

Message From the President and CEO of Information Builders

With WebFOCUS 7, Information Builders takes enterprise business intelligence (BI) to the next level by combining operational business intelligence with our integration capabilities.

We have been helping customers build business intelligence applications for 30 years, and what we have observed about our customers is fundamental to what we've added to WebFOCUS. In a nutshell, we've come to understand that if you don't have at least one BI application saving you \$1 million a year or more, you haven't realized the potential of enterprise BI on the Internet.

While BI has traditionally been used after the fact to analyze historical trends, we've found growing numbers of WebFOCUS customers are incorporating BI into their day-to-day operations. Increasingly, they are tapping into the Internet to do far more than graft a browser front-end onto existing reporting applications. They're using Internet technology to enable their BI applications to truly scale, and to extend those applications throughout the enterprise as well as outward to customers, suppliers, business partners, and others.

We have learned some valuable lessons from watching our customers. Perhaps most importantly, we've seen that there is no such thing as a typical reporting environment. To us, that has meant our BI solution had to be flexible, powerful, simple, and scalable enough to address each of our customers' business needs.

WebFOCUS 7 is the product of observations like these. We know that to have a successful BI system, you need the right architecture, the right level of integration, and simplicity.

Take a look at our **architecture**: Our autonomic server will run 24x7 at the lowest administration cost, and our scalability will get the most users on the least hardware of any BI vendor.

As for **integration**, we natively read and can join every relational and legacy database on every computer platform – over 280 disparate data sources – and we run on every platform, including Windows, IBM mainframe, all UNIX and Linux, Tandem, etc. We also access every ERP and CRM source and even read transactions in flight.

And talk about **simplicity**: You can't afford training when there are large numbers of users, yet you need to deliver a large payload of information easily. With our innovative, structured ad hoc mode we have achieved this. And our electronic publishing facilities will deliver live pixel-perfect PDF documents via e-mail. This means drill-downs to other parts of the document, as well as other documents.

Operational business intelligence is the next big thing. It is where we can make our customers most successful. WebFOCUS 7 is here to help you realize the potential of enterprise business intelligence.



Gerald D. Cohen