



Introducing the Xcelsius Web Intelligence Integration Suite

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Presentation Objectives

- Introduce you to a new way to access data from Web Intelligence
- Show how you can quickly and easily add content from your Web Intelligence library into Xcelsius
- Demonstrate the suite in action
- Question & Answers

Who is Antivia?

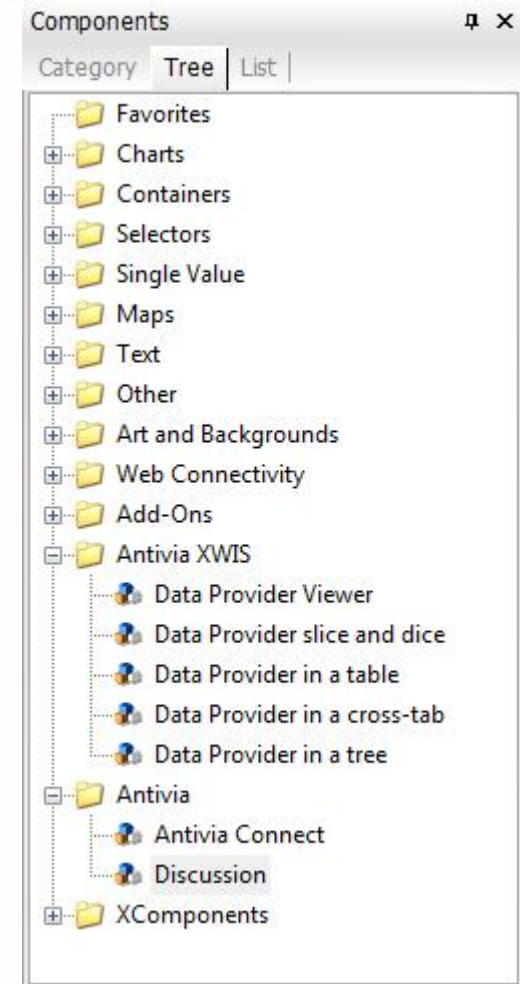
- An innovative BI software solutions company founded in 2007
- Management team with extensive experience in business intelligence
- Global Technology Partner of SAP Business Objects
- Represented in North America, EMEA and Asia Pacific

Xcelsius Web Intelligence Integration Suite

- Built on the Xcelsius 2008 SDK
- Access information from your extensive Web Intelligence library
- Deliver drill capabilities from your Universe layer directly to your dashboard
- Data Connections direct to your reports
- Add live discussions to your dashboards to help your users collaborate

Xcelsius Web Intelligence Integration Suite

- Data Provider Viewer and Slice & Dice Panel
 - All in one component that delivers Webi Data and Drill Capabilities
 - Drive other Xcelsius components by binding data to them
- Discussion
 - Adds persistent discussions to any Xcelsius model independent of how the model is delivered to the user
 - Works within PDF, PPT, Word, Email etc.
- Cross-Tab and Tabular views of information
- Tree Control
 - View your Web Intelligence information in an easy to use Tree view
- Antivia Connect
 - Federated access to all your BusinessObjects deployments



Data Provider Viewer

Drill By:

- Product
- Period

Manage multiple drill paths

Line	Year	Net Sales Revenue
Electronics	2005	791907.45
Telecom	2006	262916.54
Electronics	2002	284480.35
Telecom	2003	482365.11
Telecom	2005	801028.16
Sports	2002	134202.83

Drill by clicking on Xcelsius grid

Drill By:

- Product
- Period

All | Electronics

Appliances

Webi style drill bar delivered over grid

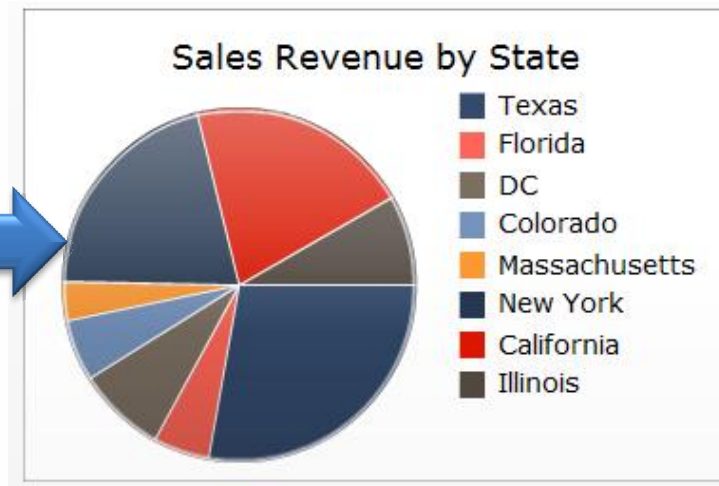
Year	Product	Net Sales Revenue
2002	Dishwasher	16905.61
2002	DustZero Wine fridge	12441.45
2002	Fusion Fridge	14463.00
2002	Washing Machine	22671.36
2003	Dishwasher	20828.33

Data Provider as a Cross-Tab or Table

	2004	2005	2006
California	\$1,704,210	\$2,782,679	\$2,992,679
Colorado	\$448,301	\$768,389	\$843,584
DC	\$693,210	\$1,215,158	\$1,053,581
Florida	\$405,985	\$661,249	\$811,923
Illinois	\$738,223	\$1,150,658	\$1,134,085
Massachusetts	\$238,818	\$157,718	\$887,169
New York	\$1,667,695	\$2,763,503	\$3,151,021
Texas	\$2,199,677	\$3,732,888	\$4,185,098

- Drillable Cross-Tab and Table
- You control the amount of data exposed to the user
- Easily bind data to any other Xcelsius component

State	Sales revenue
New York	\$7,582,220
Colorado	\$2,060,275
DC	\$2,961,949
Illinois	\$3,022,968
Texas	\$10,117,664
Massachusetts	\$1,283,706
California	\$7,479,569
Florida	\$1,879,158



Slice & Dice Panel



- Drill down directly on the data grid
- Information is not persisted in the Xcelsius model

- View either in cross-tab, table mode or tree mode
- Add great interactivity for your dashboard users

	2001	2002	2003
California	1704211	2782680	2992679
Colorado	448302	768390	843584
DC	693211	1215158	1053581
Florida	405985	661250	811924
Illinois	737914	1150659	1134085
Massachusetts	238819	157719	887169
New York	1667696	2763503	3151022
Texas	2199677	3732889	4185098

Discussion Panel

- Add live collaboration to your Xcelsius dashboards
- Connect your dashboard users together with IM like discussions
- Independent of how the model is delivered to the user

Hide Discussion

Mark Hudson Tue, 21 Oct 17:23

As you can see we seem to be getting a lot of traction via our website and also a lot of ongoing sales. Is this having an affect on our traditional sales channels? Thoughts please!

Dawn Simpson Tue, 21 Oct 17:31

Hi Mark, you right we have had a huge increase in traffic & sales via our eStore site since the start of the year. We have invested wisely with Google Adwords and have sponsored some online gaming and sports sites which are giving us great click through sales. The great news is as you can see from the Sales Channel Information that we are not diluting our other channels.

Clare Coole Tue, 21 Oct 17:33

Hi all, completely agree with both of you. The sales channel data clearly shows that we have exceeded target in all our other channels along with Internet. What is interesting is that we believe we habe now managed to attract a completely new set of demographics purchasing from us. Our traditional channel is between 25 - 55 where as our Internet business is attract new clients in the 15 - 25 age bracket. Excellent results.

Send

Advantages of XWIS

- Rapid deployment of Web Intelligence information
- Flexible and easy to use
- Direct integration to Web Intelligence from within all components
- Overcomes data volume limitations
- Enhanced performance for enterprise data
- XWIS interface insulates you from BI upgrade issues



Demonstration



Q&A



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