MAGNITUDE ™
SOFTWARE

Noetix MetaBuilder™:
The Powerhouse of Noetix

Since the deployment of the first "out-of-the-box" enterprise applications, access to operational data has been an ongoing challenge for IT organizations. Despite the billions of dollars spent on these enterprise applications and subsequent query and reporting tools, decision makers still struggle to answer their own business questions due to the interworkings of such complex systems.

As management continues to demand improved operational visibility, requiring robust yet flexible reporting capabilities, IT departments and reporting administrators have grown increasingly frustrated by the challenge of a never-ending report development and maintenance effort.

The Business Intelligence Challenge

Since most enterprise applications are designed for transactional efficiency, their databases contain complex data structures that make little sense to business professionals, impeding their ability to build reports on their own. A true user-friendly reporting solution requires that a meaningful translation between database terminology and business terminology be built before any report development can begin. Query and reporting tools from leading Business Intelligence (BI) software vendors such as Oracle, IBM, SAP, and Microsoft provide generic metadata templates which attempt to jumpstart the mapping effort, but require a significant amount of manual effort to connect it all together. The setup and maintenance of this metadata layer is both labor intensive and costly.

No two organizations implement and configure ERP and CRM solutions in exactly the same way. A true plug and play reporting solution—as marketed by many BI vendors—has not been achievable. The one-size-fits-all approach to a metadata layer isn't a viable solution due to custom business rules, specific user roles, and security, as well as unique organizational hierarchies.

The challenge of implementing a relatively generic BI solution is very difficult.

Bridging the information gap between application complexity and reporting simplicity is the challenge in implementing, deploying, and maintaining BI technologies for any organization.

The Noetix Solution

With roots as an innovative Oracle consultancy, in 1994 Noetix began perfecting a faster, easier way to bridge the information gap. For more than a decade, Noetix has developed, refined, and improved the technology known as Noetix MetaBuilder. In 2008, Noetix was awarded a US patent for Noetix MetaBuilder. This patent reflects Noetix's commitment to innovation as well as the importance of this key technology to our solution. Noetix MetaBuilder simplifies reporting by:

▶ scanning an enterprise application's setup

▶ discovering its unique configurations, and

▶ generating metadata.

The generated metadata enables organizations to quickly create and maintain business terminology-to-database mappings that jumpstart the report development effort. Noetix MetaBuilder can regenerate your metadata layer time and again to keep it synchronized with your application.

This generated metadata is the foundation for the NoetixViews® family of products.

How It Works

Noetix MetaBuilder takes two sources of metadata and combines them to create a metadata layer tailored to the organization's application environment.

One source of metadata is provided with NoetixViews out-of-the box. It includes generic reporting object definitions, templates, and version-specific mappings. This "handcrafted" metadata has been built and maintained by Noetix for more than 12 years, utilizing input and feedback from Noetix customers.

The second source of metadata is dynamically extracted from the customer's application configuration. It includes tailored reporting object definitions such as an organization's business terminology, ensuring that the unique characteristics of the application are captured.

How a Metadata Layer Empowers End Users to Answer their Own Questions

The automatic generation and regeneration of a metadata layer is a clear benefit to the IT organization not only in the time and cost savings, but also from the standpoint that end users can tap into this resource to begin answering their own business questions—freeing up IT staff to work on other more critical projects.

The reporting objects generated by Noetix MetaBuilder are accessible through the end users' tool of choice in familiar business terminology such as Company Name and Department versus technical terms like ATTRIBUTE4 and SEGMENT12. The closer the metadata view of the data resembles the common business object, the greater the likelihood a non-technical professional will succeed at writing their own ad hoc reports.

Simplified Access to Data

With Noetix MetaBuilder, Noetix offers a true plug and play BI solution that overcomes the challenges of application complexity, delivering a user-friendly, ad hoc reporting solution that anyone can immediately put to use.

With more than 1,400 customers worldwide, Noetix MetaBuilder provides Noetix a global reputation for delivering fast, cost-effective access to Oracle Applications, including Oracle E-Business Suite, PeopleSoft Enterprise and Siebel CRM. Today, the patented technology underlying the Noetix solution is included in most of the products offered by Noetix, providing a strong value proposition for those organizations looking to speed the deployment of their BI initiative.

For More Information

Discover how to dramatically increase the return on your reporting investment and enhance your ability to quickly answer critical business questions: call us toll-free at 866-4NOETIX or visit our Web site at www.noetix.com.

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