

The Issue

Customers are found or lost, detailed transactions are recorded and stored, goods or services are sold, demand goes up or down, the market changes.

How is all this information tracked?

How do you make sure that right people get the information they need?

How do you avoid manually executing queries, generating reports and sending out summaries?

How do you find that special report that was created several months ago?

How does your IT staff support the constant and changing demands for business intelligence?

The Solution

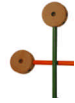
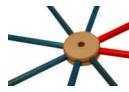
srWriter is a Java-based product that helps senior information technology staff deliver key business information reliably and cost-effectively. As a strategic communications tool, it can be used to manage how data is synthesized and communicated to stakeholders across a corporate enterprise.

While it provides the ability to define queries and reports, it is more than a standard SQL building tool. Users can choose how often to run reports, what form the output should take, when and to whom they should be sent and how they should be delivered. All this functionality is delivered within a simple single window browser interface.

Using srWriter you can automatically track customers and generate a report that can be sent to marketing that defines how your business is evolving, you can define thresholds and automatically send an email message to executives needing to track day-to-day transactions, or you can post summaries of operations as standard web pages that can be viewed within your organization or by your clients.

Most importantly, srWriter simplifies how a single IT staff person responds to the evolving needs to deliver the right information, at the right time, to the right person.



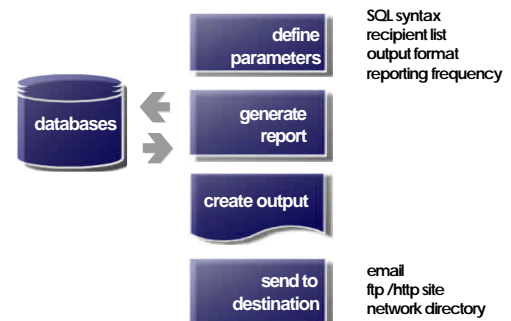


Functionality, benefits and specifications.

- Provides one place where a senior IT staff person can manage reporting needed to support enterprise-wide business intelligence needs.
- Is the most effective tool available to help users find old reports and handle urgent support calls made by internal clients looking for key reports or specific analysis.
- Efficiently retains knowledge within the corporation including details of specific reports, when they were sent and who received them.
- Automatically publishes transaction or usage data as web pages or XML files that can be viewed by specific customers.
- Provides easy accessibility to a report distribution list.
- Reports can be scheduled on a daily, weekly or monthly basis. The output format can be a tab delimited Excel file, an RTF document, an HTML page, an XML document or be contained within an email message. Data can be sent to a distribution list of specific users based on specific thresholds such as the number of records or transactions included in the query result set. Output can be emailed, be generated as web pages, sent to ftp sites where users can view details or be stored within a specific network directory.
- Use of srWriter can minimize the time required a senior IT staff person spends responding to client support calls requesting specific reports or analyses.
- Resources required to complete repetitive tasks associated with the need to monitor enterprise-wide transactions can be reduced.
- Provides fast startup and early benefits through the use of an existing and proven product.
- Reduces the risks associated with not providing key information on a regular basis.
- Is a proven and scalable solution that has been deployed in a major Canadian corporation.
- As a Java-based tool, can be deployed on a Unix or NT/Win2000 platforms.
- Provides a centralized reporting portal that can interrogate data contained in any SQL 92 compliant database.

Process

- Deployed to a senior IT staff person as a simple easy-to-use browser interface.
- Not a simple SQL report builder, but a place where reporting functions are centralized, managed and executed.
- Reports can be scheduled on a daily, weekly or monthly basis.
- The output format can be a tab delimited Excel file, an RTF document, an HTML page, an XML document or be contained within an email message.
- Data can be sent to a distribution list of specific users based on specific thresholds such as the number of records or transactions included in the query result set.
- Output can be emailed, be generated as web pages, sent to ftp sites where users can view details or be stored within a specific network directory. The report output can be formatted to meet a range of end-user requirements.
- Actual SQL statements can be created and verified using other tools and then simply be inserted as base parameters within srWriter.



roBott

dbCrawler

srWriter

qaBuilder

vgMapper

A construction set for enterprise application integration