

Panorama NovaView[®] 6.0

Panorama NovaView 6.0 is a comprehensive, tightly integrated suite of web-enabled business intelligence applications, offering the best of query and analysis, formatted reporting, performance dashboards, KPI scorecards, modeling, advanced visualization, and automated report distribution. With Panorama NovaView, you can easily view the facts about your business and then move beyond facts and reporting to managing performance and results.



Known for its intuitive, flash based, easy-to-use interface, Panorama NovaView puts a powerful set of tools at your fingertips, whether you're a novice or an experienced analyst, a CEO or a store manager. You can align organizational goals with daily actions through monitoring tools such as dashboards and scorecards that tell you, in real time, how you're doing and help you decide what you need to do next, and you can drill down into more depth through reports and analytical tools that give you deeper visibility into your business.

Panorama NovaView provides an easy way to generate reports, dashboards and analytical views on data stored in MDX supported OLAP databases as well as RDBMS, CSV, Excel, Web services and other data sources. When it comes to OLAP, Panorama NovaView provides the best OLAP based BI suite that leverages the full power of MDX to enable users to perform powerful interactive analysis. SQL Server and SAP NetWeaver customers will benefit from a solution that does not require any data extraction from their current platforms and databases enabling them to connect natively to their Analysis services cubes, SAP InfoCubes and NetWeaver queries.

Panorama NovaView is truly business intelligence for everyone. It can help everyone in your company make better, faster, more profitable business decisions and then track the results of those decisions.

A Few Clicks Yield Valuable Insights

Panorama NovaView provides your users the ability to access personalized and relevant information through a web browser that integrates all the information needed – from crosstabs, pivot tables and charts to advanced exceptions and smart reports that can be formatted down to the smallest detail.

With Panorama NovaView, you can have it your way. You can operate at the level of complexity that you desire. The executive and manager within your organization can now have flash-based, animated, appealing dashboards that give insights into the business and help fuel sound business decisions. The casual user can get answers that they need by drilling down, drilling up, creating exceptions and looking at what's happening in a particular store or region or with a particular product line using the most intuitive analytical solution today – NovaView Flash Analytics. For the experienced analyst, the options offered by NovaView's flexibility are almost endless; it can present a comprehensive view of the business that has great depth and clarity.

Instead of wasting hours searching through spreadsheets and green-bar reports, you can get to the right information within seconds with NovaView. You can focus on what's most relevant to you – and skip the rest. Advanced exception management and data visualization helps sharpen your focus on the key metrics of your business.

Parts of the Panorama Whole

These component parts make up NovaView's big picture:

- ▶ **NovaView Analytics** allows quick and easy query and analysis through an easy-to-use interface. You can quickly find the top 25 or bottom 25 selling products in a sales region, or, with a couple of clicks, compare sales figures this month to monthly goals or budget figures or the same period last year. Alerts and Bubble-Up Exceptions can be distributed automatically to help determine, for example, who is falling behind in payments, what product line isn't selling well, or what's selling better than expected and needs to be quickly restocked.
- ▶ **NovaView Flash Analytics** - designed in partnership with Google to deliver the most intuitive analytics user interface and user experience to allow casual information workers to do what once used to be the task of the experts: navigate through large amounts of data to generate important business insights. By using Flash technology the solution ensures features are self discoverable and data navigation is as simple as it gets.
- ▶ **NovaView Smart Reporting** - create and format boardroom-ready reports with a few clicks of the mouse. Unlike with other reporting tools, NovaView reports remain fully interactive and provide powerful visualization objects that can be embedded in your report. Smart Reporting has powerful scheduling and distribution capabilities that will ensure the right people get the right visibility at the right time.
- ▶ **NovaView Spotlight** brings the most important BI data into the place users spend most of their time – Microsoft Outlook. By adding a non intrusive side bar to Outlook users can track and monitor the most important KPIs or key metrics from any BI report. NovaView Spotlight ensures every user tracks metrics regardless of their usage behavior of BI systems.
- ▶ **NovaView Dashboards** yield a quick view of the health and trend lines of your business, based on a powerful KPI function that you can customize. Adding to their utility is the dashboards' ability to be integrated into commonly used portals, including SharePoint and mySAP Portal.
- ▶ **NovaView Executive Dashboards** comprise of the most eye-appealing dashboards available today. Users will be able to create dazzling flash-based dashboards for the decision-makers in their organization. These dashboards are highly interactive and feature a whole new user interface paradigm. Users will also have access to many different templates via Panorama's online community and will be able to share their designs with each other.
- ▶ **NovaView Visuals**, including multiple chart types and visual presentations, let you see powerful images instead of grids with data. Advanced visualization features have been developed to work within the dashboard environment and thus increases the ways users can illustrate their point. The latest release of NovaView includes new flash components that extend the large variety of HTML visual components. These flash charts will give users a rich, animated representation of their data.
- ▶ **NovaView Heat Maps**, as part of the NovaView Visuals package, allows users to easily find correlations between two measures. One measure is represented by shape and the other by color. This type of visualization is especially powerful when examining hierarchal data (e.g. comparing city, state, country).
- ▶ **NovaView Scorecards**, customized with your KPIs, provide an at-a-glance view of your business's results and issues and let you drill down from a KPI into the underlying data to understand causes and effects.

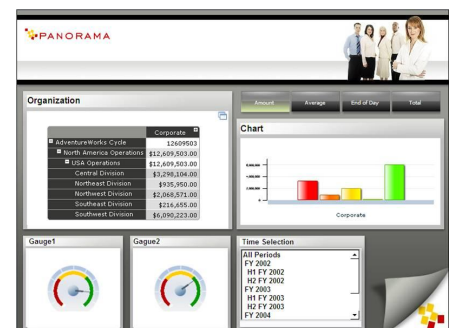
- ▶ **NovaView Universal Data Connector** - NovaView gained its popularity for its ability to provide powerful OLAP based data interactivity that gives users more power of exploration and insight generation. With its new Universal Data Connector, NovaView users can now perform the same level of interactive analysis and reporting on data not stored in OLAP cubes. RDC is a patented technology that creates modeled data from relational sources such as Excel files, CSV or any RDBMS and enables users to interact and analyze data with greater power.
- ▶ **NovaView SharedViews** is a new product that enables users and organizations to perform real-time collaboration with people inside and outside the firewall as well as publish information to suppliers and partners in a more streamlined and controlled fashion. The published reports are then displayed in any web browser using a unique and intuitive flash user interface that enables real time collaboration and full interaction.
- ▶ **NovaView SDK**, the Software Developer's Kit, gives you full access to the Panorama platform to deploy a tailored BI solution quickly.
- ▶ **NovaView for Microsoft Office** extends business intelligence functions into the Office Suite, letting you incorporate enterprise data into Excel projects, Outlook and PowerPoint presentations.
- ▶ **NovaView for Google Apps** features an add-on within NovaView that connects our solution with Google. This new feature enables NovaView customers to share, collaborate and make data accessible through Google services.
- ▶ **NovaView Server**, scalable to support tens of thousand of users and terabytes of data, provides the MDX analytical engine that manages the queries and information management for the entire NovaView solution. It keeps tight control over data access, reporting and workflow, while integrating seamlessly with SAP BW and SQL Server Analysis Services. With one installation, the NovaView server supports the entire suite of Panorama BI tools.

A Better Way to Connect to Your Data

Panorama NovaView connects to all your data in a powerful way. It communicates directly with Microsoft SQL Server Analysis Services or SAP NetWeaver BI using industry standard APIs, such as OLE DB for OLAP (ODBO) and XML/A. Both standards use the MDX querying language, which is the most widely used language today for querying multidimensional (OLAP) data. MDX, which has been described as “SQL on steroids,” originated with Panorama in 1996. Panorama engineers have worked closely with Microsoft and SAP to integrate the use of MDX into their applications.

For non OLAP data sources, Panorama NovaView uses standard SQL to connect to almost any relational database. The data is queried and prepared for instant analysis and reporting in the NovaView relational engine. Panorama makes relational data available for analysis as if it was prepared in a real OLAP BI solution. Next step – relational data becomes available for user interaction, side by side with multi-dimensional and personal file data in the same integrated NovaView Dashboard.

Regardless of the source of your data, you can drag and drop measures onto a crosstab, swap or nest dimensions in rows or columns, and quickly create new measures – with no programming knowledge. You also can drill down



and up through easily navigable hierarchies, such as Year, Quarter, Month, Day or Region, Country, State/Province.

Easy-to-follow wizards also guide users in creating new reports, exceptions, filtering data, developing KPIs, and creating derived (calculated) measures such as year-over-year variables. WYSIWYG previews can help you see how reports will look in print. Value filters enable you to quickly identify all products whose sales have increased or decreased over a specific time period, and then slice those products by line of business, region, or product. For example, a manager could quickly create a report that shows sales of the fastest-growing products by sales channel, region/country, or distributor. Integrated charts and maps provide visual ways to understand the data. Automated alerts and exceptions help managers focus on what is really driving results or contributing to problems.

Time Based Analysis

Panorama NovaView excels at time-based analyses, a hallmark of business intelligence applications. Panorama NovaView knows what the current day, week or month is. Using that information, the time functions will provide year-to-date results through the current day, week, or month. A user only has to select the appropriate date level and Panorama NovaView does the rest.

Users can toggle back and forth from calendar time, to fiscal time, to reporting time periods. Panorama NovaView knows what time hierarchy is in use, so all the time period comparisons work correctly with no user intervention.

Panorama NovaView's Time Period Comparison dimension incorporates a wide variety of calculations with variances, including current period, previous period, same period last year, YTD, MTD, and WTD. Current YTD, MTD, and WTD also can be compared to the same periods last year.



The Data You Need - When You Need It

Sometimes business intelligence provides more than you really want to know; users end up getting large reports that make it difficult to gain insights or identify problems.

Panorama NovaView makes it easy to select, filter and highlight subsets of data for further analysis, based on wizards and rules designed for business users. Value filters, available from a pop-up menu, let you select data sets based on Boolean logic, ranges, top and bottom count, and top and bottom percent. You can add sliders set to predefined filter values, such as the top 5, 10, or 25 sales representatives or accounts.

A Select Members pop-up menu lets you manually select dimension members or search for members based on alphanumeric characteristics (exact match, starting with, or pattern). For example, Panorama NovaView can find a customer name or an inventory part number from thousands or millions of records using the search function.

Exception management features enable users to quickly identify results above or below expectations. Panorama NovaView's "bubble-up" exceptions feature can find poorly performing products, sales outlets, or customers at the lowest level of detail.

Panorama NovaView brings the creation of KPIs into the hands of business users. The KPI wizard walks you through the type of KPI to be created (measures, ratios, and differences), the measures to be used in the KPI, goal

method, trends (previous periods, fixed values, budget columns), and dashboard images (gauges, traffic lights, arrows). KPIs can be displayed as a dashboard or scorecard component or within a crosstab; users can drill down or up a KPI hierarchy to see how detail-level KPIs are contributing to overall performance.

The ease of working with KPIs supports collaborative decision-making. KPIs can be published to a NovaView Performance Dashboard or directly to a Microsoft SharePoint or mySAP portal. Line-of-business managers can quickly spot-check YTD and MTD sales results against prior periods and budgets, and then drill down into the data to understand what's behind variances. A manager can email a KPI directly from a dashboard to a colleague to get additional information.

Panorama NovaView delivers on the promise of making business better, not just better informed.



For more information about how you can use Panorama NovaView to simplify the user experience in your organization, please contact us at info@panorama.com or call:
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