

Information Builders and
Customer-Facing Applications

WebFOCUS

iWay
Software



"Our former reporting capabilities weren't scalable, they weren't flexible, and they couldn't keep up with our growth. However, with WebFOCUS our new external dashboard improves customer loyalty by giving schools the unique ability to track progress in real time and it also helps Walsworth to publish each school's yearbook more efficiently."

Sherri Pickman
 Finance and Cost Accounting Manager
 Walsworth Publishing

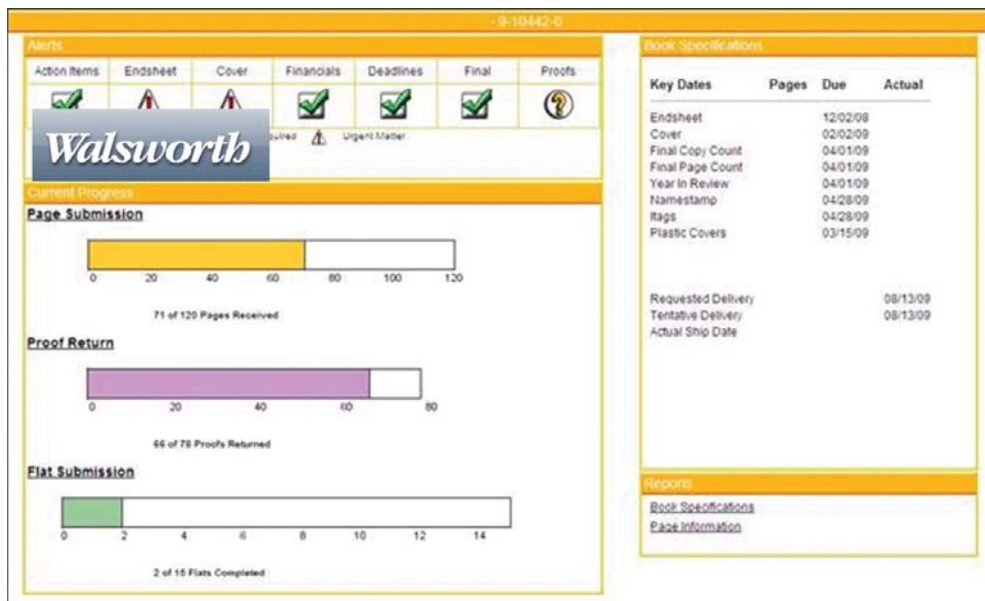
Information Builders and Customer-Facing Applications

Companies are realizing that the information stored in their internal systems may be useful to entities outside their own organization. For example, customers may want instant access to product information, package delivery status, billing details, and more – at any time, from any location, and without having to speak to a customer service representative, call-center agent, or other middleman.

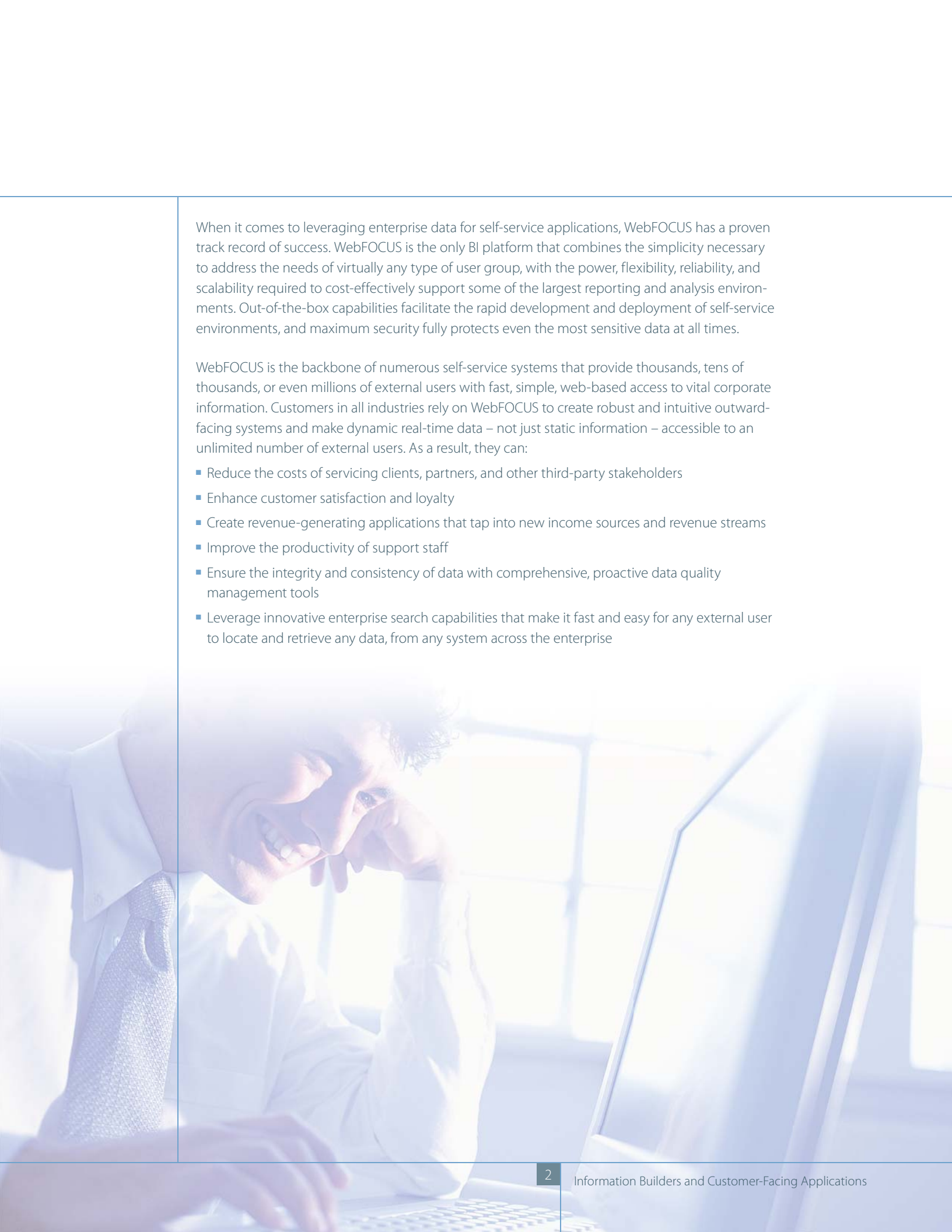
Firms that have made this kind of information available via the web or mobile devices are achieving significant benefits. Increasing the convenience and/or value-added services for clients, business partners, and other external stakeholders helps companies forge stronger, longer-lasting, and more profitable business relationships.

Self-service applications not only improve customer and partner satisfaction; they can also help to dramatically reduce overhead costs. For companies that field a high volume of calls, the savings can be astounding. However, despite these significant benefits, companies are taking a long time to deploy self-service business intelligence (BI) applications that can be used by anyone, regardless of technical expertise.

Extracting this information from various enterprise sources, and making it easily retrievable by external end users for reporting and analysis, can be accomplished with the strategic use of a BI platform. But even companies that currently leverage BI have shied away from using it to support self-service initiatives because BI tools typically lack the required scalability and reliability. BI tools can also be too complex or too costly to feasibly enable information for the masses.



Walsworth Publishing uses WebFOCUS BI from Information Builders to enable its clients to electronically interface with them via their website.



When it comes to leveraging enterprise data for self-service applications, WebFOCUS has a proven track record of success. WebFOCUS is the only BI platform that combines the simplicity necessary to address the needs of virtually any type of user group, with the power, flexibility, reliability, and scalability required to cost-effectively support some of the largest reporting and analysis environments. Out-of-the-box capabilities facilitate the rapid development and deployment of self-service environments, and maximum security fully protects even the most sensitive data at all times.

WebFOCUS is the backbone of numerous self-service systems that provide thousands, tens of thousands, or even millions of external users with fast, simple, web-based access to vital corporate information. Customers in all industries rely on WebFOCUS to create robust and intuitive outward-facing systems and make dynamic real-time data – not just static information – accessible to an unlimited number of external users. As a result, they can:

- Reduce the costs of servicing clients, partners, and other third-party stakeholders
- Enhance customer satisfaction and loyalty
- Create revenue-generating applications that tap into new income sources and revenue streams
- Improve the productivity of support staff
- Ensure the integrity and consistency of data with comprehensive, proactive data quality management tools
- Leverage innovative enterprise search capabilities that make it fast and easy for any external user to locate and retrieve any data, from any system across the enterprise

Customer Successes

AACA – Using WebFOCUS, the American Alliance of Creditor Attorneys (AACA) created the Pipeway®, an external-facing BI environment that presents account data through color-coded “pipes” in a browser-based information system. By plotting individual files or batches against legal timelines, it creates an official system of record that makes debt collectors more efficient and keeps all parties on the same page. WebFOCUS enables AACA to handle a larger volume of business while increasing efficiency. By providing self-service access to a tremendous volume of debt-collection activity, AACA helps synchronize a highly diverse and information-intensive process, distinguishing it from other companies in its industry.

Ace Hardware – When Ace Hardware, the largest retailer-owned hardware cooperative in the U.S., wanted to improve decision-making capabilities for its internal and external users, it turned to WebFOCUS. Information Builders helped Ace build a universal reporting platform to accommodate corporate users, customers, retail partners, and suppliers. WebFOCUS helps field staff monitor vendor performance and improve merchandising programs. The new system supplies 10,000 users with accurate information – wherever and whenever it’s needed and in a form that facilitates decision-making.

Administaff – WebFOCUS enabled the country’s leading professional employer organization (PEO) to improve service to clients by making important HR information available via the web. Clients generate hundreds of ad hoc and self-service reports each day – as many as 40,000 per quarter – that include critical payroll, tax, benefit, and related HR information. Easy access to such timely and complete data enables clients to better manage work-site employees and increase customer satisfaction for Administaff.

CentiMark – CentiMark Corporation, a commercial and industrial roofing contractor, wanted to better service its large commercial clients by providing information, analyses, and reports that help them manage their property portfolios. The company differentiated itself from the competition with a WebFOCUS-based customer-facing web portal that provides information regarding inventory, budgets, condition reports, proposals, and historical information – all completely self-service and on-demand. The customer-facing BI environment provides an ongoing point of communication with customers and helps salespeople better understand each account’s property portfolio, so they can offer more personalized service.

Ford Motor Company – Tabular reports simply weren’t enough to help Ford optimize its warranty-claims processes. So, the company moved its reporting environment to the Internet with WebFOCUS, which has become the company’s standard platform for warranty reporting. WebFOCUS provides Ford’s 14,000 external dealers, specialists, and consultants with an intuitive, graphical environment – available in 14 different languages – to uncover vital patterns and trends in warranty claims and related repair costs. The result is an improved ability to isolate and correct issues that has saved the company \$40 to \$60 million annually.

Levy – Data stored in disparate legacy systems presented a huge challenge for Levy, the nation’s premier distributor of paperback and hardcover books. When the company wanted to gain a competitive advantage over other book wholesalers by building a powerful reporting system for its third-party partners, it chose WebFOCUS as the foundation. Today, more than 300 publishing partners can create self-service reports to gain instant visibility into which titles are selling well, at which retail locations, and in what quantities. In the future, outside retailers who sell Levy books will be granted access to the portal so they too can track sales and inventory.

Moneris – This leading credit-card technology merchant-processing company handles more than \$3 billion in credit and debit card transactions each year. WebFOCUS helped Moneris gain a competitive edge by acting as the backbone of a web self-service application that offers value-added services to the company’s clients. More than 350,000 North American customers use the application to obtain a customized view of their card payment activity, and to access consolidated statements and reports about debit, Visa, and MasterCard transactions via the web.

Pershing – This top provider of clearing and financial outsourcing solutions serves more than 1,100 financial organizations and 100,000 independent investment advisors. WebFOCUS helps deliver a superior experience to tens of thousands of the brokers and other busy financial professionals that make up its clientele. Targeted analytical information allows customers to obtain aggregate views of account balances, financial holdings, and trades – information that previously could only be accessed through hard-copy reports or standard files containing massive amounts of data. Brokers can also monitor transaction activity – how many have been requested, processed, or still pending – and perform complex “what if” queries regarding individual investor accounts. Best of all, these powerful analysis capabilities are accessible directly from Pershing’s existing broker workstation environment, making them fast, convenient, and easy to use.

Plus Relocation Services – A competitive edge is one of the many benefits that Plus Relocation Services, a global leader in full-service relocation management and consulting, has achieved since it rolled out InformAgility, its customer-facing dashboard. Powered by WebFOCUS, InformAgility allows more than 180 clients to generate a variety of online, standard, and ad hoc reports – in intuitive formats such as graphs, PDF, HTML, Excel, and Active Reports – containing important information about relocation activities, expenses, home sales, and invoice histories. With this robust application, the company has boosted its bottom line by \$3,423,600, driven by an improved ability to attract new customers and retain existing ones. It also realized productivity improvements and cost reductions.

Power Systems Research – Power Systems Research (PSR) is the authoritative source of market information for the world’s leading engine, vehicle, equipment, and component manufacturers. The organization wanted to achieve several goals: combine, analyze, and distribute information to give its customers competitive insight into their industries and markets; securely and efficiently merge company data with customer-owned data; and provide customers with intuitive dashboards for basic research. WebFOCUS gave PSR the ability to merge various types of data and enable advanced drill-down reporting, as well as to automate report delivery by sending active PDF files with secure data payloads for offline analysis. PSR is boosting revenue with the ability to develop new categories of products, giving its customers more options for analyzing market data.

Scottish and Southern Energy – With eight million customers and 40 percent of the UK’s electricity generation capacity, Scottish and Southern Energy prides itself on its ability to help its subscribers control energy usage and related costs, while meeting environmental sustainability targets through smarter consumption. WebFOCUS gives the company’s more than 420,000 business customers instant access to timely and accurate data about gas and electricity usage and billing via a self-service portal. That information can be converted into a variety of formats, such as charts, spreadsheets, pivot tables, PDF, and XML, for further manipulation and analysis.

U.S. Bank – America’s sixth largest commercial bank used WebFOCUS to build a powerful online service called Scoreboard. This software-as-a-service (SaaS) BI dashboard allows small business clients to instantly access their debit and credit card transaction data online, obtaining a customizable view of card payment activity, such as consolidated reports and statements. They can also conduct trend analysis and benchmarking against other companies in similar industries or with similar geographic profiles. This value-added service has improved loyalty while reducing support costs.

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* Training facilities are located at these branches.