

Optimize Business Performance with Business Intelligence & Portal

Business intelligence (BI) is easily the number one investment priority among CIOs. BI improves the decision making process and directly improves the bottom line as more decision makers access complete, consistent, and trustworthy information. Making your BI tools available within an enterprise portal gives everyone access to the same information for reporting and analysis.

Whether you are just starting your portal project or already have one implemented, Prolifics can help you gain insight into your data via KPIs, dashboards and scorecards creating the ultimate business intelligence snapshot to assist in reporting, planning, and forecasting. Maximize your BI and portal investments while optimizing business performance.

Prolifics can help integrate Cognos with WebSphere Portal — enabling you to:

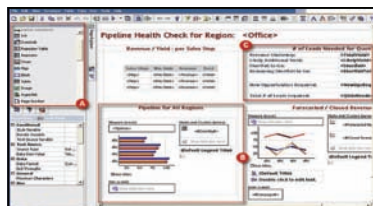
- ◆ Deliver a unified platform of applications, content and metrics across the enterprise.
- ◆ Set targets, see results and understand what drives the numbers.
- ◆ Deliver trusted information for a single version of the truth.
- ◆ Monitor business operations in real-time.
- ◆ Identify and analyze opportunities and trends; drill down for additional information.
- ◆ Take action with a common context for decision-making across every department.
- ◆ Work with information the way you want—reports, dashboards, scorecards.
- ◆ Puts tools in your hands to author and share information as you require.



Extend WebSphere Portal with Cognos to Help You See “The Big Picture”

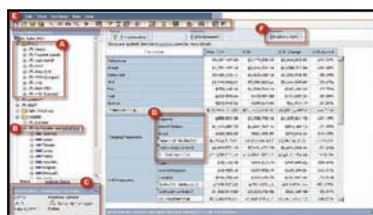
Reporting

Author, use and share any type of report—drawing on combinations of data sources and utilizing multiple data queries. Present business intelligence information in a consistent and easy-to-use way.



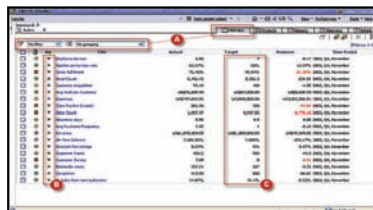
Analysis

Analyze and report against online analytical processing (OLAP) and dimensionally aware relational data sources. Spot trends and see your business from a variety of dimensions.



Scorecarding

Build easy-to-use scorecards to align your teams and tactics with your business strategy. Communicate goals company-wide, and let people monitor performance against their targets.



Dashboards

Communicate complex information quickly with a range of easy-to-build dashboards, interactive features giving you additional insight.



corporate headquarters:
114 West 47th Street
New York, NY 10036 USA
t: 212.267.7722 or 800.458.3313
f: 212.608.6753

offices:
New York City
Orlando
Boston
Philadelphia
Washington DC
San Francisco
London
Hamburg
Hyderabad



SOLVING BUSINESS PROBLEMS WITH TECHNOLOGY SOLUTIONS SINCE 1978

www.prolifics.com
solutions@prolifics.com
1-800-458-3313

© 2011 JYACC, Inc. All rights reserved. Prolifics, a SemanticSpace Company, is a registered servicemark of JYACC, Inc. d/b/a Prolifics. IBM is a registered trademark and the IBM logo and IBM Premier Business Partner emblem are trademarks of International Business Machines Corporation in the United States, other countries, or both.