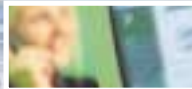


"Users' needs keep changing and I can't keep up."

"I need to understand our customers."

"How can I be strategic when I'm constantly fighting fires?"



"I can't seem to ever give them enough reports."

"I need to manage my sales effectiveness."

Business Analytics for the Enterprise



Get Smart

Business analytics for the enterprise

Competitive pressures are increasing all the time. Customer loyalty seems a thing of the past. You need to maximize profitability and shareholder value. You don't need more information; you need better insights into the information you already have.

That's what ProClarity is all about. We help you transform vast amounts of information—on everything from sales and market trends to customers—into useful, context-relevant and actionable business understanding. In short, we help you get smart.

The importance of understanding

The only way to successfully navigate the critical business factors that influence today's competitive landscape is by understanding your customers, competitors and business operations. By doing so, you can make truly intelligent decisions for the most profitable outcome.

Sophisticated enterprises know this. They systematically analyze their key performance indicators and adapt their operations to maximize profitability. ProClarity analytics give you the same power to understand information, helping you drive strategy and tactics and strengthening your competitive advantage.

Turning information into action

Understanding is critical because meaningful action can't take place without it.

Data when viewed within context and critiqued for relevance becomes information.

Information is useful, but when it is combined with synthesis it becomes understanding.

When people truly *understand* the key areas of retail performance that drives their business outcomes, they are better equipped to act on that insight in ways that maximizes profit.

Now think about how greater understanding could impact your enterprise. For example, a clearer understanding of product categories can help you zero in on the most effective price and promotion strategies. A better understanding of your customers can help you boost customer loyalty. And a deeper understanding of your supply chain, leads to greater productivity and profits.

Get the intelligence you need, intelligently

By leveraging the analytic capabilities of Microsoft SQL 2000 Analysis Services, the ProClarity Analytic Platform provides an easy-to-use interface for building sophisticated analyses.

ProClarity's ability to deliver a framework for understanding key business drivers makes ProClarity ideal for decision-makers, who need to work quickly and accurately in order to respond to rapidly changing business conditions.

For example, with ProClarity's rich data visualization capabilities, you can quickly navigate into and isolate a category or subset of data. A comprehensive set of comparison, filtering and selection capabilities can then be used to discover meaningful trends and patterns, enabling you to identify potential problem areas and make timely, fact-based decisions.

You can even distribute the expertise of a few individuals, developing and sharing company-wide best practices that improve decision-making. Standardized analytic techniques promote enterprise-wide alignment of organizational goals—and significantly enhance business productivity.

Better decision making starts here

Inside you'll learn how ProClarity helps enterprises use their key data assets to help understand customers, categories and inventory to increase profit. We hope it leads you to a better understanding of how we can help you.



Analytics Helps World-Leading Cleaning Products Company Shine

Company Profile: Reckitt Benckiser is the global market leader in household cleaning products, with well-known brands such as Lysol, Dettol, Jet-Dry, Woollite and Calgon. The company has operations in 60 countries, sells more than 9 million products per day in 180 countries, and has net annual revenues in excess of £3.5 billion.

Analytic Focus Area: Customized corporate performance management.

Solution: The ProClarity® Analytics Platform provides the technology for a custom-built balanced scorecard application for the company's global business. The solution gives 2,500 managers, sales staff and employees worldwide a complete picture of their business, enabling them to analyze information more effectively and thereby respond to problem areas more quickly.

The solution's ability to deliver 'one view of the truth' to every employee is crucial to the global nature of Reckitt Benckiser's business. "A major part of our industry is dominated by a few key accounts, consolidated nationally and spread across several geographies," said Tony Gallagher, Senior Vice President of Information Services.

The Bottom Line: ProClarity is critical to driving business performance, shareholder value and competitive edge for the company's decision-makers. Reckitt Benckiser expects to save enormous amounts of administrative time with ProClarity by eliminating the need to search manually for KPI details, and ProClarity's short delivery and implementation times and competitive cost have resulted in excellent project turnaround times and attractive capital and annual project costs.

"ProClarity is one of those tools we consider vital to driving business performance and shareholder value, together with retaining our competitive edge."

Tony Gallagher, Senior Vice President of Information Services, Reckitt Benckiser

The Technology Behind Understanding

The Power of Enterprise Understanding

At ProClarity, we believe the true benefit of business analytics means delivering both improved business process efficiencies, and the effectiveness that results from making better decisions, faster—not simply delivering data to decision-makers. As a result, we take a unique approach to implementing analytic solutions to the enterprise by providing an open, component-based platform for delivering custom, web-based analytic applications that conform to decision-makers' needs, rather than the legacy approach of forcing decision-makers to conform to the way BI tools work.

At ProClarity, our goal is to go well beyond legacy BI solutions by turning information into enterprise-wide understanding. While doing this, we understand that our analytic solutions must be easy to use and deploy; fully customizable; centrally manageable and adaptable. The results: increased user adoption, enhanced user productivity, increased IT productivity and competitive advantage.

There are four key ways in which the ProClarity Analytics Platform differentiates itself from traditional BI technologies.

Build custom analytics or adapt our suite: The needs of your enterprise are unique. The ProClarity Analytic Application Development Platform allows you to create a custom-built analytic application from our selection of over 250 components and APIs. Or, you can choose the ProClarity Analytics Suite and start leveraging our award-winning analytic products out of the box.

Centralized Business Logic: The ProClarity Business Logic Server is the central storage repository for company-wide definitions of analytic logic, Key Performance Indicators (KPIs), queries and data sets. This removes the productivity problem of multiple versions of the truth. For example: What are our overall Key Performance Indicators for operations and inventory, and how were they calculated? With the ability to centrally define and store your unique analytic definitions on the ProClarity Business Logic Server, the answers to these questions are no longer subject to interpretation.

Breakthrough Navigation & Advanced Visualization: ProClarity provides train of thought, hierarchical navigation and unencumbered exploration for "what if" scenarios, while providing a connection to structured and unstructured data. Similarly, ProClarity has a variety of advanced visualization formats, including score carding, dashboard, scatter plots and our patented decomposition tree which facilitates information assimilation.

USDA Achieves One Version of the Truth with ProClarity

At a Glance: In the late 1980s the U.S. Department of Agriculture (USDA) implemented an information delivery system that provided static reports to managers. However, these reports required days, sometimes weeks, to assemble, with decision-makers having no independent ability to access or create reports themselves.

Solution: A ProClarity Analytics solution was deployed to nearly 170 circuit supervisors and a total of 325 users throughout the United States. Those managers are now monitoring inspection findings and other essential data in seconds rather than days, something that could never have been done before.

The Bottom Line: Inspection findings and other essential data are now reported in seconds rather than days or weeks, improved data access translates into greater efficiency, better planning and the institution of best practices.

CompUSA Using ProClarity from Store Floor to Corporate HQ

At a Glance: This leading retailer saw opportunity in the ability to be the first to recognize—and act on—fast-changing sales trends in the computer industry. The company required a data warehouse and BI system to link its disparate legacy databases, as well as a flexible, robust reporting system to provide analytics on a per-store, regional and national basis.

Solution: The CompUSA IT team chose a solution using the ProClarity Analytics Server, deployed in stores as a Web access thin client, and ProClarity Professional, which provides additional reporting functionality and is deployed in regional and corporate offices.

The Bottom Line: Store managers can now quickly find buying pattern trends and react in a timely way to this information. At the corporate level, a daily report that captures a half-dozen key metrics lets the company's senior management "closely observe the major drivers of our business. We are able to see relationships and margin-enhancing capabilities that we've never had the ability to see before," said Steve Ellison, Senior Director of Store Operations for CompUSA.

"We're looking for an ROI in our second year of about \$6 million, and that's a very conservative estimate."

Cathy Witt, Vice President and Chief Information Officer, CompUSA

Business Analytics for the Enterprise

ProClarity Corporation's industry-leading application development platform helps customers build sophisticated custom analytic solutions that enable decision makers to make more insightful choices faster. These solutions, based on business processes, decision-making workflows and existing database and software technologies, feature patented visualizations, web-like navigation and powerful calculations to transform information into individual understanding. Headquartered in Boise, Idaho, ProClarity has regional sales and services offices in Europe and Asia-Pacific. Founded in 1995, ProClarity supports more than 1600 customers globally including AT&T, Ericsson, Hewlett-Packard, The Home Depot, Pennzoil QuakerState, Reckitt Benckiser, Roche, Siemens, USDA, Verizon and Wells Fargo. To learn more, visit www.proclarity.com or call +1 208.344.1630.

Some of the companies using ProClarity solutions include:

ABB Group	Jefferson Wells	Roche
ABN AMRO	Jiffy Lube	Royal & SunAlliance
ACE Insurance	Kimberly Clark	Safeco
AT&T	Level 3 Communications	Schiesser
Accredited Home Lenders	L'Oreal	Shurgard Storage Centers
Ahold	Lockheed Martin	Siemens
Allstate	Lloyds TSB	Tenet Healthcare
Aramark	Marshalls	Time, Inc.
Arkansas Children's Hospital	Masco, Inc.	Uniden
AstraZeneca	McDonald's France	Union Standard Insurance
Blue Cross of Idaho	Multek Multilayer Technology	USDA
Chiquita Brands International	Nabisco	U.S. Navy - Naval Surface
Clear Channel Communications	NCCI Holdings, Inc.	Warfare Center
CompUSA	Nordstrom	Van Kampen Investments
Eckerd Corporation	Option One Mortgage	Vanderbilt University Medical
Ericsson	PeaceHealth	Center
Genuine Parts	Pennzoil QuakerState	Verizon
Hallmark Cards	Pfizer	Veterans Health Administration
Harrods	Procter & Gamble	Vodaphone
Hewlett-Packard	Publix Supermarkets	Weiser Lock
The Home Depot	Reckitt Benckiser	Wells Fargo
InFocus	Reuters	West Farm Foods
Information Resources, Inc.	RiteAid	Winn Dixie Stores
International Rectifier	RMC Group	



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