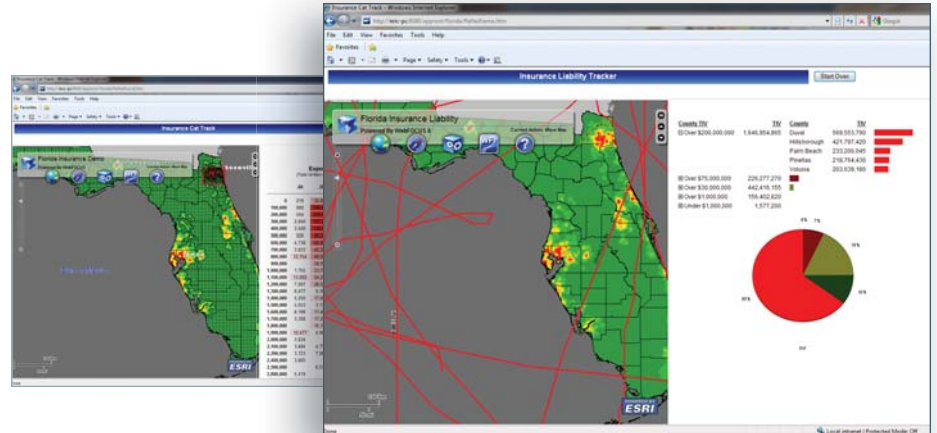


Information Builders enables agile information solutions with business intelligence (BI) and integration technologies. WebFOCUS – the most widely utilized business intelligence platform – connects to any enterprise system or application and enables simple and intuitive interaction with information.

ESRI and Information Builders



WebFOCUS' buffering and synthetic map layer allows insurance companies to see potential liability for all policies based on hurricane tracks in a specific region.

Location Intelligence: Visualize Data for Better Decisions

Only Information Builders and ESRI deliver a complete location intelligence (LI) solution that leverages the real-time reporting capabilities of the WebFOCUS enterprise business intelligence (BI) platform and the powerful ESRI geographic information systems (GIS) environment. With this joint location intelligence solution you can visualize, manage, map, and analyze any business asset to make better, more informed decisions.

What's unique about Information Builders' integration with ESRI is that no Java™ script coding or other programming is required – you simply plug in the adapter. WebFOCUS also integrates with ESRI's Adobe FLEX viewer, and can be leveraged as part of a SaaS or cloud implementation.

By presenting BI data in the context of physical locations, the combined solution allows users throughout the extended enterprise to rapidly and intuitively analyze real-time information containing spatial components. With the ability to report and analyze real-time data, and see the results on a map, users across the enterprise can make better decisions about information containing spatial components. Location intelligence improves decision-making and responsiveness, while extending the reach of GIS to a wider range of business applications, by natively integrating with more than 300 data sources. Users can transform local information into visually rich interactive maps, query and display GIS data features and attributes, locate addresses, identify features, and perform complex spatial analytics.

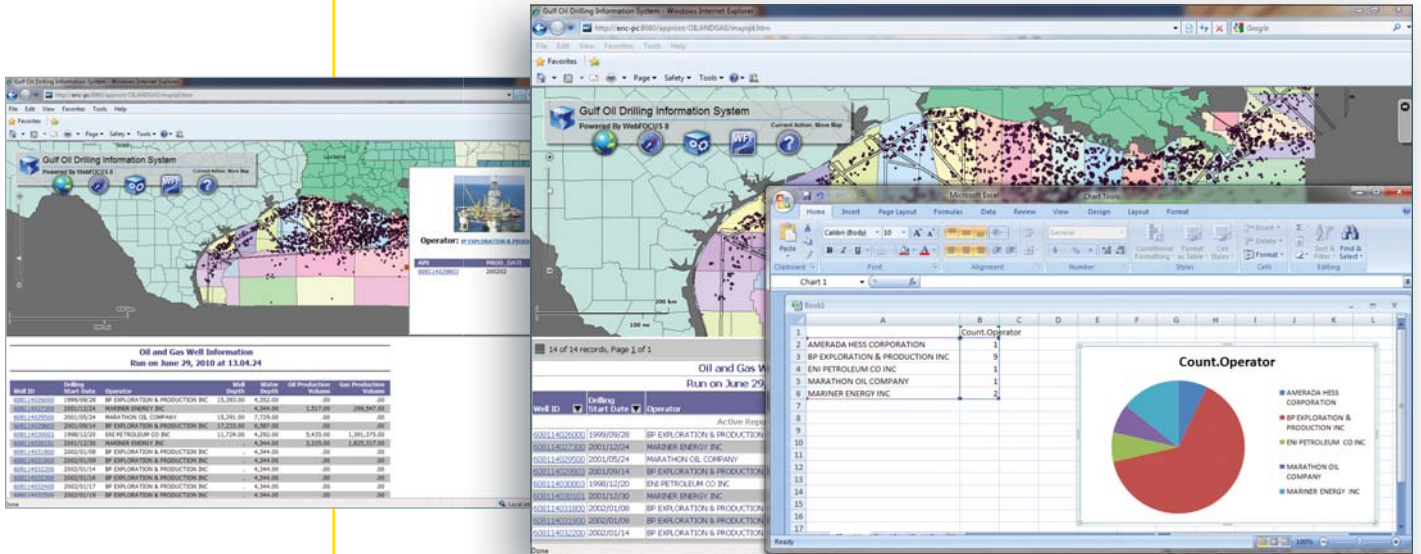
Location intelligence components include:

- BI with Adobe Flex integration
- Data and systems integration
- Predictive analytics
- GIS



Usability and Results for Every Industry

Combining geographic data with BI addresses a variety of real-world business challenges across industries. With immediate access to critical business data, managers can foresee business trends well in advance, giving them time to adjust budgets, tighten processes, and realign strategies.



Sales and marketing data can be displayed geographically for easy analysis of regional patterns and trends. Managers can then understand buying behavior in different territories, tailor marketing campaigns and sales techniques in a region, and better allocate resources. Master data management maximizes returns by ensuring the cleanest, most accurate data is leveraged.

Insurance companies' catastrophic-event planning and risk management is enhanced by identifying areas of peak loss potential. Users can drill down to an address on a map to analyze the number of people and the value of assets at that location. Historic claim patterns can also be presented geographically to determine the risk of writing a new policy.

Transportation agencies leverage LI for infrastructure, fleet, and logistics management; route planning and analysis; vehicle tracking and routing; asset management; and inventory tracking.

Oil and gas companies can decide where to drill a well, route a pipeline, build a refinery, and reclaim a site. Location intelligence aids with managing leases and storage tanks, environmental sites, facilities, and retail outlets. Our LI solution provides a viable resource for day-to-day operations, pipeline integrity, pipeline mileage reporting, business development and marketing, and risk analysis.

Government organizations use LI for managing emergency operations, transportation infrastructure and projects, human and social services programs, health programs, and environmental analysis.

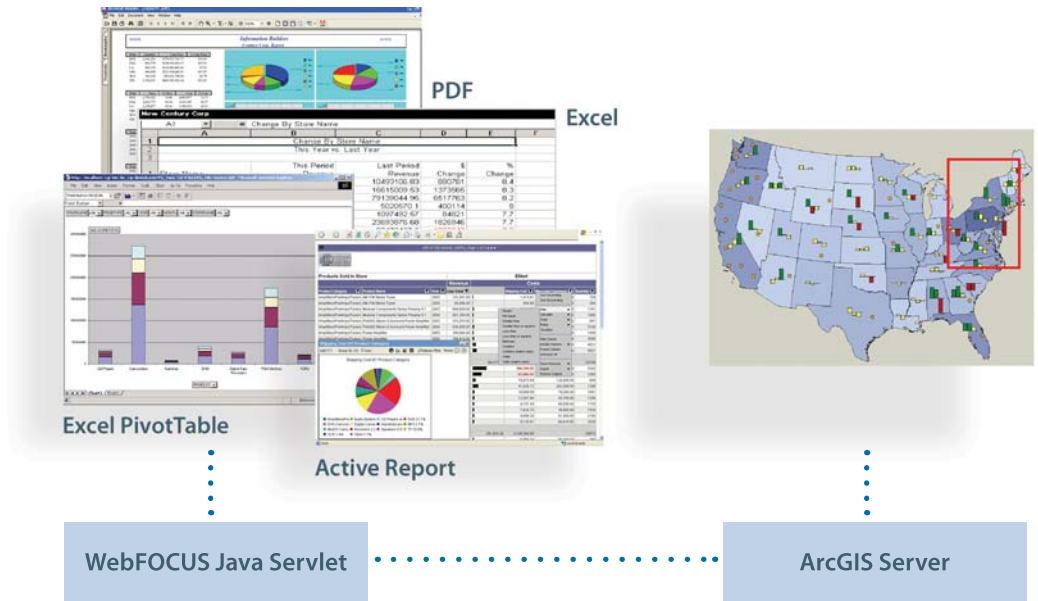
Public safety and law enforcement agencies map, analyze, and predict crime with our off-the-shelf Law Enforcement Analytics application for intelligence and predictive policing.

Car dealers can use LI's valuable insight into future trends and patterns to predict financing needs and provide real-time updates on excess inventory.

Financial institutions can track the geographic distribution of customers and determine where it makes sense to locate a new branch or enhance an established customer service presence.

Telecommunications companies can identify problems with network infrastructure, monitor customer service levels by region, and develop targeted regional marketing campaigns.

Features and Benefits



ESRI users can work with existing maps and present data in all WebFOCUS formats.

BI With Flex Integration

Increasing productivity and information usability is the ideal achievement of BI. WebFOCUS allows users to analyze, understand, question, interpret, visualize, and process geographic data. Maps are layered into dashboards as just another data type and let users see the impact of adjustments in the other charts, graphs, and reports in the dashboard. WebFOCUS and ESRI use Adobe's Flex to combine GIS with other Web content, which can be displayed in simple, dynamic mapping applications over the Web or from the desktop. This flexible and feature-rich reporting environment enables users to intuitively assimilate information by presenting it in multiple formats, including charts, graphs, spreadsheets, and detailed maps, to foster timely analysis and decision-making.

Architecture

Common J2EE/AJAX architecture enables developers to easily add a GIS component to BI applications using a set of APIs. End users view new mapping functions as part of their existing application with little to no additional training. Analysts and power users can toggle between a map and BI application, easily passing results and sharing information. The architecture also ensures the scalability needed to deliver GBIS reports throughout the extended enterprise without a significant increase in hardware spending.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call **(800) 969-4636**.

Predictive Analytics

Traditional reporting solutions provide a clear historical picture, but don't shed light on the future. The ability to anticipate and prepare for upcoming events can greatly impact decisions that need to be made today. WebFOCUS RStat is the market's first fully integrated BI and data-mining environment. It seamlessly bridges the gap between backward- and forward-facing views of business operations. Companies can easily and cost-effectively deploy predictive models as intuitive scoring applications, so business users at all levels can make decisions based on accurate, validated future predictions instead of relying on instinct. Factor in GIS and you have the most powerful LI solution available.

Intuitive Reporting for Geographic Information

Location intelligence includes:

- **Ad hoc query** – Users can build their own ad hoc queries and formatted reports, and display results on a map to analyze physical information
- **Data access and connectivity** – Our infrastructure applies the power of GIS to a wide range of business problems by providing access to more than 300 applications and data sources. Now you can capitalize on all information assets and achieve high ROI

Location Intelligence in Action

The Hillman Group, a top supplier of hardware items and a manufacturer and distributor of key duplication and engraving systems, has achieved significant ROI in only two months with its WebFOCUS application.

Hillman's operational BI solution is a virtual data warehouse with an integrated view of operational and financial data. More than 800 users, including 500 remote employees, access WebFOCUS reports via their browsers and can easily conduct queries, change formats, drill down, and export data. Hillman also implemented a GIS-based BI application, which displays its 12 distribution centers, overlays with UPS zone maps, and includes upcoming product shipment data.

Hillman's WebFOCUS application has sped decision-making based on real-time data, empowered business users, and helped managers better identify and address problems. WebFOCUS' GIS integration has also enabled cost-effective decisions about shipments. Hillman has already realized hard-dollar returns by being able to rebut vendor fines when accused of sending an incomplete order. For a recent two-month period, Hillman used the BI reporting system to analyze instances and prove that it had not short-shipped, saving \$131,000 in fines.

Location Intelligence has the power to transform an organization's ability to execute on its business plan by distributing information in the format users need, whenever and wherever they want. By incorporating essential geographic information, layering it alongside other key data points, users have a total picture and can make smart decisions.



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