



# ProClarity Analytics

Interface to insight—simple, powerful and adaptable business intelligence

## Analytics overview

- Analytics Server
- ProClarity for Reporting Services
- ProClarity for SharePoint Portal Server
- ProClarity for Business Scorecard Manager

ProClarity Analytics provides organizations with powerful yet simple-to-use analysis tools to cover everything ranging from ad-hoc querying to sophisticated analytic modeling. The solution adapts to unique business and technical requirements while expanding the Microsoft business intelligence (BI) platform with a simple data access solution for SQL Server Analysis Services (2000 and 2005).

## Business insight—IT efficiency

ProClarity simplifies how people receive and interact with data—putting an end to report-generation madness. IT is free to provide decision makers with richer, more targeted information, and end users are free to investigate changing performance issues on their own.

Using ProClarity, analysts create analytic starting points including graphs, key performance indicators (KPIs), data grids and advanced visualizations like the patented Decomposition Tree, Performance Map and the Perspective View. These visualization tools lead to the rapid identification of trends, opportunities and threats hidden within

large quantities of data. Such starting points are deployed through a variety of simple-to-use client tools designed to meet specific user needs, including thin Web clients, zero-footprint dashboards, portals, reports, publications and scorecards.

## Solution overview

### ProClarity Analytics Server

Analytics Server is the central component of the solution that provides simple access and use of data cubes and Unified Dimensional Models (UDM) from Microsoft SQL Server 2005 Analysis Services. It is the repository for business logic, metadata, and analytic content. Through the Analytics Server, end users receive secure access to relevant information.

### ProClarity for Reporting Services

ProClarity expedites the process of creating Reporting Services reports. Report authors use a ProClarity client to analyze and format data and then simply export an RDL file for integration into a report or publish directly to a Report Server. Report authors can also include a link in the report back to

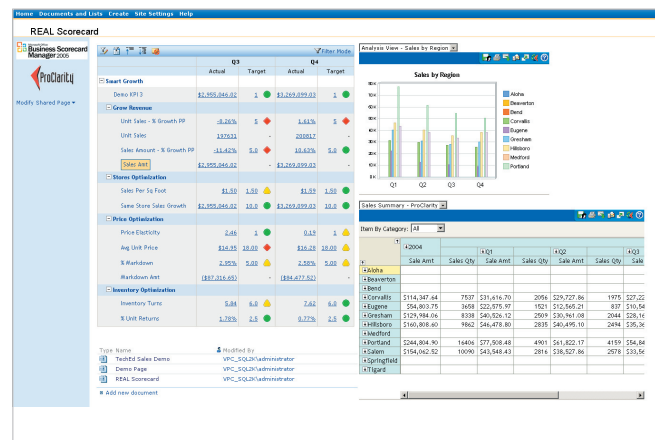


the ProClarity data so end users can conduct ad-hoc investigation without requesting additional reports from IT.

## ProClarity for SharePoint

### Portal Server

Analytics can easily be embedded in a SharePoint Portal through a ProClarity Web part delivering a central location for enterprise information. Include as much or as little analytic horsepower in the portal as users require, from static data views to full ad-hoc interactivity.



## Powerful Analytics

ProClarity Analytics are easily embedded into your Microsoft scorecard that is completely zero footprint, simple to manage, administer and deploy, and helps end users move beyond monitoring KPIs to understanding why.

## Expanding the Microsoft BI platform

ProClarity Analytics, now a key component of the Microsoft BI stack, provides unique tools that help business decision makers explore large quantities of data in a way that provides rapid insight. ProClarity simplifies end-user navigation of the UDM, showing relationships between dimension hierarchies, attribute hierarchies and measures through context filters that focus the information end users receive.

ProClarity Analytics is tightly integrated with Microsoft Office, including Excel, PowerPoint, and Exchange. End users can easily e-mail insight across the organization, embed interactive charts into PowerPoint or create Excel-based applications that include ProClarity Analytics.

## ProClarity for Business Scorecard Manager

ProClarity provides organizations undertaking a comprehensive scorecarding initiative with exceptional, zero-footprint analytic capability. By connecting Business Scorecard Manager to powerful ProClarity Analytics, end users can investigate company performance for planning purposes.

## Simple, powerful and adaptable

ProClarity provides unique tools for decision makers to explore large quantities of data in a way that provides rapid insight. Simple data navigation, powerful calculation and patented, advanced visualization tools are the core components that make ProClarity Analytics the best at answering the question, "Why?" when it comes to business change.