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Panorama for Business Intelligence

White Paper

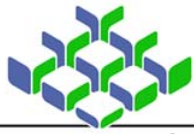
For companies investing in business intelligence (BI) systems, the choice of vendor and platform is a complex question with long term consequences. BI is both a technology and an activity, and it lies at the heart of any forward-looking organization's efforts to improve short term and long term performance.

Success for these visionary companies begins with solid, complete, powerful technology that clear insight into all of a company's key business drivers and processes, but it does not end there. BI truly succeeds only when information workers, managers and executives have effortless access to that insight and are freed to take action, meet challenges, and pursue opportunities. It succeeds when users can rely on the system to bring the most urgent and important matters to their attention, without having to dig for them and possibly miss them, as is the case with many BI systems. It succeeds when leaders, managers and information workers can look at a report and see an interesting question to ask and they can immediately and easily go find the answers without having to wait for expert assistance. It succeeds when the company can quickly deploy these capabilities across the organization instead of waiting for a long and costly implementation period. It succeeds when users can get the results they need in convenient, familiar applications and formats, instead of having to spend time and effort learning and adapting to the system.

In other words, with a truly successful BI solution, organizations will not spend their time doing more business intelligence activities; they'll spend their time doing more *business*.

With Panorama Business Intelligence, the experience, and service, Panorama is the perfect choice for companies looking for a business intelligence system that meets their complete definition of success. With Panorama, companies don't have to settle for merely improved performance. They can build on Panorama's unparalleled power, flexibility, and ability to quickly create custom solutions that let them achieve continuous performance improvement.

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Panorama Core Technology

Panorama's flagship NovaView platform tightly integrates with the capabilities of Microsoft's SQL Server Analysis Services. In fact, Panorama invented the leading OLAP technology that not only provides the ability to make smart decisions but also extract data from any data source. Ten years ago that technology was acquired by Microsoft and renamed Microsoft SQL Server Analysis Services. Today we are inventing the next generation of business intelligence – Proactive Business Management. Panorama is still taking advantage of that powerful OLAP technology available from Microsoft's platform, and today both Panorama and our customers reap the benefits of Microsoft's broad product offerings, unmatched research and development efforts, and long term commitment to business intelligence.

Panorama NovaView™ 5

With Panorama NovaView 5, Panorama offers a complete array of BI capabilities that can be easily customized to fit any requirements and quickly deployed in complete solutions across the organization.

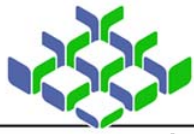
Panorama NovaView provides a complete set of BI and performance management applications and capabilities.

Panorama NovaView Server

At the heart of every Panorama BI solution is NovaView Server. NovaView Server is a middle tier server application and is the location for central business logic and information management. The NovaView server is the "corporate intelligence" server, with sophisticated functionality that gives companies the power to give users extensive insight into those business processes that matter most to them, while at the same time keeping tight control over data access, reporting and workflow.

Panorama NovaView Server employs advanced architectural features such as a unified metadata repository for simple administration; a unified security layer; Intranet and Extranet support for secure access; advanced caching for excellent performance; user profiles and permissions; central usage monitoring and billing and much more.

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Panorama NovaView Analytics

Compared with other major BI solutions in the market today, Panorama NovaView has been identified as the best analytics tools available today.

NovaView analytics has the power to meet the most demanding BI requirements with a number of innovative concepts and technologies such as:

Guided analysis: NovaView Analytics takes users step by step through the analysis process to guide them to the information they are looking for even if they don't know where to look for it.

Bubble-up exceptions: For many companies, management by exception is a key technique for improving performance and efficiency. NovaView makes management by exception possible with a critical new tool: bubble-up exceptions. Management by exception means that users won't spend their time combing reports for significant changes, and can instead focus on executing on their day-to-day jobs and strategic objectives. Management by exception also means fewer missed threats and opportunities.

It ensures that the most critical changes in their key processes are seen by the people who can take action. Bubble-up exception reporting is a mechanism whereby triggers can be set, either at the corporate level or by individual users, to notify users.

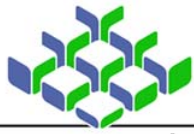
NovaView Offline Analytics: When questions arise, your users may not always be behind your network firewall to get to the data they need. With NovaView offline analytics, sales people, analysts, engineers, or the CEO can bring their work anywhere and always have the best insight available.

NovaView's guided analysis and bubble-up exception capabilities means leaders and information workers spend their time improving performance instead of drowning in data or buried in reports. And offline analytics means they are never out of reach of the right answer.

Panorama NovaView Smart Reporting

NovaView Smart Reporting is the most innovative reporting solution among BI systems available today. Smart Reporting helps users and organizations transform their reporting solution in to a smart solution. A user viewing a report can instantly dig into the data contained in the report to perform further analysis using a uniquely intuitive interface.

Alone among BI reporting solutions, Smart Reporting enables any information worker to author reports without any IT involvement. Smart Reporting removes the obstacles too often presented by reporting and



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analysis complexity. Now users can go beyond static reports and get the insight they truly need to make decisions in a very intuitive application.

By erasing the border between reporting and analysis, Smart Reporting eliminates wasted effort from manually reworking the data. It also encourages further insight and action by allowing users to pursue new avenues of inquiry the moment they spot them.

Panorama NovaView Dashboards, Scorecards, and Visuals

The Panorama NovaView platform allows companies to deliver BI in the most relevant and easily understandable formats through a complete set of BI tools. Results can be presented as balanced scorecards, dashboards, or as sophisticated visualizations that reveal the key trends and relationships.

Visualize your business strategy through the NovaView Dashboards or our NovaView Scorecards to show KPIs and scorecards in the most intuitive way. With the advanced analytics capabilities of the scorecards, users can drill down from a KPI into the underlying data to understand causes and effects.

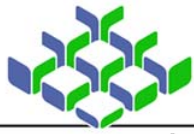
Sophisticated charts and advanced visualization tools help your users to better understand the results they get, compare different sets of results, see trends clearly, and take the correct action in response to their business intelligence.

Panorama NovaView Business Modeler

NovaView Business Modeler enables information workers and managers to see and define the entire business strategy. They can define business models and business strategies; define relationships between projects, people, and departments; and define the goals for each strategy. They can apply a methodology such as Six Sigma or Balanced Scorecards and Panorama NovaView business modeler will automatically build the OLAP cube and bring in the data in a seamless way.

By giving business users the ability to create, model and define strategy and doing so without the complexity of technology and help from the IT department, NovaView Business Modeler removes much of the expense, time, and risk involved in implementing and growing your BI solution.

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NovaView User Environments

A BI solution built with Panorama NovaView can reach its users where, when, and however they want. This kind of reach and flexibility is a key ingredient in making BI work for the organization, rather than the organization working to adapt to the BI system.

With Panorama NovaView, results can be accessed through a collaborative Web portal environment, through the NovaView client, or directly in Microsoft Office applications like Email, Excel, or MapPoint. Through the Microsoft SharePoint-based Web portal, SAP Portal users can personalize their view so they can see their results in whatever way suits them best. So sales data can be viewed geographically, financial results can be viewed through complex charts, and manufacturing data can be connected to schematics and plant diagrams – all on the same system. They can share data, collaborate, and work individually towards their shared goals.

This flexibility means that a BI solution with Panorama NovaView can be created deployed fast and be accessible to users in the familiar tools they can already use. And over time, the sophistication of the system can grow to meet any need.

Panorama: The Right Choice

With Panorama NovaView and Panorama's unbeatable expertise and support, companies can create BI solutions that fit *all* their needs, not just their technical requirements. The organization as a whole gets the power, control, and long term viability of a complete BI system. And each individual user can get focused on the most important and relevant data they need and focus on building the business.

With Panorama, companies go beyond BI to engage in proactive business management.

Smart-View www.smart-view.com

Smart-View is a fully privately owned Romanian company, founded in January 2004 by Klaus Berghoffer. Klaus has fifteen years experience in IT Services, Implementations and consultancy in Hungary, The Netherlands, Austria, Germany, Poland and has been co-founder another consultancy company in Romania. Smart-View is the first partner of Panorama in Romania, has only certified staff and has successfully deployed Business Intelligence in Banks, Insurance companies and Service Centers. Smart-View is focused on Business Assurance (Panorama) and Business Intelligence (Ba-PRO), Smart-View deploys solutions for all back-office systems (SAP, Oracle Microsoft et cetera). Panorama as well as Ba-PRO is SAP certified partner.

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