



Whitepaper

IntelliVIEW

for Relational Databases

Reporting 2.0 -

The next evolutionary step in business reporting

Reporting

Reporting is the primary tool used by over 80% of information consumers to support decision making. The reason for the ubiquitous adoption of Reporting is its ability to provide a real-time and on-demand snapshot of information with little or no effort on the part of the end-user.

Reporting is also the #1 choice of IT professionals as the only real overhead it poses is the time required for report design.

Despite its pride of place as the most widely used Information Management tool, Reporting has a severe limitation which significantly compromises its efficiency for business users. Reports are pre-defined at the time of design and cannot be modified by users to suit their dynamic business needs. It also poses a significant challenge to IT professionals as they are typically inundated with report change or new report requests to reflect the dynamic business environment.

The most common approach used to address this limitation, is to export the data associated with the user's information requests to a spreadsheet. While this provides users with the flexibility to get to the data they need, the work load shifts from the report designer to the end-user. Ongoing updates of the data and its structure require

users to invest a significant portion of their time manipulating spreadsheet data to suit their information needs.

BI / Analysis Tools

Providing the Reporting User an Analysis/ Business Intelligence (BI) solution to address the limitations of traditional reporting is like providing users with airplane controls to drive a car! It is an over-engineered (and expensive!) solution that is and will be rejected by users who just need operational reporting. Despite the rallying call of leading BI providers to adapt "BI for the Masses", most pragmatic IT/business professionals will quickly acknowledge the futility of trying to overcome the challenges of Reporting with a BI deployment.

Synaptris is the only focused Information Management solution provider to acknowledge that neither BI nor BI 2.0 is the logical upgrade path from Reporting. We then started working on an evolutionary upgrade to Reporting, in reality **Reporting 2.0!**

The goal of Reporting 2.0 is to address the limitations of traditional reporting by providing end-users the flexibility to not just manipulate and analyze reports but also create them with ease.

Characteristics of a Reporting 2.0 Solution:

User-driven	Non-technical business users are able to design reports with ease
Rapid Design	Reports are designed at a fraction of the time taken for traditional reports
Real-time	Reports access real-time data in order to aid in operations
Interactive	Reports can be interpreted, extended and manipulated by end-users without reaching out to the IT support desk
Intuitive	Users require no training or at most a basic orientation program
Embedded Analysis	Capability to analyze underlying report data in real-time, for the sub-set of users who need more than report viewing, interpretation and manipulation, again without IT support
No IT Overhead	All of the above is available to users with no IT overhead other than system deployment, initial setup and periodic maintenance

Reporting 2.0 is the new era in web-based enterprise reporting where end-users can create, interpret and extend their reports or analyze report data in real-time with no IT overhead.

	Reporting	BI / Analysis	Reporting 2.0
Report Design	Report Designers	BI Team	End users
Design Effort	Hours	Days	Minutes
Report Category Support	Business Reports, Production Reports & Regulatory Reports	Business Reports	Business Reports
Report Types	Standard reports, Parameterized reports	Extensive & sophisticated analysis models	Dashboard-style reports with Drill-down & Analysis capability
Data Preparation	Minimal data preparation, primarily data formats and integrity	Requires Cubes, Data Marts / Warehouses	Minimal data preparation, primarily data formats and integrity
Real-time access to data	Available	Not available	Available
Interactivity	Not available	Requires business logic to be pre-defined	Reports can be interpreted, extended and manipulated by end-users
Data Analysis	Not available	Extensive analysis	On-demand, embedded analysis of report data
Ease-of-use & training	Users need only basic orientation	Users need extensive and ongoing training	Users need only basic orientation
Deployment	Out-of-the-box deployment	Requires substantial deployment set-up & services	Out-of-the-box deployment
IT Overhead	IT involvement required to design, deploy and manage reports	Significant IT overhead required to set-up, design, deploy and manage	Report design & deployment do not place overhead on IT
TCO	Low to Moderate	High	Low to Moderate

No amount of reading can provide the same understanding of a new concept as test driving it.

We invite you to test drive **IntelliVIEW**