

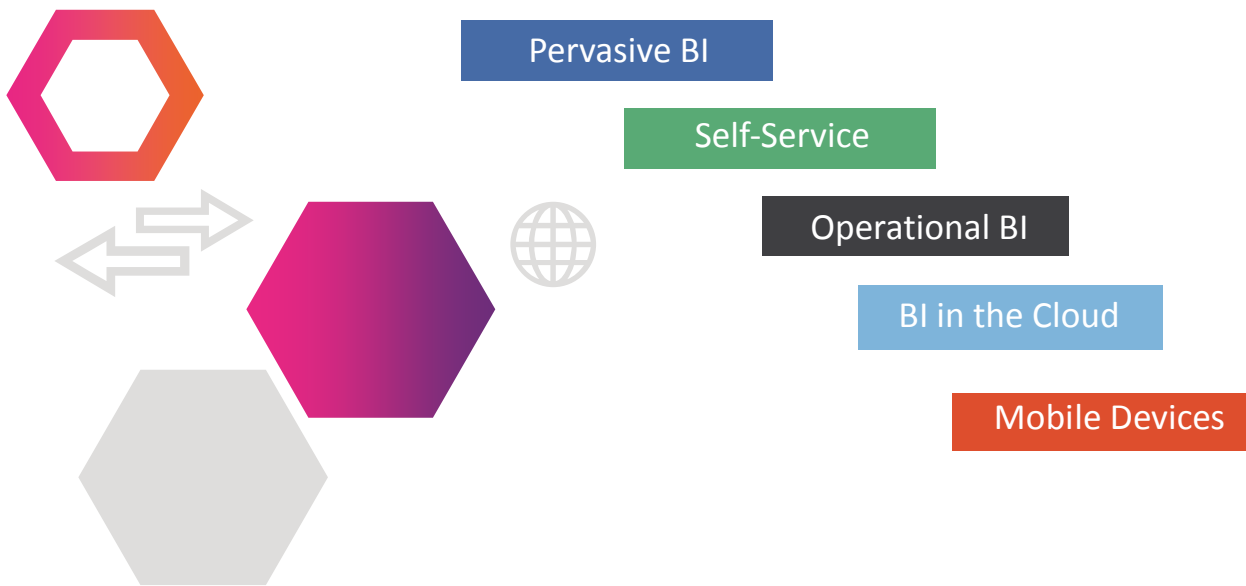
CarbonBI

Next Generation BI (Powered by metadata)



A Revolutionary Approach to

Business Intelligence



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Overview

Every employee in an organization has to make decisions. Interestingly, the current adoption rate for BI tools in an organization is less than 20% of total employee head count. According to industry analysts, this is about to change. Consider the following trends (not necessarily in any order):

- *Mobile Devices (Accessibility)*
- *Pervasive BI (BI for every job role)*
- *Self-Service (Simple BI)*
- *Operational BI (Mix of Tactical & Strategic analysis)*
- *BI in the Cloud*



BI Tech Systems (CarbonBI) embraces these trends with a rich, comprehensive BI platform, which is Cloud based and designed using open standards and a service oriented architecture.

CarbonBI is designed for quick implementation; a simple, intuitive user experience; self service and personalization; based on a Cloud architecture for low cost, flexible, usage and management. There is power in simplicity and while it fits well into the small and medium (SMB) organization, CarbonBI scales easily for larger enterprises.



Mashboard

Dashboards are expensive, time consuming, hard wired to a fixed frame work and typically built for a targeted executive audience. It is costly to constantly rebuild dashboards, when analysis needs change. CarbonBI Mashboards enable business users to build personal dashboards, on the fly. Simply drag reports into the visualization of your choice. Mashboards are a paradigm shift from expensive, fixed corporate dashboards, to dynamic, personalized self service dashboards that can be built within minutes, further customized and also shared collaboratively.



“Your Data, Your way — in The Cloud”

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BI IN THE CLOUD

CarbonBI cloud based service oriented architecture enables:

Quick, scalable and low cost deployments with or without moving the data into the cloud emphasizing secure access to data on any device. Scalability - from SMB to departmental to enterprise usage

Pervasive BI

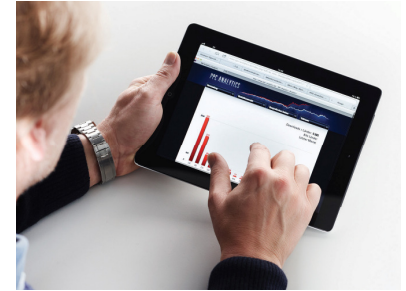
Data in silos with complex, technical BI tools are the two primary reasons for low BI tool adoption. CarbonBI is as simple as learning Microsoft Excel, transparently unlocking disparate data in silos while providing a simple "Drag n Drop" user interface accessible on the web and mobile devices.

Self-Service

Industry analysts indicate that 90% of decision making happens today out of Excel, primarily because of ease of use. CarbonBI provides this same simplicity, enabling business users, without prior BI experience, to get answers to business questions relevant to their job role.

Operational BI

Most BI tools today offer ad hoc and analytical reporting capabilities on stale data (data residing in data mart or a warehouse). Daily performance metrics support real time decisions and depend on departmental operational data. CarbonBI is designed with all the levers to easily connect to operational data stores just the way it connects to data warehouse or "Big Data". With its distributed data connection and caching capabilities, data from multiple data-bases/marts can be accessed and presented, without the need to access the data warehouse.



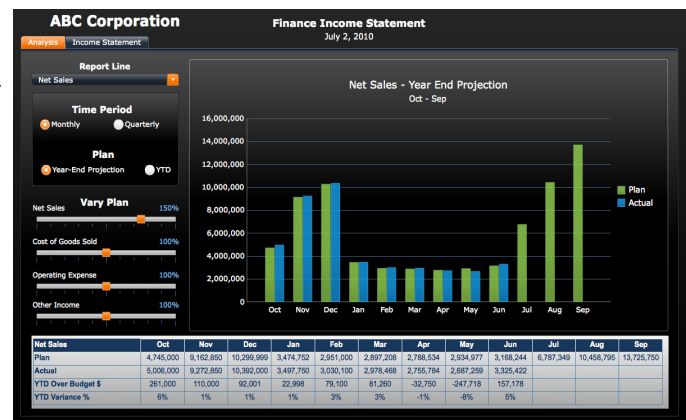
Mobile BI

CarbonBI offers mobile capability, integrating very well with third party native apps and extending browser optimized BI solutions out of the box. You can view and interact with dashboards, mashboards, cached reports and real time data, at no additional cost.



CarbonBI Summary - End-to-End BI Services in Cloud at very low cost

- Designed for any ERP solution (Oracle E-Business, JD Edwards, PSFT, SAP...)
- Designed for any database/appliance (Oracle, SQL Server, DB2, Teradata ...)
- Enables BI for everyone (Pervasive)
- No prerequisite for a data warehouse, ETL or dimensional models (Star/Snowflake schemas)
- No Costly Hardware and Software investments
- No software upgrade/maintenance costs
- Mobile BI enabled at no additional cost
- Dashboards at no additional cost
- Intuitive, requiring little to no training
- Scale numbers of users as required
- Build Metrics/KPIs on the fly



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Pre-built Oracle E-Business Suite content

Oracle E-Business Suite clients are familiar with the complicated structure of the underlying tables of the application modules. CarbonBI offers pre-built analytics and operational report templates for Oracle Financials, HCM, Manufacturing, Supply Chain, Purchasing, Grants and Projects. These reporting objects can be extended to automatically integrate Flex-Field customizations, apps mode security, down to the next level for audited reporting.

Extends Oracle Discoverer and Oracle BI Publisher

CarbonBI extends an Oracle Discoverer/ BI Publisher environment by providing sophisticated new features such as analytics, report caching, self-service report templates, dashboards, and multi-level hierarchical reporting.

"Design Once, Use Multiple Ways" Reporting Paradigm

One major innovation is the time saving CarbonBI reporting object. Once created, users can build and share their own reports in a variety of output types such as dashboards, pixel perfect reports, Excel, and XML all from the same reporting object.

Collaborative Environment

CarbonBI Report Central features the ability to share reports, dashboards, subscriptions, messages and alerts with a group of users, based upon specific job roles.

Integrated with Excel

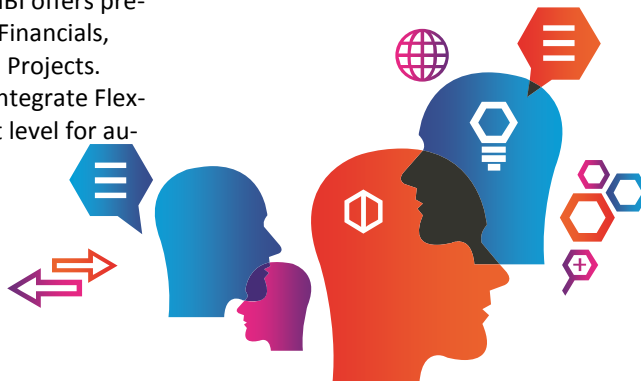
CarbonBI analytics serves as a fantastic front end process, prior to data export, to Excel. CarbonBI analytical reports can be run directly from Excel or the reports can combine the data from Excel (external data) with application data for example, from the Oracle E-Business suite.

Dashboards - CarbonBI Way

CarbonBI dashboards go beyond the typical dashboard solutions. Most dashboards feature static data, without the ability to perform "what if" analysis. CarbonBI dashboards are interactive, drillable and provide a range of widgets and controls and let you adjust value levels graphically!

Analytics

Carbon BI Report Central offers unique "on the fly" metric designer allowing business users build their own metrics including trending, ranking, counts, and statistical functions against any numerical fact.



Dedicated Departmental Need

CarbonBI is an excellent solution for departments or divisions within large organizations, that want the ability to build and customize their own queries, reports and visualizations. Information can be integrated from multiple data sources and presented in Excel or a personalized dashboard or mashboard, for example. This "user driven" capability provides more relevant information to the business group and mitigates custom report requests that end up in an IT reporting backlog.

Enterprise BI Platform

CarbonBI is able to import the functional layer (also called the End User Layer, Business Universe, Framework, etc) from other BI tools, into the CarbonBI knowledge engine. CarbonBI can then be used to extend its functionality, allowing business users to perform additional customizations and produce more relevant representations of the data.

Functional Layer:

All BI tools require the setup of a functional or semantic reporting layer. The CarbonBI knowledge engine simplifies this task by employing advanced techniques, eliminating the tedious mapping of fields as facts, dimensions and metrics. Maintenance of the knowledge engine is straightforward, as the metadata is all maintained centrally. CarbonBI manages all this work - in the cloud or on premise.

Go to: www.carbonbi.com and take it for a free test drive!