

# Better Business Intelligence with CorBusiness



“This is the future direction of analytic applications – one that is likely to bring greater business impact and more rapid return on investment.”

– Henry Morris, DM Review

**CorBusiness™** helps organizations employ strategic information assets to capitalize on market opportunity. Providing a complete business intelligence environment, **CorBusiness** offers graphical analytics, data mining, production and end-user reporting, executive key performance indicator (KPI) dashboards, and forecasting. ■ Robust business intelligence options are key to a well-informed, high-performance organization. Leveraging the information from enterprise resource planning (ERP), other transactional systems, and data warehouses, **CorBusiness** offers analytic applications that help companies understand their business and quickly adjust strategies to ensure success. Seamlessly integrated with CorStrategy, **CorBusiness** offers organizations an easy growth path to world-class Enterprise Performance Management.


**CorBusiness** fosters improved decision making and greater company agility. With **CorBusiness**, users gain a clear understanding of corporate performance through better centralized access and comprehensive analysis, empowering them to make the best use of information. This streamlines the consolidation and reporting of results, improving the daily decision making process. A fully integrated application is designed to adapt and grow, **CorBusiness** can be configured for quick deployment across virtually any organizational structure, whether deployed in one department or across a global enterprise.

“CorBusiness allows non-technical end-users to create ad-hoc queries and Quick Reports, answering their business questions.”

Jay Hogan, Database Analyst, Medeco Security Locks

“With a few CorVu reports, we are able to provide our executives with the up-to-date pulse of the company in an easy to view, graphical format.”

Victor Gray, Director of Business Systems, Visible Genetics



Powerful information access and analysis options enable users to develop intelligence about historical performance and gain insight into future opportunities. In order to obtain such insight, it is vital to have quick access to current information.

The robust analytical capability in CorBusiness provides the functionality necessary to gather valuable knowledge from corporate information storehouses. In addition, it streamlines information management processes by providing timely knowledge to the right executives.

CorBusiness has helped thousands of organizations drive organizational change, achieve continuous improvement, and exceed performance targets.

#### Key Benefits of CorBusiness

- Comprehensive Business Intelligence and Performance Measurement solution
- Offers a centralized approach to the consolidation and reporting of performance results
- Streamlines the daily decision-making process
- Scalable implementations range from departmental, business unit, to enterprise-wide deployment
- Robust standard reporting options with drill-downs
- Superb visualization and statistical analysis
- Supports multiple currencies, scenarios, and configure custom periods
- Administrative control over user security and operations
- Seamlessly integrated with CorStrategy, provides organizations an easy growth path to world-class Enterprise Performance Management

## Executive KPI Dashboards

CorBusiness executive dashboards enable executives to quickly and graphically monitor Key Performance Indicators (KPIs). Quick visual presentation provides immediate information regarding the health of the enterprise. Users may click on a graph to drill into specific sub-groups and constituents of the alert. This capability is key to providing decision makers insights into performance results.

## Reporting

A full-function reporting engine, CorBusiness provides sophisticated composite reports, including data and graphics, multi-level groupings, subtotals, images, and other multimedia objects. CorBusiness allows quick and easy formatting of detailed groupings, hierarchical structures, dynamic cross tabulations, and financial reporting layouts. Users may also create informative visual reports formatted with unlimited headers and footers, images, aggregates, conditional color-coding, and interactively expanding and collapsing detail-level data. Reports may be scheduled for client/server or web-based execution.

## OLAP Analysis

CorBusiness graphical query and OLAP empowers users with easy ad-hoc access to corporate information storehouses. Users may drill dynamically through data to explore and analyze information, enabling them to uncover and understand previously hidden trends. Easy-to-use drag and drop control of data dimensions gives users the flexibility to pivot and navigate through information in a truly interactive and ad-hoc fashion. Additionally, graphs may also be rotated for three-dimensional viewing, giving users a 360° view of the information.

## Forecasting

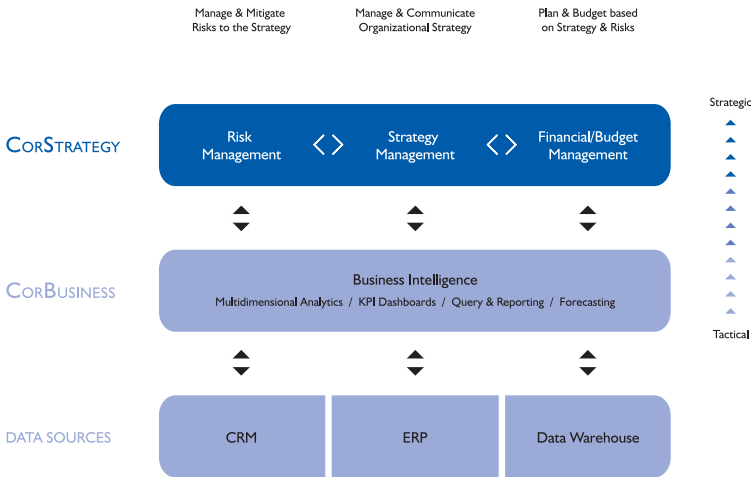
With CorBusiness, users can easily prepare for changes in economic or competitive conditions by analyzing historical data to predict performance and future trends. In addition, executives may drill into forecasts for multidimensional analysis, and segment forecast data results by categories such as product, sales person, or region. These capabilities provide a useful solution for modeling hypothetical scenarios, resulting in more accurate forecasting and what-if analysis.

## Data Mining

CorBusiness data mining enables executives to detect the most profitable combination of customers, products, and markets from volumes of organizational data. Users may also utilize data mining to detect fraud, acquire profitable customers, and reduce customer churn. By determining correlations and patterns in existing data, executives will be able to increase ROI and improve overall performance.

“With CorBusiness we derive valuable strategic insights from our ERP system, and react quicker with easily interpreted information.”

**Richard John, Managing Director,  
Electrolux Floor Care UK**





**“CorVu puts the user in control, with a flexible and highly scalable business intelligence solution. Business users can obtain tactical reports and analyze information in real-time. Built-in security allows us to give each user access to the exact information they require.”**

**Julie Chammings, Strategic Projects Manager, Specsavers Optical Group**

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#### CorVu Global Services

CorVu Global Services drive successful software implementations, providing comprehensive consulting expertise, technical support and training. Designed to provide an organized approach to deploying EPM solutions, the CorVu RapidROI™ methodology quickly provides users a structured environment allowing them to effectively utilize and analyze information assets of the organization. Users gain a comprehensive understanding of CorVu solutions, so that the organization can begin to realize benefits immediately. These services elevate software purchases to powerful solutions that transform data into intelligence, support better decision-making, and lead to improved business performance.

#### About CorVu®

CorVu is a global provider of enterprise performance management solutions, offering information analysis capabilities that empower our customers to achieve strategic objectives and improve business performance. With over 4000 customers, CorVu offers comprehensive business intelligence, balanced scorecard, risk performance management, corporate governance and budgeting solutions. To find out how CorVu can improve your business performance, please call 1 800 610 0769 or visit [www.corvu.com](http://www.corvu.com).

**“Freeing up resources on the production ERP system, CorBusiness enables the creation of reports that were not available before. CorBusiness is easy to use – a great reporting tool for all of our users.”**

**Frederic Jougla, Director of Information Systems, DakoCytomation**

