

## Moving to DB2 Web Query From Query/400

of your customers. For instance, an increase in parts requests or cases opened right after a new release could indicate a quality problem.

The ability to tap into Amdocs CRM information and deliver it to the enterprise allows people at all levels of an organization to participate in CRM-related initiatives. For example, marketing may want an e-mail alert when call center activity increases the day a new campaign launches, or supervisors may want to see the correlation between time spent on the phone and the number of cross-selling opportunities identified.

Using the included management dashboards, trends and overall performance are tracked in real time or over time and presented to the appropriate user along with other internal and external content.

Amdocs and Information Builders offer a cost-effective way to propel your organization to a new level. With the amount of raw customer data within your grasp, transforming it into actionable business information makes good business sense. By analyzing key customer issues, churn, revenue trends, top customers and opportunities, as well as utilizing Information Builders business intelligence, companies create insight that maximizes their ROI and increases bottom line company-wide. ●

Based on the Information Builders WebFOCUS BI platform, IBM's new DB2 Web Query for System i is a vital reporting tool that delivers business insight to users through its Web-based query and report writing solution. With Web Query replacing Query/400, it's important to understand the differences between the two products and the value DB2 gives to its users.

An informal survey of Query/400 users uncovered certain limitations of the older product. For example, to see anything new in the output of any reports, users needed to redefine the definition of their query, save it, and rerun it. This increased the number of queries that needed to be saved so that less technical users in the organization could rerun them.

With one additional click of the mouse, the same new query can display the new data as a chart.

Web Query offers many ways to create more flexible reports that will allow users to have one query that can serve many purposes. For example, a user may have a simple Active Report that shows a list of orders, the products ordered, and the units and value of each order. With one click, that user can create a new report, which will summarize the value of all orders for each product code.



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Gary Goldberg  
Director for WebFOCUS System i  
Information Builders

This simple capability saves time and effort from redefining the original query. Users can display hundreds of different views of the data, minimizing the number of queries that need to be saved and managed in the system.

Lastly, with one additional click of the mouse, the same new query can display the new data as a chart; something that was never available in Query/400.

This enhancement is just one way that DB2 Web Query surpasses Query/400, making it a key reporting tool that delivers business intelligence to all users in any format, at any time. ●