



# ProClarity for Microsoft Business Scorecard Manager

## Insight Beyond the Scorecard

Organizations using Microsoft Business Scorecard Manager to implement initiatives such as a Balanced Scorecard can enhance their solution by incorporating ProClarity analytics. The benefit? Zero-footprint, thin-client Web analytics with seamless monitoring and analysis of key performance indicators (KPIs).

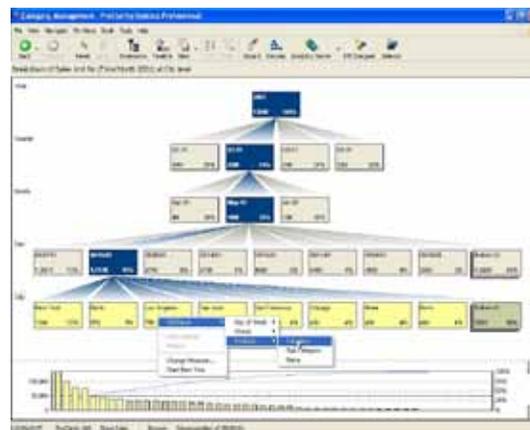
uncover exceptions and easily get to the root cause behind changes in their scorecard metrics. This leads to better decision making, ultimately improving the bottom line. ProClarity adds visually descriptive analytic capabilities to the Microsoft Scorecard Builder. ProClarity analytic views are made available in the Microsoft Scorecard Builder as a 'report view.'

By including a ProClarity report view into a scorecard, end users can easily move from monitoring performance in the scorecard to full ad-hoc analysis in ProClarity.

With this integration, ProClarity's advanced visualizations, like the patented Decomposition Tree or Performance Map, help scorecard users more quickly understand the driving forces behind KPIs. Users can easily filter a KPI that automatically changes the ProClarity view to present data within the same context they are analyzing.

### Thin-Client Web Analytics

ProClarity expands the capabilities of Microsoft Business Scorecard Manager by adding zero-footprint analytics.



### Scorecards Alone Are Not Enough

In order to gain a complete picture of corporate performance, analytics are critical for helping users understand the drivers behind KPIs and take action on the results. ProClarity for Microsoft Business Scorecard Manager allows decision makers to discover trends,

### Understand Why

ProClarity advanced visualizations like the patented Decomposition Tree allow users to easily perform root-cause analysis.



Eliminating end-user download requirements means management is simple for IT. ProClarity business charts deployed with Business Scorecard Manager are also optimized for Web use. These interactive charts effectively utilize space within the scorecard and provide completely thin, on-chart navigation.

to analyze data and gain the insight they need into corporate performance. ProClarity moves decision makers beyond monitoring 'what' is happening in the business, to understanding 'why.' Built to expand the capabilities of the Microsoft BI platform, ProClarity analytics are simple for decision makers to use, powerful enough to support most analytic applications and adaptable enough to meet the needs of individual business requirements while fitting into existing technical infrastructure.



**About Microsoft Business Scorecard Manager**  
Microsoft Business Scorecard Manager is a best-in-class solution for organizations undertaking a corporate initiative like the Balanced Scorecard methodology.

For more information on Microsoft Business Scorecard Manager, visit <http://www.nexdimension.net>

Decision makers who need to conduct additional analysis on performance metrics in the scorecard can seamlessly jump from basic monitoring to full ad-hoc analysis in one of the zero-footprint ProClarity Web clients. This process retains the context of the analysis by passing along all the parameters from the scorecard, including filtering and drilling down on the charts. This powerful connection between monitoring performance and uncovering underlying trends in the data leads to better decision making and a more successful overall scorecard solution.

### Interface to Insight

As the leading third-party client interface for the Microsoft business intelligence platform, ProClarity analytics gives analysts and business professionals a simple, powerful and adaptable tool

### Powerful Analytics

Easily embed ProClarity analytics into your Microsoft scorecard that are completely zero footprint, simple to manage, administer and deploy, and help end users move beyond monitoring KPIs to understanding why.

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