltaMaster its 2005 Service Management Prize. In 2007 Bissantz also won the German Society for Information Systems' (GI) Innovation Award. Professor Dr. Matthias Jarke, President of GI, praised: "The patent pending innovations developed by Bissantz offer a whole new way to analyze and visualize information. Many users have already taken the leap from classical reporting to modern, knowledge-based management. The high level of customer acceptance demonstrates the value of their innovations." And Professor Dr. Rolf Hichert, who has trained thousands of controllers in reporting and presenting, recently lauded that "as far as analytic reporting functionality is concerned, Bissantz & Company is one of the most innovative software vendors in the world."



DeltaMaster

With our software you create individual solutions for analysis, planning and reporting. Ingenious visualizations replace the prevailing piles of reports. Navigation techniques help in locating what is noteworthy.

Analytical Applications

Our clients use DeltaMaster as the essential part of individual solutions in areas such as:

- Analytical CRM
- Business Intelligence
- Controlling
- Data Mining
- Data Warehouse
- MIS
- OLAP
- Performance Measurement
- Planning, Budgeting
- Reporting



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