



# Rocket® CorVu CorBusiness

Deliver simple purpose-built interfaces so that business managers at all levels can utilize timely, accurate, and meaningful information to make the right decisions

Eliminate data transfers between systems and reduce the time taken at month end reporting

Provide access to data from multiple sources, multi-level drill down, more reliable information, and—most importantly—“one version of the truth”

Dramatically reduce the time required to create new reports

## Interactive Business Analysis that Empowers Business Users

Most organizations have a broad array of business analysis needs – interactive reports, graphical analysis, pivot tables and ad-hoc reporting. Increasingly, organizations are also taking advantage of advanced analytical methods such as forecasting or data mining. Often, data must be accumulated from various sources such as transactional databases, data warehouses, spreadsheets or automated data feeds.

Addressing these requirements can translate into lots of resources, time and costs—mainly because a variety of tools and technologies are used.

In contrast to traditional business intelligence, OLAP and reporting tools, Rocket Software’s Rocket CorVu business intelligence modules—CorBusiness, HyperVu, and CorPortfolio—work seamlessly together to address all of an organization’s business analysis requirements within a scalable, flexible product suite that can be rapidly deployed and cost-efficiently extended to meet business priorities.

Most importantly, Rocket’s performance analysis and decision support systems can be purpose-built by business users, without the need for specialized ‘programming’ experience.

## Key Benefits

- ❖ Empower business users
- ❖ Improve operational efficiency
- ❖ Improve report quality
- ❖ Improve responsiveness to business needs

## Key Features

### Data Access

- ❖ Access data from any source, including ERP systems, databases, OLEDB for OLAP, XML, flat files, or APIs
- ❖ Data sources presented in tree/list view or Entity Relationship Diagrams (ERD)
- ❖ Access multiple data sources simultaneously
- ❖ Meta-data layer creation allows for a more simplified data presentation
- ❖ Robust and flexible security

### Ease of Use

- ❖ User interface based on user type
- ❖ Wizard-driven user interface for non-technical users
- ❖ Templates can be used to speed object creation

### Visualization

- ❖ Wide range of visual formats, including reports, dashboards, pivot tables and numerous graph types
- ❖ Executive alerts: speedometer, thermometer and other customizable indicators
- ❖ Personalization with wizards and configuration settings

### Advanced Analytics

- ❖ Sophisticated modeling and “what-if” analysis
- ❖ Time series forecasting
- ❖ A range of popular data mining algorithms

# Key Features

## Reporting and Analysis

- ❖ Interactive analytical reports designed to support decision makers
- ❖ Filters, formulas, summarization, aggregation, color coding, sorting and categorization
- ❖ Dynamic graphs, pivot tables and OLAP for ad-hoc analysis
- ❖ Multi-level drill down, across and through, with visual indicators
- ❖ Ad-hoc reporting using simple wizards

## Automation

- ❖ Automate any reporting process
- ❖ Built-in scheduler
- ❖ Automatic email and printing
- ❖ Fast report replication ensures user only builds a report once

# Why CorBusiness?

## Comprehensive Capabilities

- ❖ Reporting and analysis to empower business users
- ❖ Advanced analytics such as forecasting and data mining
- ❖ Dashboards and exception alerts
- ❖ Share personal reports, analysis, and comments with other users

## Low Total Cost of Ownership

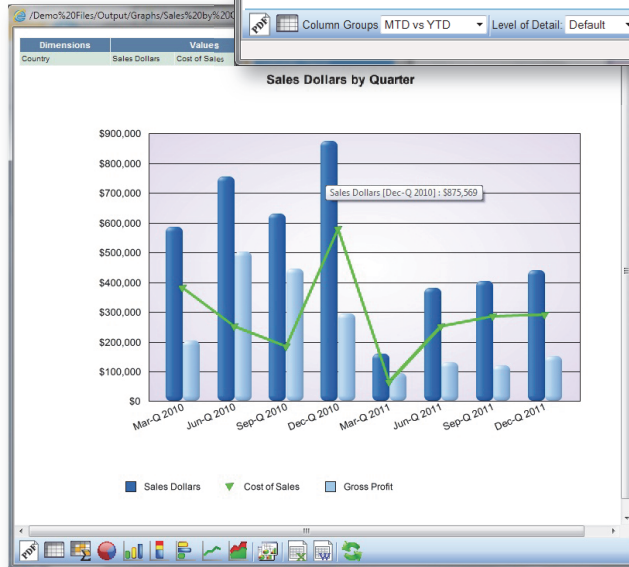
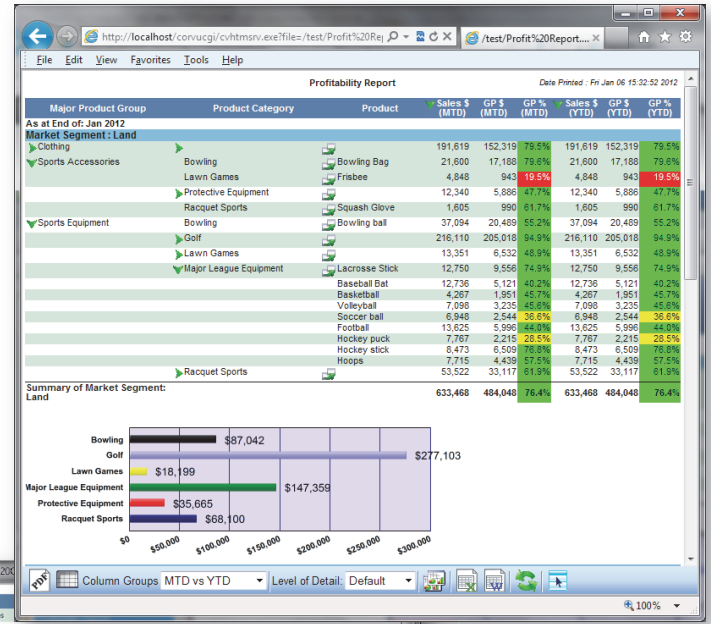
- ❖ A single business intelligence platform that is easy to use, modify, and deploy
- ❖ Minimize the cost of implementation, training, maintenance, and upgrades
- ❖ Minimize the cost of software licenses

## Rapid Deployment

- ❖ No programming skills required
- ❖ Ability to schedule outputs to users

## Flexibility

- ❖ Drill to unlimited dimensions 'on-the-fly' without limitations



- ❖ Intelligent Scheduler and multi-tier options for total control over where and when data is processed, as well as automatic distribution of files
- ❖ Leverage investments in data warehouses where appropriate
- ❖ Supports 'Push' and 'Pull' reporting strategies
- ❖ Portable applications and application components
- ❖ Optional HyperVu module provides interactive HTML pages—pre-published or 'on demand'
- ❖ Optional CorPortfolio module enables organizations to automate the collection and assembly of reports, analysis and commentary into briefing books, board reports and other management report packs

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