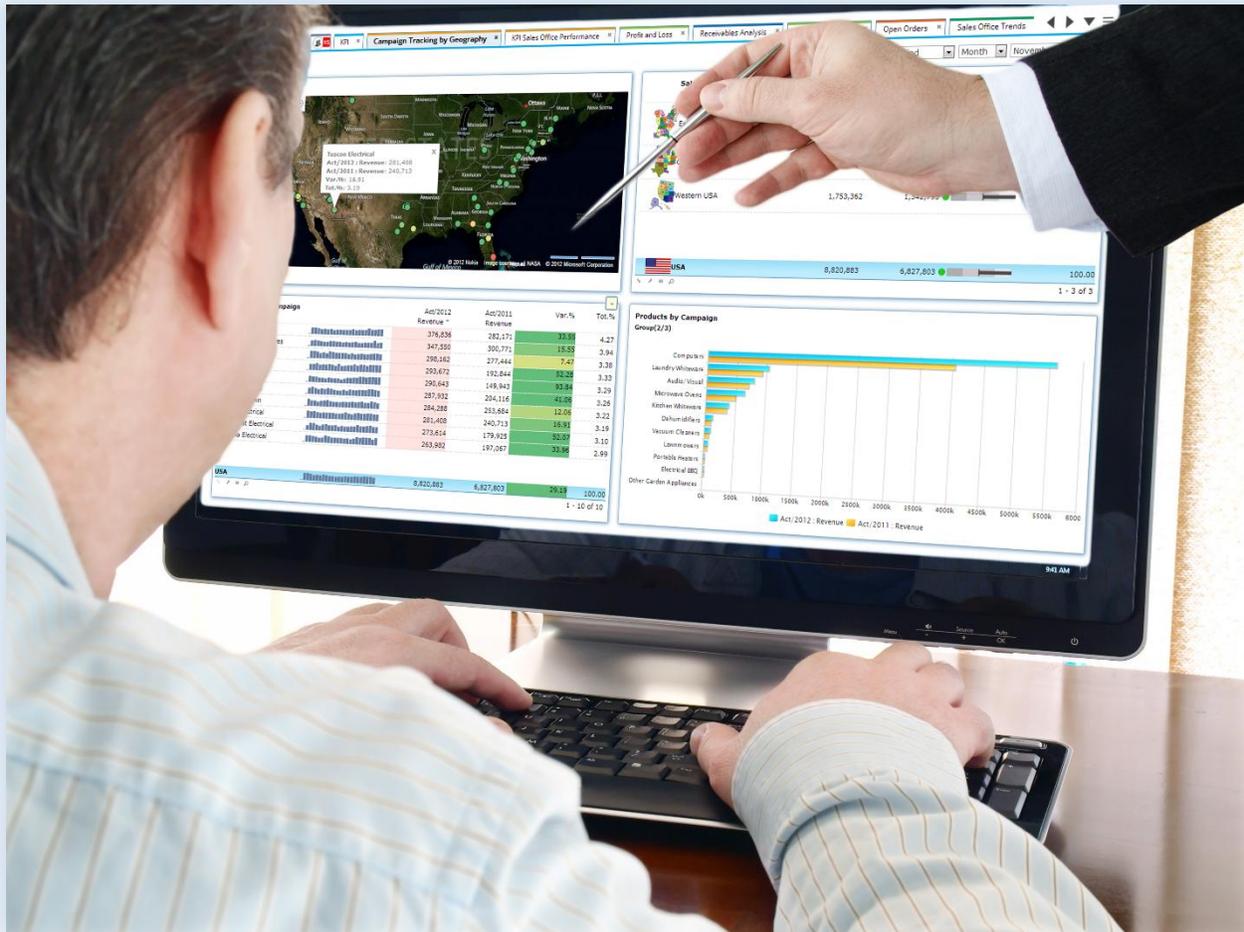


The Case for Buying a Business Analytics Package

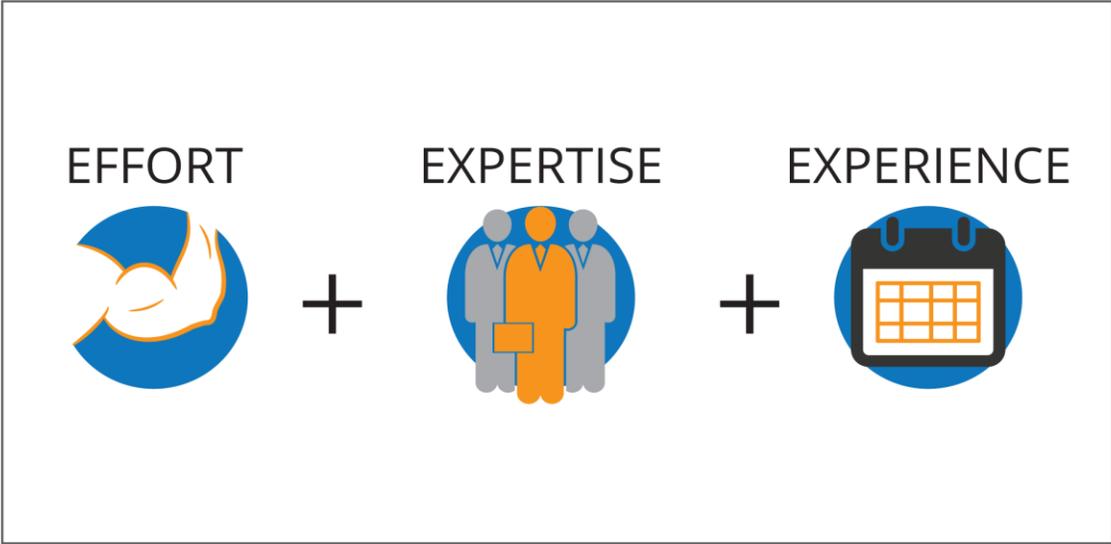


Introduction

Business intelligence (BI) software originally emerged in response to the need for organizations to access accurate and timely information to support informed business decisions. However, today's BI market has become a bewildering array of tools and platforms so businesses increasingly turn to their internal IT departments to develop their own BI solutions. While BI software – tools, platforms, and applications alike – holds great potential for helping organizations readily access the enterprise information needed to make informed business decisions, the reality of developing such a system in-house is extremely challenging.

The Three E's of Developing an in-house Business Intelligence Platform:

- **Effort** - the daunting task of developing an in-house Business Intelligence application
- **Expertise** – the technical expertise necessary to build it
- **Experience** – knowing how long it will take, how much it will cost, how to manage the project and what to expect in return.



You can't build an analytics platform without the 3 E's

Power to Your People

In general, business users are rarely involved in the decision process when it comes to BI, so their need for simplicity is neglected and BI tools from the IT developers are forced upon them. This is a recipe for failure. Typically, of the tools purchased for the entire user population, 90 percent or more end up as “shelf ware.” Additionally, advanced users who can make sense of the tools often find themselves spending hours creating a single report.

Embarking on a big, complex BI development project is much easier for large corporations that have the funds to support such an endeavor. Mid-sized companies usually don't have that luxury. Those companies that do forge ahead typically find that the time and money spent pursuing an in-house BI solution only ends up with the same array of complex tools. Their efforts would have been better spent making critical business decisions earlier – such as if only the solution could have been installed earlier.

Your Competitors

Every time a competitor makes a better decision than you do, you lose something. Buying your off-the-shelf business analytics solution, and acting on the data from it, is an example of a decision that may be critical. So, isn't developing one in-house a bit of an indulgence?

Your Customers

Every time a competitor makes a better decision than you do, you lose something. Buying your off-the-shelf business analytics solution, and acting on the data from it, is an example of a decision that may be critical. So, isn't developing one in-house a bit of an indulgence?



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Solution

Halo Business Intelligence makes IT easy

Years ago, Halo BI recognized the need to eliminate the difficulties in developing business analytics for companies that had neither the budget nor the resources for such an IT project. At Halo BI, we automated the process of project creation by identifying all the common requirements and we programmed them into a user interface that accommodates the exceptions. Feature by feature, we automated the hard part – the task of building OLAP data warehouses and cubes – thus making it easy. Because we pushed all the complexity back into the program code, our production level business analytics solution can be up and running in a matter of days, sometimes hours. From scratch.

No More “Sticker Shock”

Most so-called ‘business intelligence’ solution providers out there don’t actually have an end-to-end solution. Halo BI does, and we prove it before you spend a dime.

The next time a vendor claims to have the complete solution, ask them for a fixed-bid! You see, most such vendors make their money on the massive number of consulting hours required to get the thing operational. Some even make the bold claim in their literature in plain English, but once you sign up and provide the down-payment, the true project costs begin to mount.

Not so with Halo BI.

We offer a real, honest-to-goodness business-ready solution. We install it, configure it to your requirements and leave when you are satisfied. Of course, we are always there when you need us, and we pride ourselves on our customer support, but getting you to where you can make good business decisions is our goal.

How Fast Is Fast?

You can see from many of our Customer Success Stories that we often don’t need the week or two consulting time we offer in our product installation because the software is up and running so quickly. So, we simply cut the installation cost and our customers actually pay less than they expected. When did you last see that happening?

You can download our Customer Success Stories straight from our website at www.halobi.com and see for yourself.



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How Halo BI Works

The Halo BI platform consists of two components: the “front end” and the “back end”. We call our front end product Halo Prism™ and our back end product Halo Source™. Together, they form a complete bridge between the data in the ERP system and the manager who needs that critical view into the business.

Halo’s powerful data aggregation and analysis engine, Halo Source, gathers data from your ERP and other business systems and transforms it into a format and structure highly optimized for speedy and useful analysis. The transformed data is placed in multidimensional cubes and in a data warehouse, both optimized for business analytics decision makers. We take full advantage of powerful Microsoft tools and platforms such as SQL Server, Internet Information Server, Analysis Services (Multi-dimensional and Tabular), Reporting Services, Powerpivot, Powerview and many other components. Saving you from having to go it alone and invest a year or so in bringing all the components together because we’ve already written the code that extracts and transforms the data for you today.



Halo offers a complete BI platform at a fraction of the time and cost of less robust solutions



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Source Adapters Provide Competitive Advantage

Halo Source comes with a variety of “Adapters”. Each Adapter is fine-tuned to plug straight into a common ERP system; allowing the implementer to go straight to the analysis view creation stage *without making a single configuration change*.

Having served hundreds of customers over the years, we know exactly where the data in these ERP systems lives and we have coded this knowledge into our Adapters. In addition, we have built variation tolerance into how Source handles those exceptions that every system has. Let’s say you didn’t use the customer region field in Microsoft AX because you are using an earlier version of it. When you upgrade AX and begin populating the new field, Source grafts the new data into your cube automatically by mapping the AOT tables, making it available for analysis that very same day from your new data surfaces. Our customer experience means we often build it before you need it.

All our Adapters are actually created using our Source product itself. Source includes a Project Creation Wizard to allow the implementer to create an Adapter from scratch. (In the case of common ERP systems, we use the resulting Adapter again and again). This Wizard makes the process so much easier, that what typically takes a year in-house to achieve, our solution can do in *less than two weeks*.

Gets Used. Stays Used.

Halo Prism, the browser-based user interface to your cubes, takes only a few minutes to learn. There are only four basic mouse clicks to learn and you’re off to the proverbial races. The rest is standard browser stuff you already know.

Over the years, we have been extremely cautious about how we enhanced the user experience. It remains so easy to use, it looks like a bit of a trick at first glance. We steered away from flashy speedometers, which we believe are a poor use of screen estate (not to mention difficult to understand) and instead incorporated Bullet Graphs and Sparklines to give you a lot more information in a single shot.

“It’s the first thing I look at in the morning” many of our customers tell us. “I’m blind without it” others say. “How did I ever do my job before I had Halo BI?” others ask.

Our mission is to make the hard part easy. Easy to install, support, upgrade, and above all, easy for our customers to get the answers they need.



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Know How. Know Now.

Why risk building your own business analytics solution from scratch? How long will it take you, how much will it cost to support and how confident will you be in the data?

Typically, our Halo BI solution replaces a home-grown system that is costly, difficult to support and above all, unreliable, where the original developers have moved on and users have lost faith in the data coming from the home-grown solution.

You can be up and running with Halo BI in a matter of weeks, sometimes days. We demonstrate our solution on test data first because when you see your own business through the eyes of Halo Prism for the first time, you will likely rush off to act on what you have learned. We just can't have that.

For a demonstration, call us at the nearest Halo BI office, or send an email to info@halobi.com.



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