Ohio Data Transfer

THINKING OUTSIDE THE BOX IN CUSTOMER SERVICE

To learn more about InfoManager, visit their web site of:

WWW.Infomanagerinc.com

Have You Ever Considered What Data Warehousing Could Do For You?

One of the primary goals of this publication is to inform our clients of trends and solutions which benefit their business needs and can be combined with our ODT VISION VRU. We recently started a relationship with InforManager. This IBM Business Partner offers a very interesting data warehouse solution which you should review to see if it would enhance your organization.

InfoManager is a Business Intelligence/Data Warehousing tool that allows end-users to create ad-hoc reports simply by clicking the mouse. This solution provides the right information in the right hands at the right time. The main element of this data warehouse runs on an IBM System i5 (iSeries) but data can be brought in from almost any source (e.g., ERP, CRM, GL, various databases, etc.) The decision maker now has an executive system which has the data presented in a more digestible and concise form, The goal is to eliminate the redundant work of various departments collecting, entering and distributing data so the decision maker can spend their time analyzing reports instead of compiling them. A comprehensive Data Warehousing System will extend and maintain your competitive advantage by answering important business questions with real-time data.

Some Typical Types of Inquiries

- Give me a snapshot of what outstanding receivables look like and define that information by customers and amounts?"
- I need to know what products are the most profitable or driving our business?
- In manufacturing, I need to know how many finished units are produced per labor hour or per job?
- In Marketing, what are our best performing territories or salesmen?
- In Marketing, is a specific item selling better/.worse than a pervious time period?
- In Marketing, is a campaign working?
- In accounting, you may want an instant analysis of financial data

Inside this issue:

Your decision makers now have become power users with a simple click of their mouse. This BI solution provides the user drill down capability to get to the most granular detail required. The report generator can even go to sku level or journal entry level. The executive decision process can even use **"what if"** scenarios. An example, what would be the impact on profitability from a new price increase. With real-time information presented in a orderly format, all your executives will want the ability to utilize InfoManager in all levels of your enterprise.

Today's IT departments have limited budgets and staffing. Providing reports is just another drain on what is already a limited resource. InfoManager improves business by unifying information and reporting performance metrics to appropriate audiences.

. InfoManager Hallmarks Are:

- Built especially for iSeries users
- Proven management reporting tools that demonstrate immediate payback and ROI
- Cost effective solutions that are competitive with market leading BI software
- Ease of Use
- Speed of deployment is unparalleled. In the majority of cases the first application is up in one week.
- Service and support tailored for midsize business needs and budgets

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IBM eserver
**TOOLS
NETWORK**

Always a good way to understand any solution is to look at how a customer is using it. IBM North American sales center chose this DW solution and this is their story.

The North American sales centers manage hundreds of thousands of IBM customers over the phone and are responsible for providing customers with sales and support information for IBM products. They keep track of all the installed hardware and software, recognize opportunities, spot trends and manage a very large customer base in a real time manner.

Bruce Church, IBM Inside Sales Executive SMB, says, *"Our problem was not data. In fact, we had tons and tons of data; we were drowning in it. But this data was not usable in the business decision-making process and hours were spent keying data into spreadsheets to do analysis of a single opportunity area. When we were done with that opportunity, we had to start over for the next analysis."* This process took days or weeks, and oftentimes information from weeks ago was used in the analysis. As a result, sales reps and management had very little information from which they could identify and respond to new opportunities, no clear understanding of sales productivity, and difficulty identifying the exception areas, which needed immediate action.

After evaluating a number of solutions, the North America Sales Center chose InfoManager because of its implementation simplicity, customized application interface, and outstanding performance. The solution has exceeded expectations. Bruce Church says, *"InfoManager has delivered unbelievable performance and functionality for our data warehousing and mining applications. We have 300 users getting sub-second response time and our warehouse is updated with 3 million transactions in a matter of hours – this used to take days. "This is clearly the best system on the market to meet our needs. It takes almost no staff to run, and just keeps on delivering the information our sales people need to manage their territories in an efficient manner*

Professional Services

BI (Business Intelligence) need not be full of complexities. IM's consultants make it simple with their many years of experience covering a variety of ERP packages. IM will work with your organization to ensure a rapid and reliable implementation. In most cases, the first application can be operational in seven to ten days.

ROI

Better information allows reduction of costs and can increase sales. InfoManager customers realize a rapid return on investment by reducing costs in a number of key areas:

- time spent determining "who has the right numbers"
- paper costs for reporting
- mail & overnight shipping costs
- programming costs-real costs as well as opportunity costs
- using analysts to create information instead of analyzing it
- costs associated with managing the changing nature of a query environment

Features Within InfoManager

Recently we took a test drive demo of InfoManager. I advise you to contact them to set up your own demonstration. I was excited about not only the benefits that a data warehousing solution offers but also liked some of the features built within this product. This article has been discussing what BI is and how it can be used. This next section will cover some prominent features that are found within the InfoManager solution.

InfoManager Messenger

InfoManager Messenger is a stand-alone module that monitors your company's reports and then automatically e-mails exception reports to end-users when performance hits predefined thresholds. The notifications are e-mail messages sent to specific recipients or user groups. InfoManager Messenger makes it even easier for users to make informed business decisions by enabling them to set up alerts based on predefined thresholds. They can set up alerts on important data without having to constantly check a wide range of reports. Reports can be e-mailed on a scheduled, non-exception basis as well.

InfoManager Messenger can be customized to suit a variety of users.

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Contact us at 1.888.598.INFO to see a 20 minute web demo at your convenience.

For increased security, and to save storage space and band-width, users can choose to send URL links to specific reports to WebAdviser users instead of the actual reports
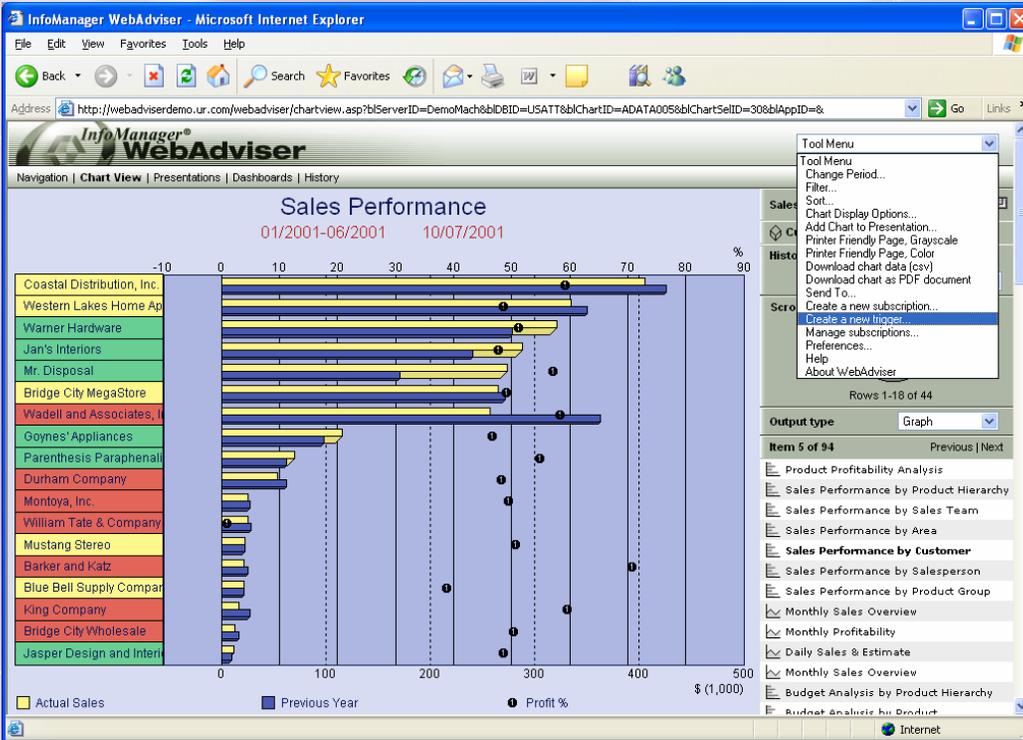

Why use BI Systems

An executive in a decision maker's function will improve their batting average, if their decision is based on current real-time data and that data covers all the elements required in the decision process. That data needs to be presented in a easy to understand and analyze presentation. In addition, the executive may need to be notified automatically when certain thresholds or a critical situations arise.

Monitoring Key Performance Indicators with InfoManager's Digital Dashboards

InfoManager's Digital Dashboards enable companies to easily deploy important business metrics across the enterprise to help your company monitor business metrics, align execution with strategy, and manage corporate performance. Dashboards allow you to get all the information you need while staying in one database environment. The look and feel can be customized to your applications, maintaining your branded identity.
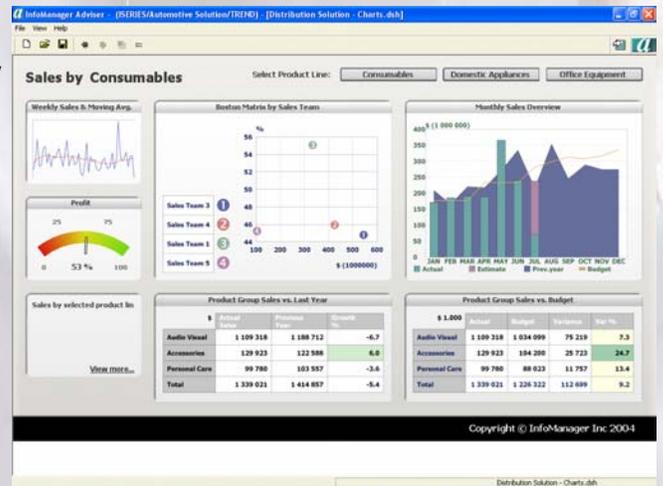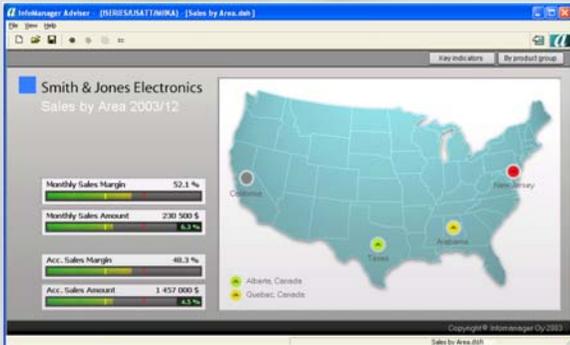
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Get Your Own Demo Today

Go to www.ODT VISION.com to get your own demonstration of the ODT VISION Voice Response Unit which will run on any Windows based PC of Windows 98 or later with sound card and speakers. This is a simplistic order entry and shipment status system which is running off a Microsoft Access database. The demo is in the test mode and you will be using the "Test Phone" feature of the ODT VISION VRU to simulate a phone call to the data. Manuals and case studies are also available on the web site.

Improving Customer Service Affordability

Get free project analysis regarding your telephony application or submit technical questions at:
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http://search400.techtarget.com/productsOfTheYearWinner/0,296407,sid3_gci1157611_tax302575_ayr2005,00.html

To speed up Business Intelligence investment payback time and to simplify the data warehouse implementation process, InfoManager, together with their business partners, has created a wide range of industry specific solutions. With extensive knowledge of these industries InfoManager can help customers quickly develop solutions in these areas.

Industry specific solutions are applications which are built by using InfoManager as a platform. They provide report templates, metadata specifications, and a ready-to-use data extraction mechanism for some popular transactional applications.
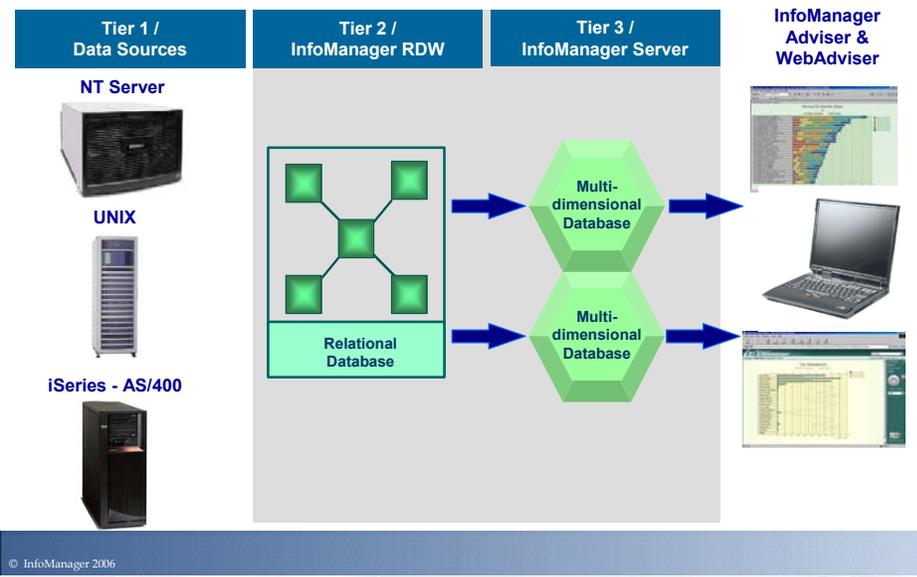
Importers and Distributors
- Opportunity tracking
- Order stock
- Sales analysis
- Customer and product profitability
- Service analysis
- Spare part analysis
- Financial performance

Real Estate Management

In the USA, France and Sweden real estate management firms like Urban Retail have benefited from InfoManager and the ease with which it can be implemented to meet their business intelligence requirements.

Banking and Finance
- Loan Analysis
- Deposit Analysis
- Bank profitability
- Customer profitability
- Statuary reporting

Healthcare
- Census Analysis
- Patient / Case Mix Segmentation
- Profitability Analysis
- Accounts Receivable Analysis
- Expense Analysis
- Cost Variance Analysis

InfoManager 3-Tier Data Warehouse

INFO MANAGER

Tier 1 / Data Sources	Tier 2 / InfoManager RDW	Tier 3 / InfoManager Server	InfoManager Adviser & WebAdviser

NT Server
UNIX
iSeries - AS/400
Relational Database
Multi-dimensional Database
Multi-dimensional Database

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In any analysis application, the results are only as good as the data. The ODT VISION VRU allows remote and unsophisticated users the ability to get real-time information into the database which these BI applications are built upon. We look forward to working with InfoManager on common accounts. If you want to learn more about this solution, we suggest you contact InfoManager at 1.888.598/INFO or visit their web site:
http://www.infomanagerinc.com/ .
This is truly a beneficial and easy to customize tool for any data analysis. ◘