

Rocket Software

December 2009

“Analyze performance & deliver accurate and meaningful information to decision makers”



A Rocket Software Brand

Your primary source for enterprise software



The CorVu Solution

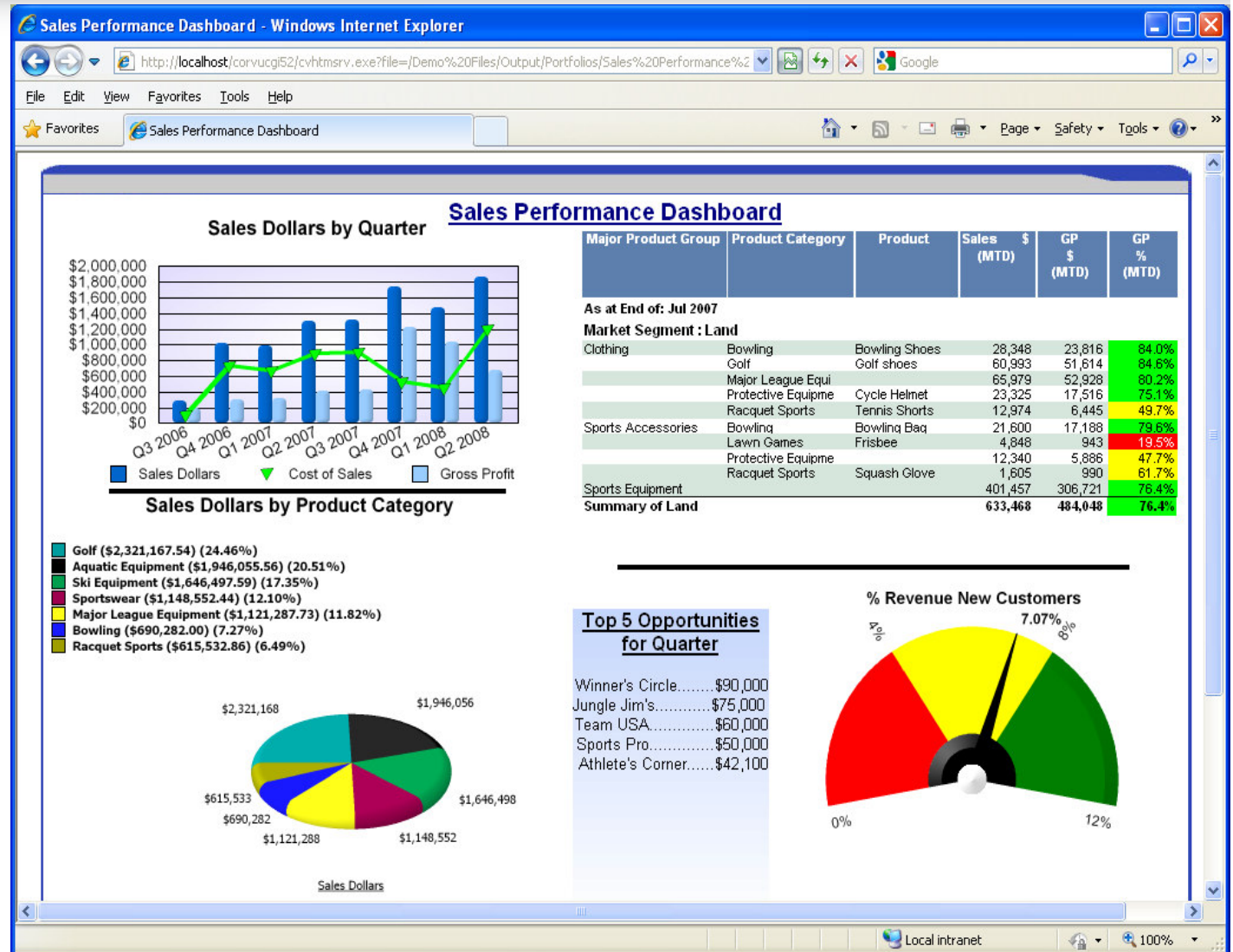
- Reports against existing data sources
- Built with the end-users in mind
- Scheduled updates of data and/or real-time data
- No cubes or programming necessary
- Automate period-ending reporting processes and Board Report publishing

Customer Challenges

- *Randy Lyles, Director of MIS, Wearwell*
 - “We had developed so much data that we were at the point of overload. We needed to develop multiple consolidated dashboards to publish, in a graphical nature, key day-to-day elements to help employees quickly see issues that needed to be immediately addressed.”
- *Lee Ridge, Director of Finance & Administration, AARNet*
 - “We create six gigabytes of data every day just on our traffic, & it was taking us a long time to analyze, compile & summarize the information...”

Dashboards

- Meaningful reporting objects created from disparate data sources

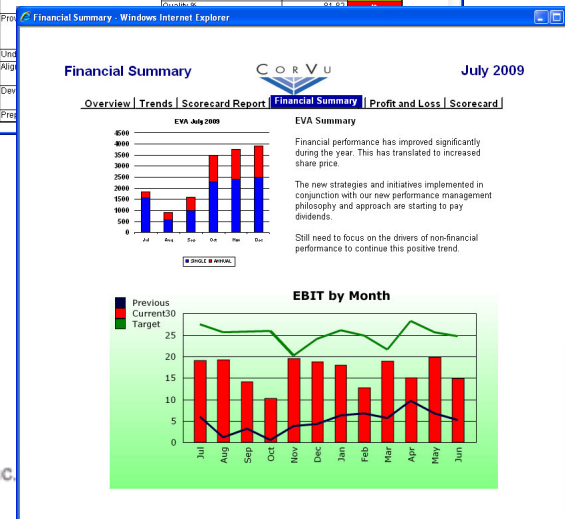


Board Reports

- Automated delivery of Board Reports by combining real business data with text, images, Excel

Perspectives	Objectives	Measures	Actual	Indicator
Customer	Achieve Superior Customer Satisfaction	Franchise Store Surveys	48.88	▲
		Mystery Shopper Surveys	9.26	▲
	Grow Market share	Market Share	9.95	▲
		% Repeat Shopper Visits	71.15	▲
Provide Superior Brand Image	Advertising % Ratio	Advertising % Ratio	2.80	▲
		Brand Awareness Surveys	16.24	▲
	% New Products Introduced	% New Products Introduced	54.44	▲
		% Superstores	21.71	▲
Financial	Grow Retail Revenue	New Products % Revenue	64.14	▲
		Cost of Sales	2.49	▲
	Increase Profitability	Gross Margin %	24.84	▲
		Total Sales \$M	6.50	▲
Minimise Integrated Costs	Overhead Ratio	Overhead Ratio	9.70	▲
		% In-Full	43.59	▲
	Manage Supplier Relationships	% On-Time	82.97	▲
		% Returns	80.01	▲
Internal Processes	Internal Processes	Internal Processes	81.34	▲
		Internal Processes	81.34	▲

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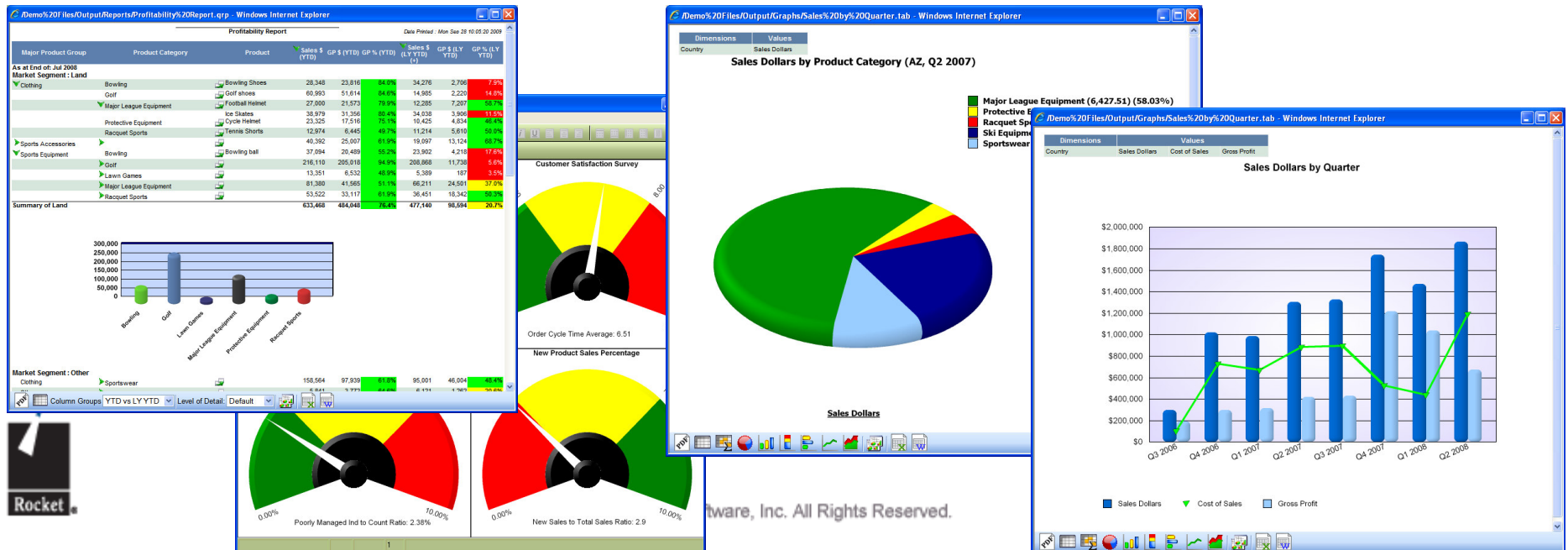


ware, Inc.



Our Solution

- Execute against multiple data sources
- No middle layer required
- Automate data collection and reporting
- Easy deployment of reporting objects to end users by web, print or email.



Customer Success Stories

- *Lee Ridge, Director of Finance & Administration, AARNet*
 - “For many years we were using in-house database & then exporting the information to Excel, & as you can imagine the spreadsheets were enormous – we needed a better solution.”
 - “Now there is only one source of data, so there’s no argument about it.”
- *Harlan Scott, Manager of Information Technologies, Medallion (subsidiary of Elkay Manufacturing Company)*
 - “End users are amazed by the presentation of a dashboard. Beyond the initial ‘wow’ factor, they appreciate the easy navigation along with simple point & click technology to reach complex data.”



Contact Information

- Deanna Ziemba – Business Area Executive
 - Email: deanna.ziemba@rocketsoftware.com
 - Tel: 952 842 7714
- Rodman Dostalek – Senior Consultant
 - Email: rodman.dostalek@rocketsoftware.com
 - Tel: 404 434 3467
- www.corvu.com

