

**GEMKO Information Group, Inc.**  
*Information Systems Specialists*



- ERP
- CRM
- Supply Chain
- e-business



**GEMKO Information Group, Inc.**  
*Information Systems Specialists*

100 Corporate Parkway, Suite 200  
Amherst, NY 14226

(p) 716.929.2700  
(f) 716.929.2705

[www.gemko.com](http://www.gemko.com)  
[Info@gemko.com](mailto:Info@gemko.com)

Most organizations have a broad array of business intelligence needs - from ad hoc analysis to operational reporting, graphical analysis, interactive reports, end-user reporting, dashboards, and briefing books. Addressing all of those areas typically translates to lots of time, cost, and resources.

CorBusiness is a unique business intelligence platform for reporting, analysis, and data access than can be deployed rapidly and cost efficiently. A critical technology component of the CorVu 5 Performance Management application, CorBusiness provides rich capabilities for custom reporting, graphical analysis, alerts, dashboards, briefing books, and automated data exchange.

## KEY BENEFITS:

### IMPROVE RESPONSIVENESS TO USER COMMUNITY

Dramatically reduce time to create new reports

### EMPOWER END USERS

Business users can customize reports and perform ad hoc analysis without IT resources

### IMPROVE REPORT QUALITY

Provide access to data from multiple sources, multi-level drill down, more reliable information, and most importantly - "One Version of the Truth"

### IMPROVE OPERATIONAL EFFICIENCY

- ▶ Eliminate re-keying of data
- ▶ Reduce time for the month-end reporting cycle
- ▶ Reduce report maintenance

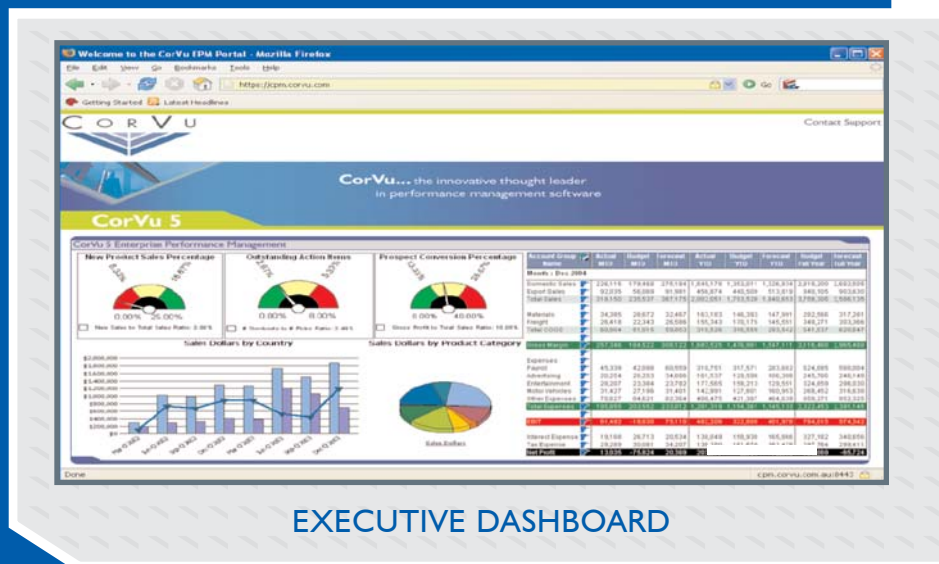
### IMPROVE COLLABORATION

- ▶ Facilitate on-going discussion to complete the business feedback cycle
- ▶ Automate alerting
- ▶ Record shared commentary

### DELIVER THE RIGHT INTERFACE FOR THE RIGHT PERSON

- ▶ Simple interfaces for non-technical users
- ▶ Empowering interfaces for appropriate business users
- ▶ Advanced analytical techniques available for business analysts

## CORBUSINESS 5



EXECUTIVE DASHBOARD

## WHAT SETS CORBUSINESS APART: COMPREHENSIVE CAPABILITIES

- ▶ Powerful reporting and analytics
- ▶ Automated data access
- ▶ Robust security model

### FLEXIBILITY

- ▶ User interface based on type of user
- ▶ Easy to change and modify reports, alerts, metrics, and visual formats; no IT resources required
- ▶ Pre-published and on-demand reporting

### EASE OF USE

- ▶ Wizard-driven user interface for non-technical users
- ▶ Meta-data layer for business users

## KEY FEATURES:

### DATA ACCESS

- ▶ Automated Data Xchange (ADX) technology provides rapid access to data from any source, including ERP systems, databases, and flat files
- ▶ RapidApps provide pre-integrated business intelligence applications for most commonly used ERP systems (SAP, Oracle, QAD, Baan)
- ▶ Knowledge Libraries provide meta-data layer to map database names to business names
- ▶ Pre-built data warehouse acts as a central repository for all metrics, calculations, and commentary
- ▶ Access multiple data sources simultaneously with a single log-on
- ▶ Native database drivers for high performance
- ▶ Sophisticated, role-based security supports and extends any single sign-on and LDAP implementation

### ADVANCED ANALYTICS

- ▶ Sophisticated modeling, forecasting, and data mining for "what-if" analysis
- ▶ Time series forecasting
- ▶ A range of data mining algorithms for classification, estimation, and segmentation

## RAPID DEPLOYMENT

- ▶ Automated data access
- ▶ Pre-built integration to ERP systems
- ▶ Rapid creation and deployment of reports

## LOW TOTAL COST OF OWNERSHIP

- ▶ A single business intelligence platform that is easy to use, modify, and deploy minimizes the cost of software licenses, implementation, training, modification, maintenance, and upgrades

## SCALABILITY

- ▶ Web deployment
- ▶ Robust and flexible security

## REPORTING AND OLAP

- ▶ Filters, formulas, summarization, aggregation, color coding, sorting, categorization, and compression
- ▶ Dynamic pivot tables
- ▶ Multi-level drill down with visual indicators
- ▶ Executive alerts - speedometer, thermometer, and indicator lamp alert styles
- ▶ Personalization with wizards and configuration settings
- ▶ Data sources presented in list view or Entity Relationship Diagrams (ERD)
- ▶ Optional CorPortfolio™ module enables organizations to collect and assemble information into a concise management presentation (briefing book, management report, board report) that can be automatically updated on a scheduled basis

## VISUALIZATION

- ▶ Wide range of visual formats, including reports, briefing books, dashboards, graphs, and pivot tables
- ▶ Broad range of graph types
- ▶ Flexible end user options, including running from the desktop or through a web browser
- ▶ Optional HyperVu™ module allows pre-publishing of interactive HTML pages and HTML reports on demand



Graphing capability supports pre-defined drill-down scenarios and ad-hoc analysis



Dashboards of key performance indicators

Region/Division	Product Category	Product	Volume (K)	UP (%)	Value (M)	UP (%)	Volume (K)	UP (%)	Value (M)	UP (%)
Americas - US	Building	Building Shells	30,200	12.2%	182,572	10.2%	182,572	10.2%	182,572	10.2%
		Light	775,227	18.42%	212,944	49.36%	212,944	49.36%	212,944	49.36%
		Major League Equipment	48,236	10.05%	539,820	80.91%	539,820	80.91%	539,820	80.91%
		Professional Equipment	49,692	27.02%	149,828	100.00%	149,828	100.00%	149,828	100.00%
Americas - Canada	Sports Accessories	Team Sports	23,446	10.00%	80,365	49.20%	80,365	49.20%	80,365	49.20%
		Sports Equipment	408,495	20.00%	1,208,487	100.00%	1,208,487	100.00%	1,208,487	100.00%
		Recreational Equipment	49,495	10.00%	1,208,487	100.00%	1,208,487	100.00%	1,208,487	100.00%
		Recreational Equipment	772,208	10.00%	1,492,813	100.00%	1,492,813	100.00%	1,492,813	100.00%
Americas - Mexico	Sports Accessories	Sports Accessories	162,113	10.00%	769,548	100.00%	769,548	100.00%	769,548	100.00%
		Sports Accessories	162,113	10.00%	769,548	100.00%	769,548	100.00%	769,548	100.00%
		Sports Accessories	162,113	10.00%	769,548	100.00%	769,548	100.00%	769,548	100.00%
		Sports Accessories	162,113	10.00%	769,548	100.00%	769,548	100.00%	769,548	100.00%
Americas - Latin America	Sports Accessories	Sports Accessories	71,801	10.00%	262,044	100.00%	262,044	100.00%	262,044	100.00%
		Sports Accessories	71,801	10.00%	262,044	100.00%	262,044	100.00%	262,044	100.00%
		Sports Accessories	71,801	10.00%	262,044	100.00%	262,044	100.00%	262,044	100.00%
		Sports Accessories	71,801	10.00%	262,044	100.00%	262,044	100.00%	262,044	100.00%
Americas - Europe	Sports Accessories	Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
Americas - Asia	Sports Accessories	Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
Americas - Africa	Sports Accessories	Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
Americas - Oceania	Sports Accessories	Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
Americas - Total	Sports Accessories	Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%
		Sports Accessories	100,000	10.00%	2,000,000	100.00%	2,000,000	100.00%	2,000,000	100.00%

Rapid creation and deployment of enterprise reporting

CorVu...Drive Efficiencies, Drive Priorities, Drive Performance



www.corvu.com

CORPORATE HEADQUARTERS  
▶ MINNEAPOLIS  
TEL: +1 952 944 7777  
TOLL FREE: 1 800 610 0769

EMEA HEADQUARTERS  
▶ LONDON  
TEL: +44 (0) 845 070 3838  
TOLL FREE: 0 800 214 804

ASIA PACIFIC HEADQUARTERS  
▶ SYDNEY  
TEL: +61 2 9495 5400  
TOLL FREE: 1 800 500 644