



Why AvalisBI? – “extracting wisdom from Sage”

Who are AvalisBI?

AvalisBI has been formed by a team who have specialized in Oracle business intelligence tools for many years, developing and implementing them in a wide variety of large UK and international organizations, many of which are household names. As a result our team has massive experience in financial and sales reporting systems and processes. One member is an experienced finance director who has used Sage for many years.

Over this period business intelligence (BI) has become more widely used in large to medium sized businesses. We believe that it is now time to provide smaller businesses with the same powerful tools that enable the large businesses to compete better, manage profits more effectively and drive-up performance. Avalis Financial Intelligence for Sage (AFIS) is the first such application we are releasing and others are in the pipeline including Avalis Sales Intelligence for Sage (ASIS) and versions for Pegasus.

Sage Limitations

Sage is a very good accounting application. However you spend a lot of time entering your operational data into Sage only to have very limited access to it once it is there. The essential value contained in the data is thus lost to the organization. The standard reports are static, difficult to format and often don't provide the data you want. End-user reporting is a complex and time consuming process often requiring specialists to create reports. Links to Excel are not comprehensive further limiting access to your data. There are no BI features apart from some limited capability in the Sage Line 500 application and no capability to combine data from different sources. The MIS module is also very limited in the type of management information provided. No modeling of the data is possible. All this makes for a frustrated finance department who cannot share valuable data with managers nor provide them with the analytical tools they need.

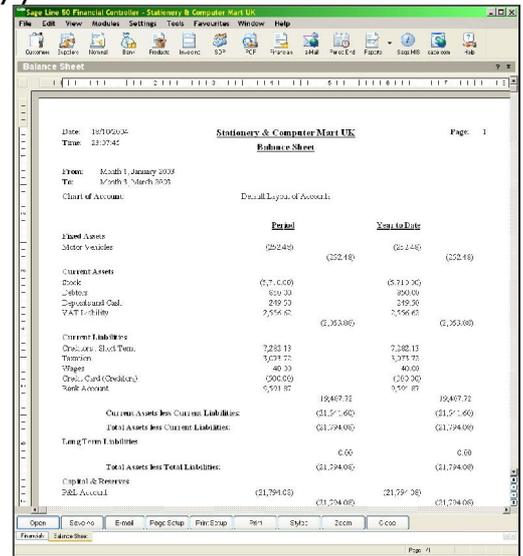


Figure 1: Static Sage P&L report

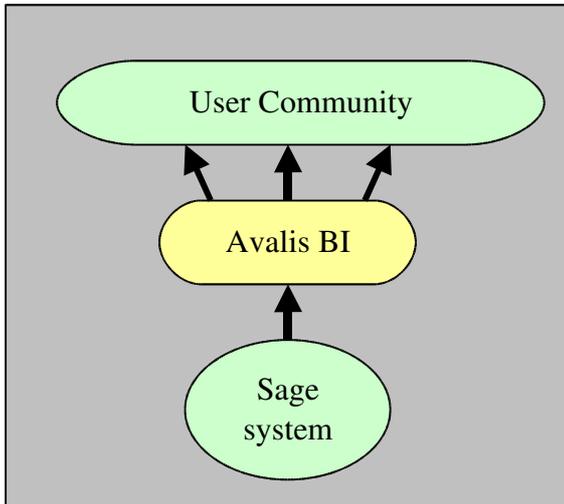


Figure 2 : AvalisBI Architecture

AvalisBI – the missing piece

AvalisBI provides the missing piece to plug the gap between your Sage system and the users. It unlocks not only your data but the value contained in it. Now you can leapfrog over these limitations quickly, simply and cost-effectively. AvalisBI has taken the best-of-breed BI application from Oracle and enabled it to work on Sage data that is extracted from your database. AvalisBI's tools then create a new Oracle database that is designed specifically for BI use on it's remote secure servers. AvalisBI structures and transforms the data into useful user-friendly formats. Your users are then provided internet access to your Sage data against which they can report, analyse, model and share.

A powerful, simple and cost-effective solution

The full power of Oracle's BI tools are available to deftly report and analyse your data. As the history builds up, variances, trends and exceptions are easily seen providing formidable insight into the

reasons for over and under performance. Since it is a separate database there is no operational impact on your existing system. As we host it and provide it as a service there are no expensive licences or IT infrastructure required. It can be setup within hours with no input from IT, is fully scaleable and provided for a very low monthly fee. Data can be refreshed monthly, weekly or even daily. Designed with small enterprises in mind, now you can compete with the big corporates with equal competitive information.

Business Intelligence – what is it?

BI is all about enabling end-users to extract value from your data. At it's simplest BI means having dynamic reports on the parts of the business you are interested in with data structured in a real- life way, ie by months, customers,

products, departments, type etc . Take a sales manager for example, he wants to know who are his best and worst customers, which ones have got better and provided the most value to the business. For finance it may be who are my best and worst debtors and creditors. It may be monthly management accounts with a comprehensive range of variance analysis. It's also about providing analytic tools to empower the user to understand the reasons for over and under performance and more importantly where action needs to be focused. To have everyone looking at the same data, be able to model that data in cost allocations and forecasts for example, and be free to explore the underlying trends and causes without drowning in the detail is invaluable.



Figure 3 : AvalisBI - combining data from many sources

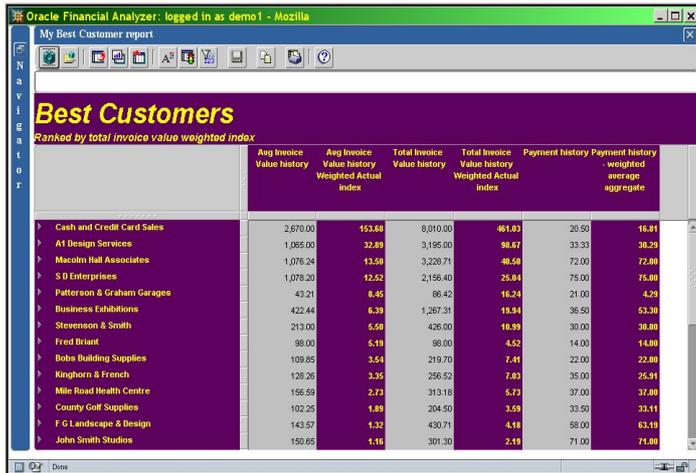


Figure 4 : Identifying best customers using AvalisBI

work on my Sage system.” FD of 25 man publisher.

“Using AvalisBI we were able to easily identify costs that were out of control that we were not even aware of. We have saved over £100,000 in 3 months which is a huge amount for a company of our size.” FD of 20 person manufacturer.

“For the first time we now understand what our true product costings are and have been able to compete more effectively winning approximately 20% more orders than before.” FD of 50 person manufacturer.

“In 5 years I have never realised who my most and least valuable customers are. AvalisBI has provided valuable insight into data that always existed in our systems but was difficult to access and so no one had time to look at it.” Sales Director of 30 person specialist drug distributor.

How much does it save?

The potential for better understanding your revenues, costs and expenses is huge. Just the simple step of providing visibility of your company data to your colleagues in an easy to access manner, opens up major opportunities to run the business better. Using AvalisBI can easily save a manweek/month by automating the production of your management accounts. Now you can turn your energies to adding value to the data not just reformatting, reconciling and creating reports for your users.

What are they saying about it?

“I cannot believe that such top-end features that I used previously in a large corporation are now available to

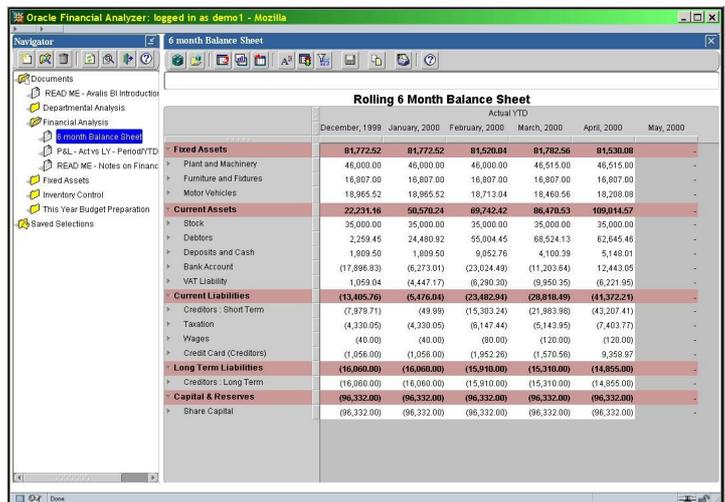


Figure 5 : Dynamic BS report by month with AvalisBI

About AvalisBI

AvalisBI builds and delivers scalable online services using proven technology and award-winning business intelligence applications from the Oracle Corporation. Our solutions provide integrated online business reporting and analysis of operational, management and strategic information, across organisations, helping them to meet the complex challenges of today's competitive and global business world. There is no software to buy, install, upgrade or maintain nor any IT infrastructure to invest in. No IT resources are required to implement the service. Powerful, simple and cost-effective.



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