Dimensional
I N S I G H T

The Dimensional Insight® Advantage: Financial Stability, Technological Innovation, and Low Total Cost of Ownership

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Financial Stability in Turbulent Times

Big Players Impacted by Global Financial Turmoil and Post-Merger Bloat

The BI industry has undergone rapid consolidation in the past two years, with IBM® purchasing Cognos®, SAP® acquiring Business Objects®, and ORACLE® buying Hyperion® and its Essbase® product line. This has resulted in industry-wide layoffs, a confusing patchwork of overlapping and redundant product lines and bloated software code bases requiring a lengthy period of rationalization and integration.

"Business Objects and SAP together have at least six products focused on planning, three on financial data consolidation, and a variety of scorecard and data visualization tools," says BPM Partners analyst John Colbert. "Long-term support of such an array of overlapping products isn't realistic", Colbert says, "and the company needs to make some hard decisions on what to move forward with." [1]

> *"Business Objects and SAP together have at least six products focused on planning, three on financial data consolidation, and a variety of scorecard and data visualization tools. Long-term support of such an array of overlapping products isn't realistic."*
>
> John Colbert
> BPM Partners

Colbert goes on to state "If you're leaning in Oracle's direction, you'll want more information on the future of these products: Which ones does Oracle plan to enhance going forward and which ones will end up in the maintain-and-support category, and when will its two flagship products, Oracle Business Intelligence Enterprise Edition and Hyperion EPM, be fully integrated? Until these questions are answered, Oracle's BI strategy is incomplete."

The massive amounts of debt that these vendors incurred to finance their acquisition spree will continue to exert pressure on quarterly results for years to come. For example, IT NewsWire reports that "SAP's first-quarter earnings reflected weak U.S. sales. Profit fell 22% to $377 million, from $528.8 million from the year-ago quarter. The most recent results include charges from SAP's acquisition of Business Objects." [2]

With the deepening global financial crisis, Big 4 BI vendors (SAP, IBM, Oracle, and Microsoft®) are increasingly making staffing cutbacks and project management decisions triggered by their imploding stock prices.[3] These decisions are made to mollify investor's short term earnings expectations and ill-serve their customer base.

Dimensional Insight: Financially Stable and Well Positioned

An independent, mid-tier player in the business intelligence arena, Dimensional Insight serves a diversified group of industries with focuses in healthcare and supply chain. The Diver Solution™, Dimensional Insight's end-to-end business intelligence suite, includes all necessary components for a flexible, scalable and robust application.

Dimensional Insight is a privately held, debt-free company. Product management decisions are driven by customer needs and technological innovation, not by stock price fluctuations. Dimensional Insight's strong cash position makes it immune to the exorbitant interest rates currently being charged in the corporate bank loan market.

Additionally, our focus on economically insulated markets such as healthcare leaves Dimensional Insight well positioned for a prolonged economic downturn. For example, despite the latest dismal U.S. employment statistics, healthcare is one of the only industry sectors that actually added employees in December, 2008:
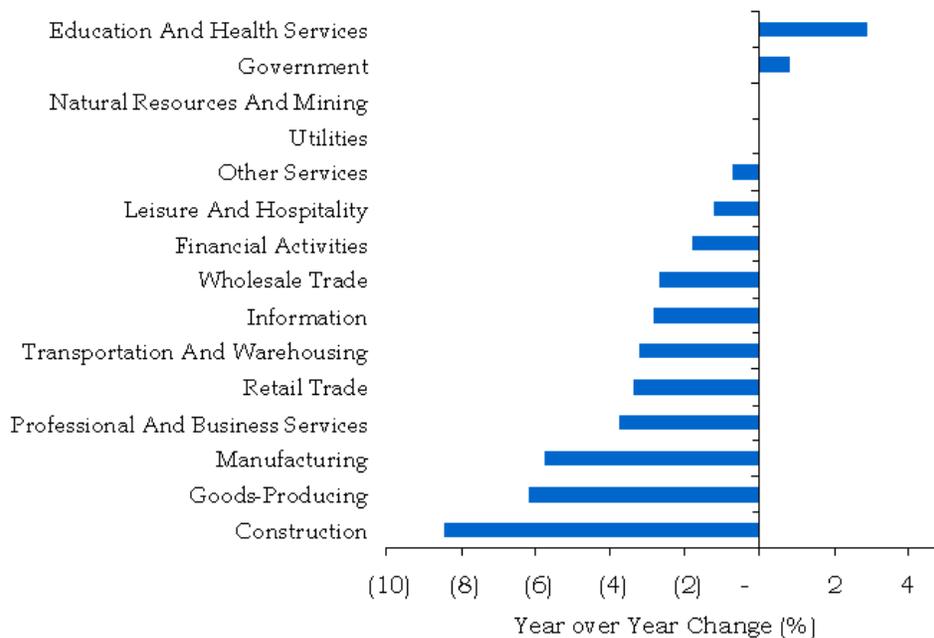
Change in Non-Farm Payroll (December)

Figure 1 - U.S. December 2008 Change in Non-Farm Payrolls

Dimensional Insight's consistent profitability and conservative growth, coupled with average employee tenure 1.5 times longer than that of the software industry, are the twin foundations from which Dimensional Insight delivers its innovative software and outstanding customer service. Since its inception in 1989, Dimensional Insight has never undertaken even one round of staff layoffs. Dimensional Insight's conservative growth philosophy guards against overstaffing, preventing the eventual cycle of layoffs that inevitably occur at larger competitors, which leads to lower customer satisfaction levels in the areas of support, consulting, and training.

The long tenure of our R&D staff ensures continuity across software releases and produces the solid, reliable software performance that The Diver Solution user community has grown to depend on for their reporting and analytics needs. Likewise, the many years of experience encapsulated by our consultants and technical support staff ensures quick, reliable installations and accurate, expeditious answers to questions that arise in your company's day-to-day use of The Diver Solution. Software users of competing business intelligence vendors that have been subjected to intolerable tech support wait times or erroneous advice from inexperienced junior staff, appreciate the noticeable difference when dealing with Dimensional Insight employees. Our low employee turnover ensures that our customers can form rapport with support personnel, account representatives, consultants and educators.

Our annual User Conference breaks attendance records every year, and is an integral part of why the Dimensional Insight user community is so successful applying The Diver Solution. Information sharing between attendees, ample educational seminars, and presentations on new functionality are some of the reasons attendees return every year. Perhaps most importantly, User Conference attendees can interact directly with both CEO, Fred Powers and CTO, Stan Zanarotti. The Dimensional Insight customer knows that their voice is heard.

Innovative Technology and Low Total Cost of Ownership

Pervasive BI Enabled by All-in-One Pricing

The premise of pervasive BI is that every employee in your company works more effectively if they are exposed to role-relevant information and have access to tools that help them gain a better understanding of the issues and obstacles that confront them on a daily basis. The Diver Solution enables pervasive BI via all-in-one pricing without expensive add-ons, third-party tools, consulting fees or hidden licensing costs.

The Diver Solution is a complete BI platform. This eliminates the confusion and uncertainty that is often involved in the purchase of enterprise software. All implementations include the installation of all back-end server components, and the full range of information delivery options. This allows you to deliver a wide range of reporting and data analysis capabilities to your users.

The Diver Solution includes:

• Data Integrator: a robust and flexible Extract, Transform & Load (ETL) tool

• Builder: the component that creates highly-indexed Data Models from raw data

• DivePort: a web portal featuring JSR-168 compliant portlets

• DiveLine: the server component for authentication and licensing services

• Tunnel: real-time data access functionality

• Broadcast and Analyst: automated email alerting functions

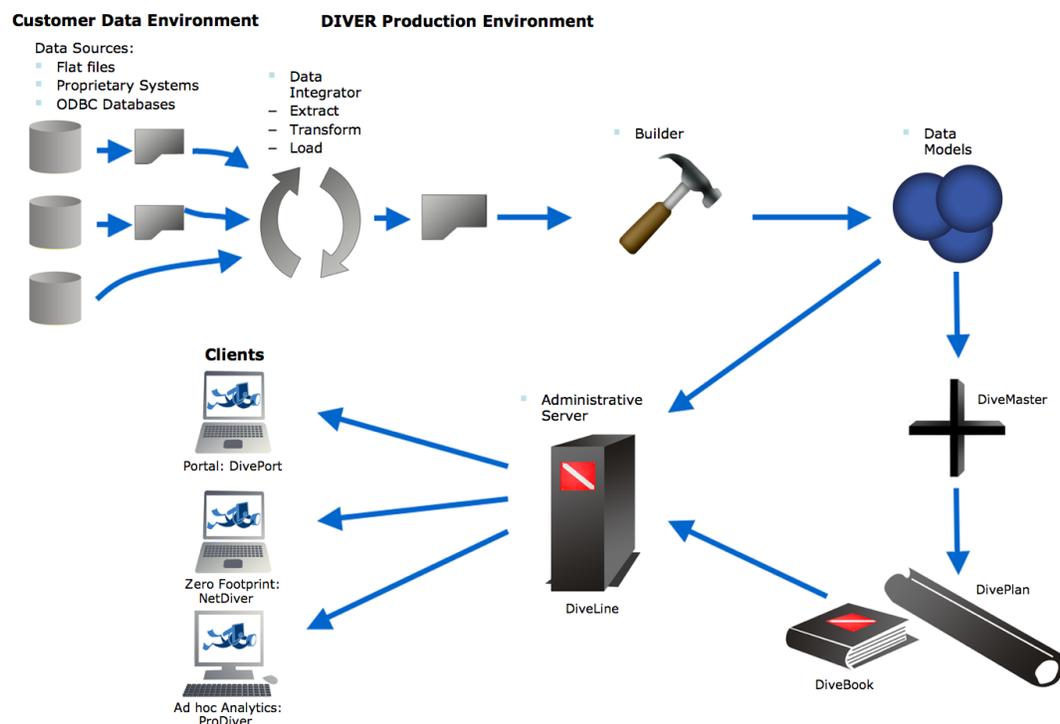## The Diver Solution Component Overview

Figure 2 - Diver Solution Component Overview

Another advantage of all-in-one pricing is that your company does not pay extra to maintain separate Diver Solution Development and Testing environments. Maintaining separate environments is an accepted best practice throughout the IT community and is mandatory in highly regulated industries such as healthcare that enforce stringent validation requirements.

The DivePort Web Portal

DivePort, Dimensional Insight's Web Portal platform, provides a single entry point to data that has been customized for each end user. DivePort provides web browser-based access to data across your company and uses industry standard JSR-168 Portlet technology to deliver data, yet is fully integrated with existing Dimensional Insight Models and other data sources. DivePort is highly customizable. Each Java Server Page (JSP) can be configured independently to what users need and want for their data analysis and reporting. As a client of DiveLine, DI's server software, DivePort uses DiveLine security settings. All users are authenticated via DiveLine for consistent, centralized administration and control of data access, over and above any network security in place.

"User-friendly graphics such as scorecards are going to be more appealing and beneficial to more people in a variety of jobs, while conventional — and typically lengthy — BI reports are on their way out. People are overdosed on reports. If you get a report every day in the mail, the first time you scan it. The next day, you set an automatic delete on it."

Mary Hayes Weier
Information Week Research & Reports

DivePort provides a single point of entry to a variety of reports, charts, and analytical applications. It accommodates the analyst who needs to dive into the depths of data, as well as the report consumer who simply needs to retrieve information as a Microsoft Excel™ spreadsheet or Adobe® Acrobat™ document. DivePort is ideal for presenting executive summaries and key performance indicators based on Diver data, but it can also link to and display other information. DivePort server pages can be easily configured to produce professional-looking dashboards, charts, and reports, with no programming required.

Dashboards, Scorecards, and Self Service Reporting

With The Diver Solution's self-service reporting capabilities, users across all ability levels can easily access the information they need in a manner that is intuitive and useful. This prevents irrelevant report overload and allows authorized users to "dive" into a particular data point for more detail. Self-service reporting also means that your IT staff does not become burdened with support tickets for report customization requests.

According to industry analyst Weier, "User-friendly graphics such as scorecards are going to be more appealing and beneficial to more people in a variety of jobs, while conventional — and typically lengthy — BI reports are on their way out. People are overdosed on reports. If you get a report every day in the mail, the first time you scan it. The next day, you set an automatic delete on it."

Many Diver Solution customers also use balanced scorecards, an analytical report that allows for side-by-side comparisons and rankings against pre-defined standards. Balanced scorecards are easily implemented in DivePort. As with reports and dashboards, analysts and managers employ "diving" to gain an additional understanding of scorecard components that violate standards.
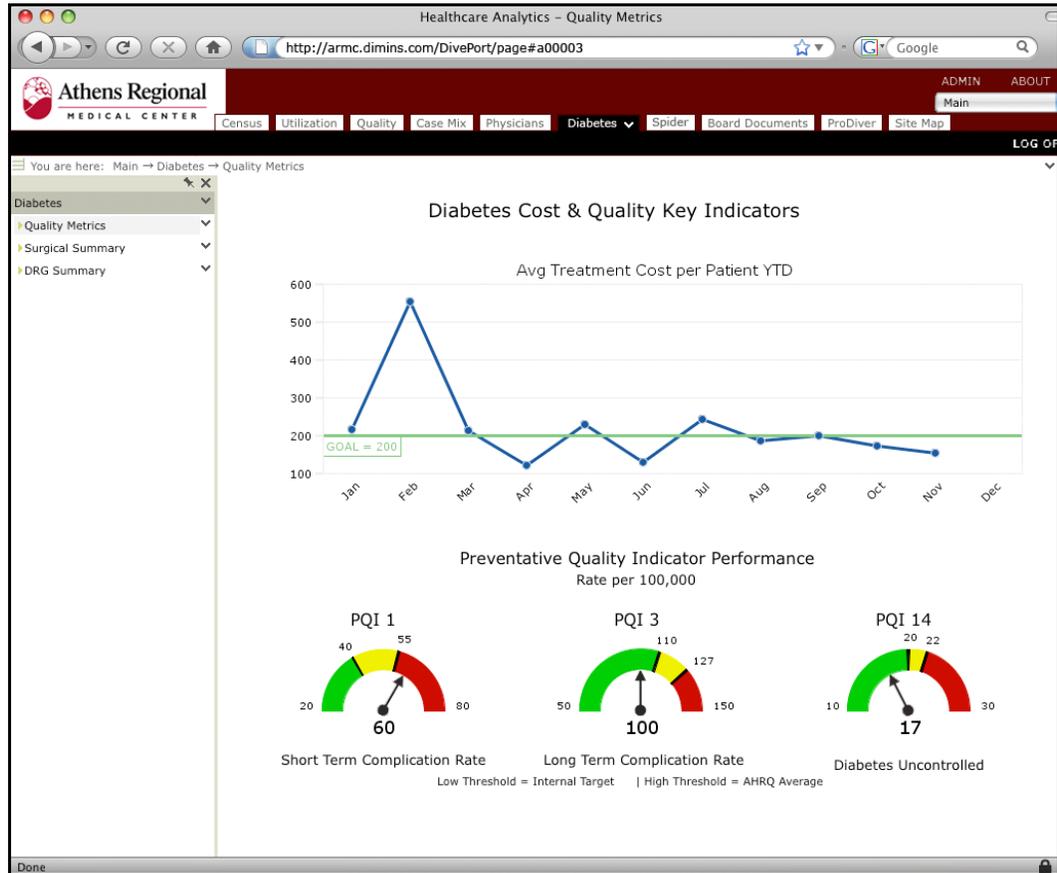
Figure 3 - Diver Solution Healthcare Dashboard

Alerts, Automated E-mails, and Mobile Device Support

The Broadcast and Analyst components allow your organization to send alerts, emails, and reports to designated recipients. Broadcast automatically sends emails based on defined business rules. As Diver data is updated, emails are sent, alerting recipients to take action or make decisions based on the data. Broadcast runs in an automated and scheduled environment, freeing users from having to manually search for information. This saves your company substantial time and resources, and ensures that important information is not lost or overlooked. Scheduling is extremely flexible, and can be set based on trigger events or time intervals.

The Analyst component includes a high-level scripting language that offers administrators and advanced users the ultimate flexibility for customer tailoring of email messages. Using scripts, Diver Models can be launched, reports generated, and results emailed to specified users.

DivePort dashboards can be rendered on iPhones® and other web browser-enabled wireless devices such as BlackBerries®. Dimensional Insight continues to expand availability of mobile device support, allowing field users and traveling staff members to access reporting and analytics functionality remotely.

Patented Indexing Technology, No 3rd Party Database Required

Early business intelligence applications were based on a new technology known as Online Analytical Processing (OLAP) that sought to overcome the limitations of row-centric relational databases. Conventional OLAP applications still require an underlying database or data warehouse to construct and host "data cubes", which serve as the foundation for analytics and reporting functionality. This hidden cost can present a huge entry barrier for an organization seeking reporting and analytics functionality. For example, a hospital that subscribes to external data providers and manages internal data via flat files and Excel spreadsheets would need to purchase a database product in addition to a business intelligence platform.

Not only is a database required for conventional OLAP, BI products from vendors who also sell databases perform optimally only on their database platforms. According to industry analyst Mary Hayes Weier, "Oracle, IBM, and Microsoft will push you to buy both their databases and BI

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tools, but beware of depending too much on one vendor. 'CIO's want vendors that don't lock them in and give them flexibility,' says Michael Saylor, CEO of MicroStrategy, among the last of the independent BI vendors."

The Diver Solution does not require the purchase or licensing of an underlying database or data warehouse such as MS SQL Server or ORACLE 11g. With Diver's patented cross-indexing technology, Data Models are conveniently stored as binary files. Diver creates optimized Data Models containing pre-processed and summarized information. Without additional database overhead, query and reporting response times are extremely quick.

Unlimited Data Integration Possibilities

Data Integrator, Dimensional Insight's feature-rich Extraction, Transform and Load (ETL) tool, provides quick and easy access to a multitude of data sources: flat files, ODBC-compliant databases, Microsoft Excel spreadsheets and a wide range of proprietary data formats such as ERP and CRM systems. Data Integrator performs data mapping, de-duplication, cleaning, and merge tasks; returning a single de-normalized file ready for Data Model construction.

Many business intelligence solution vendors either license ETL tools separately or rely on third-party tools to provide data integration capabilities. Dimensional Insight believes that ETL functionality should be an integral component of The Diver Solution and therefore provides Data Integrator at no additional cost. Built completely in-house, Data Integrator has the familiar look and feel of The Diver Solution, and includes Visual Integrator, an innovative user interface that allows point-and-click based script creation.

With the flexibility to handle data from virtually any source system and the capability to automate the entire reporting and analytics delivery process, Data Integrator ensures your application development efforts are streamlined and cost-effective.

Ad-hoc Analysis without Pre-defined Drill Paths

In conventional OLAP-based reporting and analytics platforms, "drilling" denotes a requirement that users must first know where to search in order to find the information they are looking for. The Diver Solution is unique in its ability to allow users to "dive" in any direction they wish without the limitations of pre-set "drill paths" or hierarchical constraints.

A user can enter a Data Model by any Dimension, Summary, or Information Field and freely follow their chosen dive path through any of the other Dimensions. Hence, within a Data Model the user effectively has an unlimited number of hierarchies. This capability is available across all data sources that have been used to create the Data Model. Diving is a simple, point-and-click operation. No SQL queries, scripting or programming is required.

Rapid Installation and Deployment

Due to its light footprint and absence of an underlying database, implementation is extremely rapid. Within days, Dimensional Insight's experienced and knowledgeable consultants will have The Diver Solution installed, interfaced with your data sources, and producing reports, scorecards, and dashboards.

Flexible BI Delivery Options via InterReport SaaS

Dimensional Insight was one of the first BI vendors to realize the potential of delivering reporting and analytics using a Software as a Service (SaaS) platform. Dimensional Insight's InterReport SaaS product provides your business with a hosted, subscription-based reporting and analytics service. SaaS eliminates the need to purchase hardware servers and offers the convenience of an annual subscription. Increasing numbers of Dimensional Insight customers rely on InterReport for its low Total Cost of Ownership (TCO) and the convenience of hosted, on-demand analytics.

Summary

Dimensional Insight's Diver Solution provides your company with a powerful and comprehensive business intelligence solution. With all-in-one pricing, The Diver Solution offers low Total Cost of Ownership, enabling everyone in your organization to use dashboards, reports, and analytical capabilities to perform their job smarter and more efficiently. Dimensional Insight's InterReport Software-as-a-Service product offers additional flexibility for your company. Let Dimensional Insight's experienced consulting team build a rapid proof of concept based on your company's data to see how you can start controlling costs better, optimize existing business processes, and empower your employees with accurate, up-to-date information.

About Dimensional Insight

Established in 1989, Dimensional Insight (DI) is a privately held company specializing in the development and marketing of multidimensional data visualization, analysis, and reporting software. Our products enable decision makers across all levels and functional areas of an organization to access and analyze data quickly and intuitively. People worldwide use our technology to identify new opportunities, improve their business operations and increase their profits.

In addition to Fortune 500™ enterprises like DuPont®, Michelin®, Cigna®, New Balance®, and Avis®, many of Dimensional Insight's customers are small and medium sized organizations. Typically, they are strongly attracted to our rapid implementation (often just a few days) and the exceptionally low demand on IT staff for ongoing maintenance — such as modifying or creating reports. Dimensional Insight is privately held and consistently profitable, with no debt or venture capital, so we can focus 100% on satisfying our customers.

To find out more, please visit: www.dimins.com.

References

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