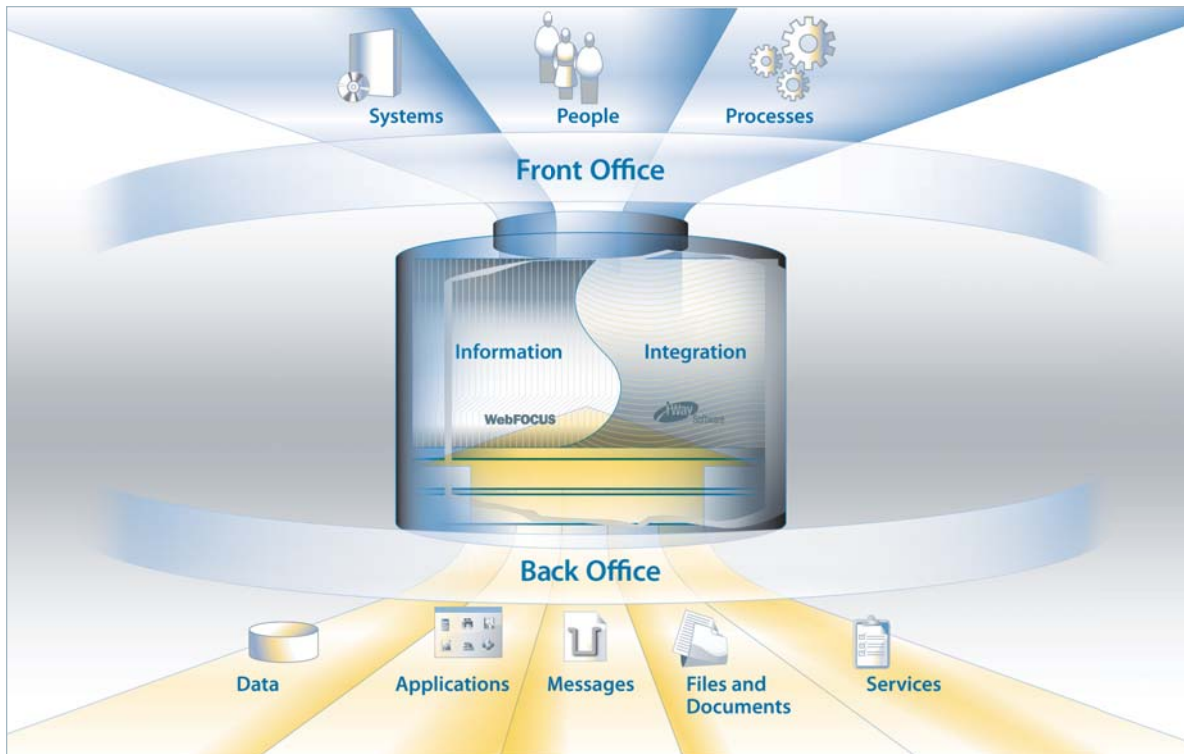


Information Builders in the Mid-Market

**WebFOCUS**

**iWay**  
Software



#### **Front-Office Information Access and Delivery**

"When we evaluated solutions, strong web-based functionality was very important from a long term point of view. WebFOCUS provides a great solution that has enabled us to reduce complexity on the desktop and provide considerably enhanced functionality to our users. As well, it allows us to support fewer applications in the long term, and significantly improve our service levels to the business."

Ray Thomas  
Applications Development Team Leader  
Qenos

#### **Back-Office Integration**

"With iWay, we can map the pertinent information from Caterpillar's xCBL invoices to the same file on our end, then match the invoices to the POs, verify pricing, and – if everything matches – pay Caterpillar. iWay has helped automate this workflow process in a completely hands-off fashion, integrating B2B systems with legacy systems in real time with no changes to our legacy applications."

Ken Swisher  
Murphy-Hoffman

# Information Builders in the Mid-Market

Mid-sized organizations face the same challenges as their bigger competitors. They must operate efficiently and cost-effectively to maximize profits. They must respond swiftly to dynamic market conditions and customer demands. And, they must identify and seize opportunities the moment they arise.

Yet, most mid-sized firms lack the tools needed to leverage their technology investments to overcome these, and other, challenges. Additionally, many “one size fits all” solutions aren’t designed to address the specific requirements of the mid-market.

For years, Information Builders has been empowering mid-market businesses to unify their systems and information, bringing them seamlessly together to enhance the execution of mission-critical activities, and improve strategic planning and decision-making at all levels of the organization.

## Front-Office Reporting, Query, and Analysis

WebFOCUS allows mid-sized companies to tap into the raw data contained in back-end systems, so they can:

- Enable sophisticated reporting and analysis across the business – without draining IT resources
- Improve productivity by providing operational workers with timely information
- Achieve enterprise-wide visibility
- Share information with customers, suppliers, and other business partners
- Facilitate compliance with regulatory guidelines

## Back-Office Integration and Process Automation

Integration solutions from iWay Software help firms in the mid-market to fully leverage their technology infrastructure for maximum competitive advantage. With iWay, mid-sized businesses can:

- Create a fully unified architecture that supports core activities across the company
- Preserve legacy investments while maximizing ROI on more recent technology acquisitions
- Automate key processes and workflows
- Improve collaboration with external business partners

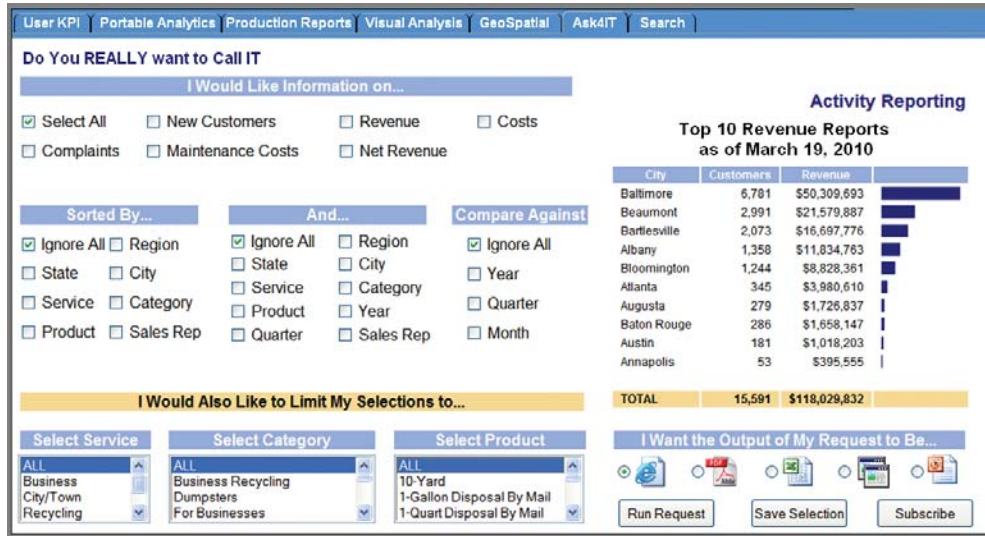
## Bringing It All Together

Information Builders’ core competencies – business intelligence (BI) and integration – stem from more than 30 years’ of experience working with complex requirements. We built our software from the ground up instead of acquiring packages from unrelated companies.

Our customer-service organization supports our customers from requirements gathering through implementation into long-term maintenance. This includes a world-class professional services team, a comprehensive education curriculum, and an award winning customer support team.

At renowned mid-market companies worldwide, such as CBIZ, Eastern Mountain Sports, and Food for the Poor, we are tackling the tough jobs and our solutions are standing the test of time.

# Business Intelligence for the Front Office



Mid-market companies need to level the playing field with their larger counterparts by finding innovative ways to gain and sustain a competitive edge. WebFOCUS can empower mid-sized organizations to:

- Retrieve, consolidate, and analyze data in customer relationship management (CRM), enterprise resource planning (ERP), and other packaged applications, as well as more than 300 other sources
- Allow employees at all levels – from executives to line of business workers – to leverage vital intelligence to improve the way they perform their jobs
- Track and monitor core business activities in real time
- Satisfy all their current information requirements, and scale to meet evolving needs and future growth
- Manage performance across the entire business

## Customer Successes

**Food for the Poor** – This charity wanted to maintain its stellar 96 percent efficiency rating while increasing collections from donors. Comprehensive analysis of campaign results, powered by WebFOCUS, has enabled more intelligent and cost-effective marketing outreach efforts, with a substantial positive impact on direct mail, donor relations, and other crucial fund-raising activities.

**Hercules Tire and Rubber** – With a diverse set of customers and partners, including local retailers, regional distributors, and international dealers that move large quantities of inventory, this company needed reports and analytics to manage this vast distribution network, and related purchasing, shipping, warehousing, and fulfillment processes. WebFOCUS provides 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 can better meet customer demand.

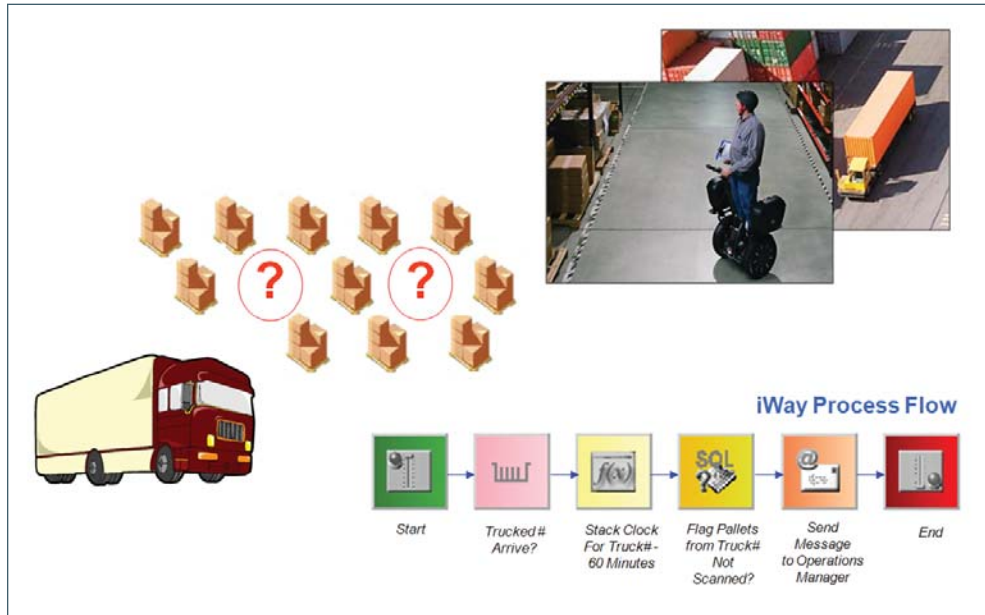
**Hillman Group** – This manufacturer and distributor of key-making equipment uses WebFOCUS as its BI standard, allowing staff members and their managers to better identify and address problems. Improved decision-making has led to solid hard-dollar returns on many projects. For example, Hillman recently saved more than \$130,000 in vendor fines by effectively proving that orders were not incomplete. Today more than 800 users, including 500 remote employees, obtain an integrated view of operational and financial data via WebFOCUS.

**Parker Hannifin** – This leading manufacturer of motion and control technologies wanted to support an aggressive strategy of continuous improvement by deriving customized reports from mainframe data. An integrated, enterprise-wide reporting environment allows users to easily obtain reports. These improved analysis capabilities have generated measurable improvements in customer service, financial performance, and revenue growth.

**Quenos** – Reliance on custom-built reporting applications was putting tremendous pressure on IT staff and delaying information delivery at Quenos, a premier company in Australia's petrochemical and plastics industry. When it realized it needed a single, standard reporting tool, the company selected WebFOCUS. More than 800 users ranging from senior management to workers in sales, marketing, human resources, and product and safety departments can now easily generate their own customized, functionally rich web-based reports that pull information from a variety of disparate data sources.

**Victory Packaging** – This company implemented WebFOCUS to offset the negative impact of growth via rapid acquisition, such as disruptions caused by consolidating operating procedures, personnel, and facilities. The new reporting system has allowed everyone from senior executives to line managers to make better decisions. As a result, key processes, such as inventory control, have been enhanced.

## Integration for the Back Office



This iWay process flow illustrates our complex event processing capabilities. In this scenario, a truck arrives for delivery at a warehouse. If all of the arriving pallets are not scanned within 60 minutes, a SMS Message is sent to the operations manager.

Like larger organizations, mid-market businesses need to boost agility and productivity by integrating systems and processes across their business. iWay Software provides powerful tools that bring together critical information assets, enable full automation and acceleration of vital workflows, and create a foundation for flexibility and growth.

With iWay Software, mid-sized companies have a fast, economical way to:

- Tie together all data assets, regardless of their source, location, or format
- Streamline and coordinate activities across multiple departments, facilities, and lines of business
- Monitor key activities in real time
- Facilitate improved communication and collaboration within and beyond the company

## Customer Successes

**CBIZ** – Integrating the best-of-breed software applications it had purchased to support various core business operations was proving to be a challenge for this organization's small IT team. The company devised a centralized hub of information – a single source of the truth – underlying core information systems. iWay manages the entire process: transforming, exchanging, updating, and validating data, and dramatically improving productivity and data accuracy.

**Diodes** – High volumes of data stored in disparate systems were creating consistency issues in this company's financial activities. With enterprise information management (EIM) solutions from iWay, the company was able to consolidate financial information into a single repository, eliminating inconsistencies, improving productivity, and automating manual data management processes.

**Eastern Mountain Sports** – This leading outdoor specialty retailer wanted to improve visibility into merchandising operations to boost sales, improve resource allocation, and propagate best practices. Using iWay Software, the organization created a comprehensive data mart with information from point of sale and legacy applications. That data, along with data from operational systems, is pulled into a centralized dashboard to create a high-level view of sales, inventory, margin levels, and other performance indicators.

**Haggen** – This retailer wanted to combine information from countless systems to better identify business opportunities and improve loyalty programs. With iWay, Haggen was able to build an A2A environment for price optimization, and a B2B environment for handling electronic data interchange (EDI) transactions with partners. The company now has unhindered visibility into guest preferences and purchasing patterns, as well as improved interactions with key partners.

**Independent Pharmacy Corp. (IPC)** – The largest group purchasing organization for independent pharmacies in the U.S. uses iWay Software to seamlessly integrate important pharmaceutical data with its back-office information systems, facilitating complete adherence to FDA standards for curbing drug counterfeiting. IPC can now manage, route, and store electronic documents that detail the chain of custody for each bottle of pharmaceuticals as it passes through warehouses, including all pertinent dates, the names of each party involved, and the addresses of key transactions.

**Mark Anthony Group** – To automate the tracking of critical warehouse transactions, this company deployed a new integration architecture that streamlines the flow of order, warehouse, billing, and shipping/receiving data. Orders are now processed 75 percent faster, data quality has improved, and hours of labor are saved each week.

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