

■ Product Overview

# Open Text Business Intelligence

## The Business Challenge

Knowledge is the key that opens the door to new opportunities. In today's competitive global economy, having the right information, at the right time is crucial to an organization's ability to make the strategic, tactical, and operational decisions that drive organizational goals forward.

Letting valuable information go unutilized has serious implications for organizations. Delayed, incorrect or simply missed reactions to opportunities can prevent an organization from successfully executing its mission. Organizations also suffer if employees waste time and effort searching for information, reinventing it, or experience frustration from always having to make decisions without all the right information.

Regulatory pressures in many industries, especially health, pharmaceutical, financial services, manufacturing, and government supply additional incentive for organizations to understand the information they have.

Business intelligence solutions equip organizations to capitalize on the vast stores of information — about customers, products, services, the market it operates in, sales trends, and much, much more — that accumulate in the course of doing business.

With business intelligence, an organization can begin to truly understand what it "knows." Organizations that want to increase competitiveness, optimize business processes, simplify information access, retrieval and analysis, and, above all, deliver on the idea of transforming raw information into meaningful intelligence, can do so much more rapidly with a business intelligence solution in place.

## Open Text Business Intelligence

Open Text Business Intelligence delivers a rich set of benefits that drive significant and tangible return on investment. It removes the complexity of converting raw data into meaningful business intelligence by giving organizations the power to transform data from multiple sources into accurate, consumable information that can be shared securely throughout the enterprise.

Open Text Business Intelligence enables users to make informed business decisions quickly and confidently by providing the query and reporting tools they need to find, share, manage, publish and analyze information.

## A Single Query and Reporting Solution for the Modern Enterprise

Open Text Business Intelligence gives organizations one solution that enables all users to better understand their business by offering rapid access to accurate and centralized business information. Open Text Business Intelligence is deployable in both desktop and web-based environments and provides centralized administration for all users from a single server, utilizing the same content, security and user profiles. Even mobile knowledge workers can access reports from virtually anywhere using PDAs or other handheld devices.

## Superior Business Intelligence for the Advanced User

The key to making productive use of organizational information resources is the ability to pose questions about the data they contain and to communicate the results in meaningful reports containing graphs, tables, and charts. BI Query, the desktop ad hoc query and reporting component of Open Text Business Intelligence, provides all the tools knowledge workers need to get useful answers from the organization's data.

## Identifying Trends, Discovering Opportunities

To identify emerging trends and opportunities in an organization, decision-makers need to examine the business from multiple perspectives. Open Text Business Intelligence enables users to find answers to complex business questions by performing multidimensional analysis of corporate data — Online Analytical Processing (OLAP). With the OLAP features in Open Text Business Intelligence, users can drill up and down through successive layers of detail to uncover trends, relationships, and patterns for improved decision-making.

**"Business intelligence solutions can both provide enterprises with competitive advantage and improve the ability to meet government and regulatory reporting requirements."**

**Gartner, Inc.**



## Cost-Effective Business Intelligence

Open Text Business Intelligence is an easy-to-administer and cost-effective way to deploy query, reporting and OLAP capabilities to the widest possible audience. Since users can access Web — the web-based query and reporting interface of Open Text Business Intelligence — simply by clicking web links, there is no need to install, maintain or upgrade software on individual user desktops.

## Streamlining Regulatory Compliance Reporting

Fully integrated with the document and records management capabilities of the Open Text eDOCS product suite, Open Text Business Intelligence improves oversight of records and the content lifecycle management process to better meet compliance measures, reduce risk and increase accountability. Powerful yet straightforward tools allow records managers to organize, track and report on records throughout the entire lifecycle.

## Enterprise Scalable

Open Text Business Intelligence grows as an organization's business intelligence needs increase. The Open Text BI Server multi-tiered architecture is designed to provide the necessary scalability to handle complex enterprise query and reporting implementations for thousands of users.

## Critical Reporting for Open Text eDOCS Content Management Initiatives

Aside from serving as a standalone organizational query and reporting package, Open Text Business Intelligence is a core module of the Open Text eDOCS content management system. It extends the benefits of query and reporting to enable complete monitoring of how Open Text eDOCS and integrated applications are being used. Administrators and content owners can see graphical summaries of content access and downloads, user behavior, workflow throughput, searches conducted, project status, and much more.

Open Text Business Intelligence provides a rich environment for query, analysis and reporting activity. Solution highlights include:

### For End Users

- Intuitive query and reporting tool for both advanced and "consumer-level" users
- Easy access to critical business information to support strategic and tactical decision-making

### For Administrators

- Conserve resources by deploying and administering centrally
- User-driven reporting frees up IT staff for more strategic deployments
- Advanced report scheduling, notification and distribution alleviates burden from IT staff
- Central storage of user queries reduces and simplifies "over-the-phone" troubleshooting and user support

### For Organizations

- Improve insight into business conditions increases organizational agility
- Empower employees with accurate and timely information to make informed decisions that impact customers, sales and profit growth opportunities, and business operations
- Fully leverage enterprise data for competitive advantage — uncover trends, streamline inefficiencies, and expose new opportunities

Open Text Business Intelligence Checklist	
•	Open Text Business Intelligence enables ad hoc queries, reporting, on-the-fly Adobe PDF generation, data model viewing and navigation, and easy access to OLAP data sources
•	Native connectivity to industry standard databases, intuitive graphical interface to database information, point and click querying, and interactive reports
•	Administrative features for installation and deployment, report-bursting utility to send 'sub-reports' to users, and activity logs and reports
•	Native connectivity to multi-dimensional (OLAP) data sources, powerful cube-building engine, and simplified OLAP report

# OPEN TEXT

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