

Version

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crystal applications™

HOLOS ANALYTIC SYSTEM



The Power of Knowledge

Today, business people face more challenges and opportunities than ever before. Every day decisions are made that will have an impact on whether your organization grows, or falters. The challenge has always been to make the right decisions, and make them before the competition does. However, the challenge is increasingly not just about making good decisions, but also about making the critical moves necessary for corporate survival. The ability to harness volumes of corporate data and turn it into a competitive advantage is essential to any organization's success.

Custom analytic solutions for eBusiness

Access. Analyze. Report. Share.™



crystal decisions™

A SEAGATE COMPANY

What if there was a powerful strategic weapon, uniquely tuned to your company's innermost workings, that allowed you to accurately assess the future? Reveal unforeseen trends and deliver powerful solutions? Let you spend your time analyzing information rather than finding it?



Introducing Holos Analytic System—a powerful, proven solution for developing strategic enterprise business intelligence solutions that enable you to make better-informed decisions and provides the competitive advantage you need to improve control of your business.

Turn Enterprise Data into Intelligent Information

In a typical organization, data grows at an alarming rate, doubling roughly every two years. Often, this data resides in a number of different data sources, scattered across the enterprise.

Holos allows organizations to integrate and leverage the data in their data warehouses, general ledgers, legacy systems, enterprise resource planning (ERP) systems, eBusiness systems, customer relationship management (CRM) systems, and other packaged applications.

Holos organizes and presents corporate data in familiar business dimensions such as regions, products, customers, versions, and time periods. Furthermore, the product captures the business processes that enable end users to intuitively access, analyze, report, and share that data.

The Right Information for the Right People

Holos allows business users to easily traverse corporate information, enables in-depth analysis and exploration of underlying factors and reasons behind findings, and provides the insight needed to make better decisions.

Flexible Analytic Applications

Holos is a flexible solution that enables developers to quickly design and implement sophisticated analytic applications. It provides the analytic platform that integrates data from multiple data sources, and a comprehensive set of tools to meet the needs of analysts, knowledge workers, executives, and application developers.



- **Analytic Power**

Holos goes further than any other OLAP server in the provision of flexible data structures to support your business requirements. From calculation-intensive modelling, forecasting and budgeting to the massive data volumes involved in sales reporting and CRM, Holos has the power.

- **Customization**

The tools are all here: cube and data structure definition, a rich application development language, extensive calculation functionality, report creation environment and comprehensive data visualization.

- **Scalable Deployment**

Once a Holos application has been created, it can be deployed through the client/server environment or over the web, with the ability to support hundreds of gigabytes of data and thousands of users, with a choice of hardware platforms to suit your needs.

Designed for a Changing World

Holos is adaptable, scalable and flexible enough to not only meet users' current eBusiness Intelligence needs, but also their needs in the future. Proven, leading-edge technology is coupled with world-class customer support, training and implementation services to ensure complete user satisfaction and maximum return on investment.

While other eBusiness solutions are unable to handle real-world complexity and data volumes, and cannot support the thought processes of real people, Holos delivers proven scalability.

Custom eBusiness Intelligence Solutions

Large organizations with complex business issues and huge amounts of stored data often have business intelligence needs that exceed the capabilities of packaged BI tools. "System-directed" or "business-aware" applications can be the critical components that make the difference between survival and success for these corporations.

Holos delivers the right information to the right people, and empowers them with knowledge they can use to improve the business. Beyond the capabilities of packaged query and reporting tools, Holos reflects the unique and original aspects of each individual organization to provide truly responsive, interactive and accurate pictures of enterprise data.

Capitalize on Opportunity

With customized data visualization and data mining, Holos enables users to identify hidden opportunities and issues in data that would be virtually impossible to find by other means. Its ability to integrate data from various sources leads to greater awareness of external influences on the business, and contributes to successful competition in a global marketplace. Sophisticated forecasting and "what if" techniques allow better predictions and faster identification of impending failures.

Proven Power and Flexibility to Meet Your Needs

Holos is a reliable development environment that can rapidly deliver a range of sophisticated analytic applications such as Financial Reporting, Performance Measurement, Customer Profiling, Budgeting and Forecasting, and Sales and Marketing analysis. These applications enhance the available enterprise information, providing business users

with directed analysis and manipulation of large-scale enterprise data in leading relational, multi-dimensional OLAP and ERP databases.

Holos provides unparalleled levels of scalability and design sophistication to build business-aware applications that tap into the intricacies of your organization and ensure that business issues—not technology limitations—drive the organization.

Proven Scalability and Sophisticated Analysis Without Limits

Holos applications help corporations tackle the problem of managing huge volumes of data, and present information to users in ways that mirror their thought processes.

Powerful, easy-to-use calculation functions, along with a rich scripting language and modeling features enable sophisticated forecasting, trends and risk analysis, and data mining, with guided analysis of meaningful information for better decision-making.

Powerful Analysis Through the Web

eBusiness Intelligence can also be utilized through a web browser to give geographically dispersed users or business travelers access to analysis capabilities. The Holos Web Gateway enables tables and graphs, drill down, and sophisticated analysis through any web browser.

In a Nutshell...

Holos provides unparalleled levels of scalability and design sophistication to build business-aware applications that allow enterprises to harness ever-increasing volumes of data and provide users with guided analysis of meaningful information, resulting in better decision-making.

Holos has been successfully implemented at hundreds of Global 2000 companies, delivering genuine bottom-line benefits to industry leaders around the world such as AT&T, British Petroleum, EMI, Federal Express, Guinness Brewing Worldwide, Hewlett Packard, KPMG, Lufthansa, Merrill Lynch, Motorola, Nike, Nissan, Pacificare, Virgin, Volvo, Wawa, UBS and Unilever.

Product Components

Server

- Compound OLAP Architecture (COA) allows virtually limitless linking of physical data to provide a seamless virtual view, and provide limitless scalability
- Pioneering Hybrid OLAP technology, which combines the best features of relational and multi-dimensional databases
- Open OLAP—the ability to build business applications on OLAP data stored in other OLAP products such as Hyperion® Essbase™, Microsoft® Analysis Services, and IBM DB2 OLAP Server™
- Calculation-on-Demand Technology—with Smart Consolidation and On-the-Fly Calculations, derived data and consolidations can be intelligently stored or calculated on demand
- Business Modeling Language specifically designed for building business-aware applications on data stored in ERP, relational and multi-dimensional databases
- No limits on data volumes; parallel data processing across multiple processors/machines
- Analysis tools including goal-seeking, risk analysis, impact analysis, Box Jenkins
- Forecasting including Winter's method and Fourier analysis
- Data mining using Pattern Matching, Neural Networks, Cluster Analysis, and Chi-squared Automatic Interaction Detector (CHAID)
- Autonomous agents provide the automated execution of virtually any function or process

Web Gateway

- Full functionality—multi-dimensional data browsing in tables and graphs, plus access to OLAP engine calculation and analytical features
- Web toolkit for quick development of web-based applications
- Scalability—the Holos Web Broker can load-share across multiple servers
- Compatibility with almost any Web Server, communication via industry standard CGI

Clients

- Application Manager for graphical application development, including a Holos object browser, and check-in/check-out features to facilitate team application development
- Holos Worksheet for multi-dimensional viewing and manipulation. Includes extensive graphics, calculation, sorting, data-driven exclusion/inclusion, Top N/Bottom N and Pareto, Lotus® 1-2-3 and Microsoft® Excel® import/export
- Report designer and viewer, including tables, many graph types, OLE objects, multimedia and SQL query results
- Desktop designer, and unique client-server Dialog system for graphical creation of an application user interface

About Crystal Decisions

Crystal Decisions develops integrated business intelligence applications that include the award-winning Crystal Reports, Seagate Info, Crystal Analysis, Crystal Enterprise and Seagate Holos. Crystal Decisions can be found on the Web at www.crystaldecisions.com.

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