

Rapid access to data through real-time operational reporting and packaged analytics

## Noetix® Business Intelligence

Complex Oracle® application data structures make it expensive and time consuming for enterprises to access information, limiting an organization's ability to make informed decisions. The Magnitude Noetix Business Intelligence (BI) Suite of products rapidly unlocks data trapped within applications through real-time operational reporting and packaged analytics and automatically delivers that data into all major BI platforms.

### **Simplifies Data Access**

Noetix® MetaBuilder, the patented technology underlying the operational reporting solution, detects unique application configurations and generates reporting objects specific to a configuration of Oracle® E-Business Suite. It then merges these reporting objects with sophisticated mappings defined by Noetix to dynamically generate database views, simplifying access to the contents of the application data structures. In addition, Noetix MetaBuilder performs complex joins and translates flexfields without extensive development effort.

A core component of the packaged analytics solution is the enterprise data model, which includes an operational data store and subject area data marts (all based on a set of common dimensions), and Informatica ETL mappings (to extract, transform, and load data from Oracle E-Business Suite and salesforce.com applications) coupled with an open interface to integrate data from third-party or custom applications. This approach greatly simplifies the process of implementing an enterprise data warehouse.

### **Accelerates Report Development**

Noetix BI includes an online custom glossary that describes and organizes the operational reporting and analytics objects into a searchable resource. This glossary is generated automatically, incorporating the unique configuration information. Comprehensive descriptions of the views, tables, and columns are accompanied by "hints" and report examples that guide report writers, dramatically accelerating the development of queries, reports, and business dashboards.

### **Delivers Immediate Answers to Business Questions**

Noetix BI also includes an extensive library of more than 1,000 pre-built reports that deliver relevant, customized information to operational reporting users. These template reports provide the foundation for instant reporting, satisfying users' immediate needs and helping them to better understand and articulate additional, complex reporting requirements.

Management dashboard templates provide executives and line of business managers with the KPIs and drill-down reports they need to monitor and manage the performance of their organizations.

A rich enterprise data warehouse facilitates virtually endless ad hoc queries, multi-dimensional analyses, and data mining queries from business analysts and power users.

### **Provides Secure Enterprise-wide Reporting**

Essential business data can be found in numerous data sources throughout the enterprise. Noetix provides an integration interface to bring that data into the data warehouse. Additionally, Noetix enables disparate data to be integrated in real-time for operational reporting. Attain enterprise-wide reporting with ease, bridging across all business groups, ledgers, chart of accounts, operating units, and inventory organizations.

### **Protects Reporting Investments**

Queries or ETL mappings that are written directly against an application's data structure often require expensive rework when that application is upgraded. Noetix provides a metadata layer (a reporting layer against which queries and mappings are written) that protects against database changes caused by upgrades, automatically migrating those queries, reports, and ETL mappings to the new database structures. In addition, Noetix will make any necessary enhancements to the data model and ETL maps to ensure that the data warehouse continues to integrate Oracle E-Business Suite and salesforce.com data accurately.

### **Integrates with Existing BI Reporting Solutions**

Noetix BI integrates seamlessly into an existing BI environment. All of the operational reporting and packaged analytics objects are automatically loaded into the "metadata model" or data connectivity layer for the most popular BI tools from Oracle, IBM, SAP, Microsoft, and QlikTech.

In addition, the library of reporting templates are generated as reports or dashboards in the reporting tools for most of those BI suites. This advanced integration with BI tools greatly reduces the administrative cost of creating and maintaining the BI environment.

### **A Solution Which Supports the Full Spectrum of Reporting**

Noetix BI comprises the family of Noetix products and includes NoetixViews,<sup>®</sup> Noetix<sup>®</sup> Analytics, and Noetix<sup>®</sup> Generator. The products are tightly integrated with each other and with leading BI platforms, creating a cohesive system in which users can easily perform ad hoc query, operational reporting, and advanced analytics through a single interface.

### **NoetixViews**

NoetixViews translates data complexity into simple, easy-to-use database views. Through Noetix MetaBuilder technology, NoetixViews automatically creates a metadata layer, help file, and custom glossary—unique to a business—that protects reporting investments and accelerates report development. Noetix<sup>®</sup> Search provides a familiar, easy-to-use browser interface for exploring this custom glossary.

NoetixAnswers,<sup>™</sup> a comprehensive library of report templates that are generated to match a unique application configuration, come bundled with NoetixViews. Providing immediate answers to common business questions, each Noetix answer can be easily personalized to meet individual requirements without IT involvement.

Row-level security in NoetixViews ensures that users only see data consistent with their access privileges in Oracle E-Business Suite. The accounting, customer, supplier, product, project, personnel, and organizational data that users can access in Oracle is the same data that they can access in Noetix-Views. A report can be written once and shared throughout the organization without compromising data security.



For timely corporate performance insights based on your business needs, turn to Magnitude.

Dive deeper into this topic or contact us today at [info@magnitude.com](mailto:info@magnitude.com) or **1.866.466.3849**. Visit our website: [www.magnitude.com](http://www.magnitude.com)

### **About Magnitude**

Magnitude Software leads the way in delivering corporate performance insights with solutions for corporate performance management (CPM), master data management (MDM) and data connectivity in heterogeneous environments. The Company's software and solutions drive real business results for hundreds of thousands of users around the globe. Magnitude's family of award-winning applications includes business intelligence, data warehousing, master data management, connectivity, analytics and reporting.

### **Noetix Analytics**

Noetix Analytics enables organizations to achieve an enterprise-wide view of strategic information from detailed transaction data to historical snapshots and aggregated metrics. Noetix Analytics provides ETL maps, data marts, reports, dashboards, and KPIs for Oracle E-Business Suite and salesforce.com. Open interfaces are provided to integrate additional third-party and custom applications. As it does for NoetixViews, Noetix Search provides a simple browser interface for exploring the custom glossary that describes the Noetix Analytics content.

### **Noetix Generator**

Noetix Generator automates the integration of NoetixViews and Noetix Analytics into leading BI platforms, including Oracle<sup>®</sup> BI EE, Oracle<sup>®</sup> Discoverer, IBM<sup>®</sup> Cognos,<sup>®</sup> SAP<sup>®</sup> BusinessObjects.<sup>™</sup> Microsoft<sup>®</sup> BI, and QlikView.<sup>®</sup> Noetix Generator significantly reduces the tedious effort in implementing BI applications by automatically creating the reporting tool's metadata or data connectivity layer, saving administrators resource costs in supporting a diverse reporting environment. In addition, Noetix Generator loads the report templates from NoetixAnswers into the reporting tool of the target BI platform.

For Microsoft BI, Noetix Generator also uses Noetix Analytics data models to automatically create data cubes in SQL Server Analysis Services.