

Information Builders enables agile information solutions with business intelligence (BI) and integration technologies. WebFOCUS – the most widely utilized business intelligence platform – connects to any enterprise system or application and enables simple and intuitive interaction with information.

WebFOCUS 8

Delivering the Four Critical Elements for Smarter Decisions



WebFOCUS 8 from Information Builders is the industry's most comprehensive business intelligence (BI) platform. Our latest release helps organizations deliver information and analytics to the widest range of users. Adoption of business intelligence is critical to improving business transparency and developing a proactive, performance-driven culture. With WebFOCUS 8, Information Builders expands its position as the leader in providing BI solutions for large-scale, customer-facing, and third-party partner initiatives.

WebFOCUS 8 delivers many new rich capabilities, and integrates the four critical elements for smarter decision-making: business intelligence, performance management, advanced analytics, and data integrity.

Offering the most proven ROI and the lowest cost of ownership, WebFOCUS 8 is the most complete, usable, and integrated BI platform, promoting:

- Smarter, consistent, and more accurate decision-making at every level
- A proactive business culture driven by performance and awareness
- Interactive online relationships with customers
- Delivery of richer information, analytics, and performance metrics to everyone

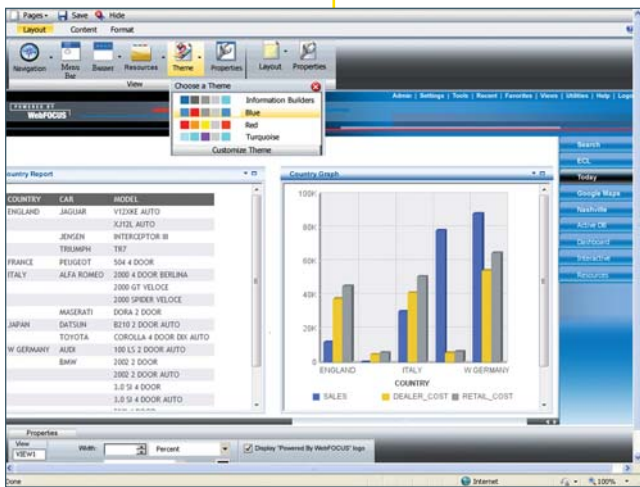
Customer-Driven Innovation

Comprising upwards of **1,000 new features and product enhancements**, WebFOCUS 8 was heavily influenced by Information Builders' customer-centric philosophy. In fact, many of the new features target customer needs. WebFOCUS 8's best practices programs, includ-

ing architecture design, planning, management, implementation, and execution, ensure that customers get the most value from their investment – now and in the future.

Business Intelligence

WebFOCUS 8 expands the reach and capabilities of BI to deliver rich, real-time, consumable, interactive information to the widest audience possible. It helps all users at all levels make smarter decisions with:



WebFOCUS 8 features expanded BI capabilities with dashboards, portability, complex event processing, and more.

- Dashboards, End-User Tools, and Personalization.** The enhanced WebFOCUS BI portal provides granular, customizable role-based options for personalizing and creating mashups, dashboards, and guided ad hoc applications. Users can mash up WebFOCUS reports, charts, and dashboards, as well as global filters, third-party Web 2.0 gadgets and widgets, and social networking and blogging capabilities. End users and IT can also deliver role-based versions of individual reports and InfoAssist – WebFOCUS' ad hoc reporting tool – that meet the needs and skill sets of their users and partners. Expanded portal integration includes a Microsoft SharePoint adapter and report templates for SharePoint lists
- Portable BI Applications.** Active technologies have been expanded to allow users to create portable, offline BI applications – not just analytics. These applications can include guided ad hoc capabilities, such as filters; application-level options, such as tabs with dashboard scenarios; built-in cube browsing options; intelligent caching; broadcasting; and more than 60 Flash charts, including bullet charts, sparklines, and Gantt charts
- Application Development.** AJAX and Flex controls have been added to the development environment for creating rich Internet applications (RIA) with animations, Web 2.0 gadgets and widgets, Flex-based Geographic Information Systems (GIS), and dashboards – without the need for third-party tools
- Business Activity Monitoring and Complex Event Processing.** The introduction of WebFOCUS 8 CEP Enable now provides the ability to monitor nearly any technology event and represent its occurrence with animated chart visualizations. It captures end-to-end transaction and workflow data across multiple applications and business units, summarizing and displaying trading partner metrics to help managers make informed decisions. CEP Enable integrates business activity monitoring (BAM), complex event processing (CEP), and BI in a simple yet powerful way to view, monitor, and report on business processes
- Security.** Information Builders participates in Information Assurance certifications to provide a superset of security integration that emphasizes strategic risk management and defends against malicious hacker attacks. Information Builders is also a member of the Open Web Application Security Project (OWASP), for which the WebFOCUS platform has achieved Application Security Verification Level 3 certification in an independent security audit. WebFOCUS is also third-party certified as 508-compliant.

Performance Management

WebFOCUS 8 boasts a new integrated version of our Performance Management Framework (PMF), which includes:

- **Industry Metrics Catalog.** PMF provides more than 400 cataloged industry metrics, including risk metrics from the Risk Management Association (RMA); a dozen vertical and horizontal starter kits; more than 100 analytic reports and charts, such as executive booklets, Adobe Flex charts, and guided ad hoc content; more than 60 pre-built gadgets; and more than 30 pre-built dashboards



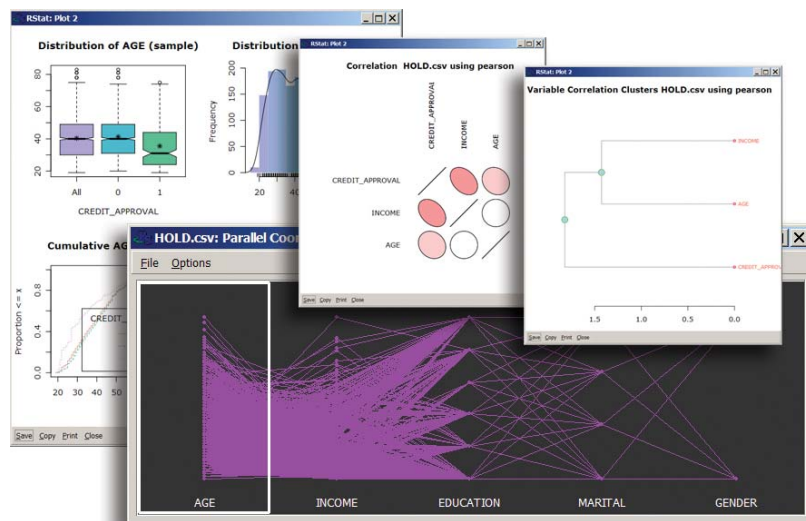
The WebFOCUS 8 Performance Management Framework (PMF) is more powerful, more intuitive, and easier to use.

- **Blending Enterprise Risk With Performance Strategies.** PMF introduces new concepts for measuring risk alongside performance. Areas of measurement representing specific problems or threats can be described as risks and linked to metrics that display risk status. Multiple causative risks can be linked to a group as consequences
- **Collaboration.** In PMF, any key performance indicator (KPI) can be blogged; task management and alert threading allow users to view branches and related threads to help them understand what is being done to assist with a KPI
- **Corporate Performance Management.** PMF provides pre-built interfaces to Tagetik Corporate Performance Management applications

- **Gadgets and Intelligent Caching.** PMF gadget dashboards support Web 2.0 third-party content (e.g., iGoogle, Yahoo, or your own Web mini-apps) and allow them all to participate in dashboard mashups. You can include any WebFOCUS operational report or application – allowing content to be placed on any PMF dashboard, and dimensional and metric parameters to be passed to the operational report. Intelligent caching options for gadgets and dashboards are now available for optimum performance by creating and maintaining a dynamic data cache to minimize data retrieval. PMF's new Dashboard Designer facilitates the assembly of performance dashboards with capabilities such as drag-and-drop palettes, a visual catalog of information gadgets, and seamless and automatic gadget alignment

Advanced Analytics

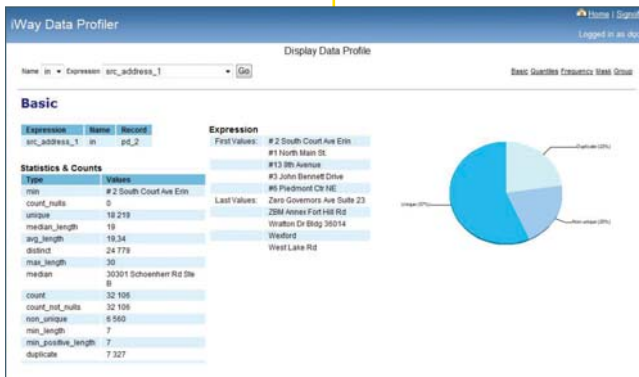
WebFOCUS 8 introduces two analytic components: Visual Discovery 8 for in-memory, visual analytics, and RStat 8 for predictive analytics.



With WebFOCUS 8's two analytic components users can identify the most important relationships in data in just seconds and build statistical models without training.

Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at informationbuilders.com, or in the U.S. and Canada, call (800) 969-4636.



With cleansing, enriching, merging, and matching functionality, the data integrity tools in WebFOCUS 8 are unmatched.

In-Memory Visual Analytics

Visual Discovery can now leverage the 64-bit architecture of desktop computers to represent more than 100 million rows of data in interactive visual displays. Users no longer have to look for the proverbial needle in a haystack. With WebFOCUS 8 Visual Discovery, they can review years of historical data. In just seconds users can identify the most important relationships within the data, and the factors that will most likely affect their business.

Predictive Analytics

WebFOCUS RStat is a graphical user interface (GUI) front end to the R library of statistical functions from the 'R' Systems open source project. Information Builders built RStat so even business analysts without advanced statistical training can build statistical models. Building statistical scoring solutions into the WebFOCUS metadata provides users with a unique method for deploying them on any computer platform or operating system. This makes RStat the simplest predictive analytics system to deploy in any application and allows any user to make more accurate decisions based on proven models rather than instinct or intuition. Capabilities include data preparation, data exploration, data visualization, hypothesis testing, model building, model evaluation, model deployment/application creation, and more.

Data Integrity

The WebFOCUS platform now has tools for cleansing, enriching, and merging and matching data sets, and includes:

- **Data Profiling.** Also referred to as data discovery, profiling is the process of gathering statistics about enterprise data to help determine overall data health; identify, prioritize, and correct issues or errors; and rectify the underlying causes of quality problems
- **Data Quality.** WebFOCUS 8 is the first BI platform to integrate real-time data profiling, data quality management, and master data management capabilities for measuring and managing the quality, consistency, and integrity of your data
- **Master Data Management.** Master data management creates a "golden record" that provides a set of validated, universally recognized values derived from disparate sources housing similar information, and that have been reconciled and stored in a centralized hub for use as a primary frame of reference by all enterprise users and systems
- **ETL and Data Integration.** WebFOCUS 8 includes real-time extract, transform, and load (ETL) enhancements as well as full integration with real-time data adapters and iWay Data Quality Center from Information Builders' iWay Software division
- **New Data Interfaces.** New data interfaces include Netezza, 1010data, HP Neoview, and healthcare adapters