

Applix Executive Viewer provides business users with self-service real-time Web-based access to information from online analytical processing (OLAP) databases for advanced analysis and reporting. By providing "self-service" analytics, Executive Viewer removes the barriers that impede decision-making by offering true dynamic interaction. Executive Viewer enables affordable, scalable deployment of highly sophisticated analytic applications throughout the enterprise and includes connectivity to Applix TM1, Hyperion Essbase, Microsoft Analysis Services and SAP BW.

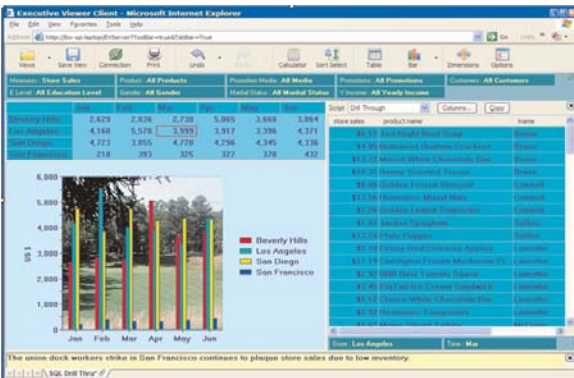
**Powerful Ad-Hoc Analysis**

Transforming data into actionable information, how and when needed, is now possible within a matter of clicks. Whether pivoting or stacking dimension information, you can save all customized analyses for future personal or shared use.

- Access and modify pre-authored analyses and/or create unique ad-hoc queries
- Generate virtual dimension elements with dynamic calculations and highlight exceptions with advanced traffic lighting
- Conduct what-if scenarios or forecasting with advanced write-back capabilities and simple data entry



Create polished reports using several formatting options, on-the-fly calculations, and traffic lighting.



Standard Executive Viewer provides frames for tables, graphs, drill down lists, and notes.

**Quick and Easy Navigation**

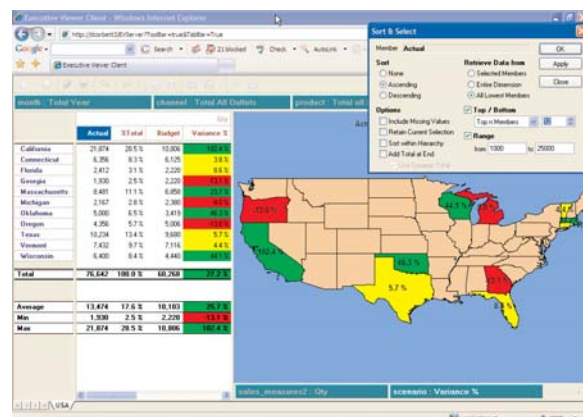
Uncovering all the facts is easy whether reviewing data at a high level or drilling down to investigate the lowest level detail. Information is instantly displayed regardless of detail level, quantity or outline size.

- Search, sort and select on dimension element attributes and/or data
- Retrieve detailed data with drilldown, drill-up or relational drill-through
- Suppress information not pertinent to the analysis with Personalized Outlines

**Instant and Flexible Reporting**

Enhanced formatting and data visualization allow you to transform, present and distribute detailed information ensuring effective report presentation to line managers, analysts, and executives.

- Create graphic representations choosing from various options, including maps, dual axis, and table/chart on one page
- Print fully formatted presentations including title page, table of contents, headers and footers directly from the web
- Export data to popular applications such as Excel, e-mail or PDF



This exception report uses dynamic 'Top N' filtering and a map file for focused performance analysis.

Whether a 10-user or a 10,000-user implementation, Executive Viewer's scalability enables a wide range of users to interact across multiple environments. Dynamic OLAP access can be achieved in many ways:

N Eng	Q1	Q2			Q3		
		Qty	Revenue	Margin	Qty	Revenue	Margin
Ally Trail 21	10,000	\$ 4,039	74.8%	1,503	\$ 752	94.3%	1,234
StowMk	4,301	\$ 907	13.9%	5,303	\$ 1,124	51.2%	1,459
Kids Truck Bike	2,962	\$ 593	9.2%	1,711	\$ 287	11.5%	1,386
Carbon Fiber FS 48	6,825	\$ 0	0.0%	76	\$ 0	0.0%	44
Tenager IV	1,112	\$ 138	21.5%	402	\$ 80	2.7%	389
<b>Total</b>	<b>25,447</b>	<b>\$ 6,474</b>	<b>100.0%</b>	<b>9,154</b>	<b>\$ 2,152</b>	<b>100.0%</b>	<b>4,516</b>

### Standard/Self Service

Within minutes of installation, users have access to all Executive Viewer features and functionality and can immediately interact with the OLAP database. Security filters and restrictions are automatically passed through, eliminating the need for additional user administration. Centralized, Web-based server administration allows connections to multiple OLAP servers and applications with minimal maintenance.

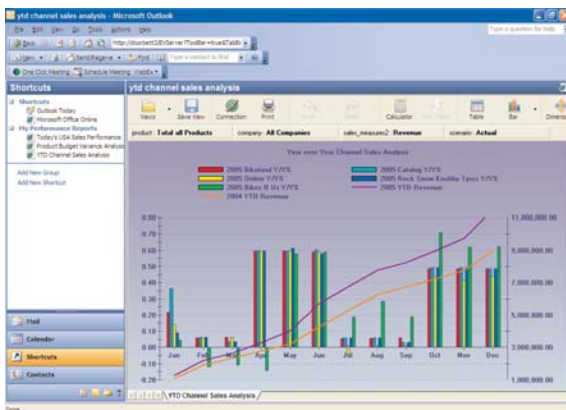
End Users quickly build reports to meet their individual business needs. Data source user security is respected in Executive Viewer views.

### Portals/Intranets

Using a simple HTML editor, administrators/designers can embed pre-set analytic views within the corporation's existing web pages and portals, giving users access to key-measures and dashboards in a controlled environment. Customization of report functionality is easily achieved using Executive Viewer's Events, Methods & Properties.



Executive Viewer has several APIs that permit flexible report integration within custom web applications.



### Office Products/Applications

Seamless, IT friendly integration with widely used desktop applications such as Microsoft PowerPoint, Outlook and Excel is another example of Executive Viewer's flexibility. PowerPoint presentations can now come alive, with slides that are connected live to the OLAP server and capable of dynamic ad-hoc analysis.

Executive Viewer may be accessed within MS Outlook, Powerpoint, or Excel. Several charting options for interactive graphical analysis, including dual axis graphs to convey rich content.

Managers and analysts alike can gain insight into their business with on the fly answers to critical questions through interactive analyses and report generation. With no programming or training needed, users are provided an out-of-the-box solution that gives them the level of information they need with unbeatable response times. Once the barriers of passive reports have been broken, the real power of OLAP is available to every key player in the organization.

OLAP Servers: Applix TM1, Hyperion Essbase, IBM DB2 OLAP Server, Microsoft Analysis Services, SAP BW, Showcase Strategy Platform/Operating Systems: Windows NT, 2000, 2003 & XP Browsers: Microsoft Internet Explorer



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