How to **Empower All Users to Interact** With Timely, Trusted Information
What Our Customers Say

“Users can see their own data, retrieve it, make selections, and update the database accordingly. A single customer might have a dozen projects going at one time. Instead of dealing with many warehouses and systems separately, WebFOCUS gives them a consolidated view of all pertinent activity.”

Greg Johnston
CIO
AJ Logistics

“We knew we needed a tool that would allow us to support thousands of users while easing development and offering more self-service capabilities. After looking at a number of options, it was clear that WebFOCUS was the best solution for us.”

Brian Cook
Software Engineering Consultant
Ace Hardware

“When you are a customer at a bank, you want to be well informed about your investments. Not only do we focus on personal communications with our customers, but we also keep them involved by providing regular insights and reporting on the status of their investments.”

Jaco Aardoom
Managing Director
Hof Hoorneman Bankers NV

“WebFOCUS gives management the visibility into how the restaurants are operated and managed, and how they compare to other restaurants using benchmark and trend capabilities in the reports. We can apply best practices from one location to another. This raises the productivity of the whole group.”

David Ascah
Vice President of Restaurant Solutions
Wendy’s
For years, the complexity of traditional business intelligence (BI) and analytics solutions have left casual business users lacking the vital insights needed to drive better business performance. In the past, they were forced to use disparate spreadsheets to perform analyses, rely on IT staff for the needed data, or turn to data discovery tools – which create their own challenges due to their disconnected nature and their lack of scalability and auditability.

To solve these problems, and increase the pervasiveness of BI and analytics solutions, more organizations are deploying self-service environments. Self-service BI and analytics empower all users – not just IT staff and power users – with actionable and relevant information for confident decision-making. Unlike traditional solutions, which satisfy the information needs of only a small minority of information consumers, self-service BI and analytics empower everyone to independently retrieve and interact with timely, trusted enterprise data. That means executives, managers, frontline workers, and other users with limited technical skills can have vital intelligence, right at their fingertips.

3i’s to Enable Self-Service Analytics
The key to successful self-service BI and analytics is the ability to address the needs of all users and user types – from IT professionals and developers, to analysts and power users, to business users. Information Builders’ intelligence, integration, and integrity solutions are designed to satisfy the requirements of the broadest range of information consumers, ensuring that everyone – executives, managers, frontline workers, even customers and business partners – can interact with high-quality information from across the enterprise.

The powerful capabilities of WebFOCUS and iWay provide a solid foundation for any self-service BI and analytics initiative. With a wide array of features and functionality, Information Builders can readily meet the information needs of all users.

- Broad-reaching integration solutions provide access to any data, including legacy, social media, and cloud-based sources
- A robust application development platform with a familiar Microsoft Office ribbon interface allows developers to quickly and easily build rich, engaging self-service BI environments.
- An easy-to-use self-service solution enables power users to rapidly create queries, browse data in cubes, generate BI content, and share it with other users.
- Powerful data discovery delivers deeper insight into all kinds of data by presenting it in sophisticated visualizations such as charts, graphs, maps, and more.
- InfoApps™ deliver highly interactive analytic content, such as data visualizations, charts, graphs, and reports, to business users through a portal for an easy app store-like experience.
- Fully integrated data quality and master data management capabilities create a single view of key data elements and ensure the consistency and accuracy of all information made available through self-service environments.
Customer Successes With Self-Service BI and Analytics

**Ace Hardware** – The WebFOCUS BI platform is helping Ace, a renowned global retailer with more than 4,600 hardware, home center, and building materials stores, extend decision-making capabilities to all types of internal and external users. The company converted existing reports to WebFOCUS reports and built a universal reporting platform to accommodate corporate users, customers, retail partners, and suppliers. The self-service environment helps field staff monitor vendor performance and improve merchandising programs, and supplies 10,000 users with accurate information – wherever and whenever they need it, in a form that facilitates decision-making.

**AJ Logistics** – A self-service BI environment built on WebFOCUS allows clients of this premier provider of custom warehousing and logistics services to keep track of all its projects by running activity reports, generating invoices, managing inventory, and scheduling deliveries. The application has optimized customer service by enabling customers to simultaneously track multiple projects, obtain status updates, issue commands, and initiate complex workflows – even from mobile devices such as iPhones and iPads.

**Ameritas** – Management and other information consumers at Ameritas, a provider of insurance and financial products, lacked a single consolidated view of company operations, which made it difficult to measure the true financial state of the organization. WebFOCUS provides a cohesive way for 500 internal administrators and more than 5,000 policyholders to access and interact with data. Through a self-service environment, they can analyze information about sales, commissions, customer service, underwriting, and actuarial from a diverse back-end infrastructure.

**Appraisal Institute** – This association of appraisers and property analysts wanted to enhance retention and increase revenue by providing its 25,000 members with value-added services. Using WebFOCUS, the organization built an Associate Status Dashboard, a self-service environment, which allows members to track the requirements and goals needed to upgrade from associate status to designated distinction. Because the dashboard makes it easier for members to reach that status, it not only improves service, but also increases membership revenue for the institute, since required course fees for designated memberships are higher than those charged for associate memberships.

**City of Columbus** – This Ohio city, the 15th largest in the U.S., needed to respond more quickly to 311 service calls and enable deeper analysis of service-request trends. With the help of WebFOCUS, it created a self-service BI environment that assimilates data from its data warehouse and presents it via dashboards and interactive reports. City managers now have a clearer view into the operational performance of the call center, and frontline managers can access the information they need to deliver superior service.

**Elavon** – This full-service credit card processing company was looking to consolidate disjointed reporting environments and provide more comprehensive reporting, analytic, and mobile BI capabilities to executives and field staff. Using Information Builders’ technologies, the company created a three-tiered reporting environment comprising analytic dashboards for 600,000 merchants, self-service reports for business analysts, and structured ad hoc reports for employees throughout the company. The environment provides full mobile capabilities, with support for the native interface characteristics of any smartphone or tablet. Elavon has enhanced many critical facets of its operations – from sales and marketing to business planning and customer service.
Hercules Tire and Rubber – With customers that include a diverse set of partners, from local retailers to regional distributors to international dealers who move large quantities of inventory, Hercules needed reports and analytics to manage this vast distribution network and related purchasing, shipping, warehousing, and fulfillment processes. WebFOCUS provides self-service insight into sales, products, inventory, and customers, making it easier for managers to analyze sales data, manage inventory levels, synchronize warehouse operations, and improve fill rates so they are better able to meet customer demand.

Hof Hoorneman – A customer-facing self-service BI environment, featuring interactive eStatements, have empowered this independent investment bank to provide customers with a personal daily digital overview of their investments, with attention to wealth, yield, output, and efficiency. Real-time and historical data from diverse sources are combined into personalized dashboards and interactive Active PDF files. Clients can now review their investments on a daily basis and receive input from their investment advisors.

nVision Global – Using WebFOCUS, this logistics management services company created a cohesive self-service BI portal. Its new iFocus Dashboard includes industry-leading data visualization tools that empower customers to scrutinize every facet of their shipping, payment, and logistics operations. By letting customers access current information via the web, the company delivers greater value by increasing the efficiency and effectiveness of its shipping activities.

Taylor University – Staff in admissions, institutional research, and other departments have convenient self-service access to more than 100 academic reports, thanks to WebFOCUS. These reports allow them to analyze information about students, registrations, admissions, graduations, dean’s list, and more. The university has also enhanced their BI environment with predictive analytics capabilities, helping to increase its already impressive student retention scores by proactively identifying “at risk” students and referring them for mentoring services.

Travel and Transport – WebFOCUS is helping clients of the sixth largest travel management company to better track their corporate travel spending. A comprehensive self-service reporting environment called eTTekReview allows more than 800 travel managers to obtain optimal pricing on flights, hotels, and car rentals, and to identify patterns and trends in travel spending. Users can even benchmark their travel spending habits against other, similar companies. By giving customers the ability to better monitor and budget their travel expenses – and save millions of dollars – Travel and Transport is improving service and satisfaction, and gaining a substantial competitive edge.

Wendy’s – In an effort to modernize back-office analytics systems in franchise and company-owned restaurants to integrate with a new POS system, the world’s third-largest quick-service hamburger company turned to WebFOCUS. A self-service reporting environment replaced batch processes that consumed a lot of mainframe computing cycles, providing better information across the enterprise. Now managers can control costs and make informed decisions that improve the bottom line. This has improved profit margins at hundreds of company-owned and franchise restaurants.
Information Builders helps organizations transform data into business value. Our solutions for business intelligence (BI) and analytics, integration, and data integrity enable smarter decision-making, strengthen customer relationships, and drive growth. WebFOCUS, iWay, and Omni products work together to seamlessly cover all your information needs.

**Intelligence**
The WebFOCUS BI and analytics platform delivers rich, consumable, interactive information to the widest range of users.

**Integrity**
The iWay Data Quality Suite and Master Data Management Suite enable profiling, analysis, merging, managing, and cleansing of data from any source – structured or unstructured. Omni applications enable a single, complete strategic and operational view of key business services.

**Integration**
The iWay Integration Suite is the most flexible and agile integration foundation available, providing interoperability between disparate systems and data for faster time to market on IT and business initiatives.
To learn more about how Information Builders helps companies derive benefits through the implementation of a self-service BI system, visit us informationbuilders.com/self-service-bi.