

ADVIZOR

**DATA VISUALISATION + PREDICTIVE ANALYTICS
= BETTER AND FASTER FACT BASED DECISIONS**



In order for companies to be successful, managers must be able to make quick, important decisions based upon available information. They must also be able to understand and analyse information without relying on others to prepare or interpret the results. ADVIZOR® enables this.

ADVIZOR Answers the “Why?”

Many organisations are increasingly overwhelmed with data and it is not uncommon for corporate departments to run hundreds of reports on a daily basis. However, all these reports are often of no help to executives seeking to use the data to make decisions.

“ADVIZOR enables volumes of complex data to be consolidated and analysed through an intuitive, visual interface.

*“We’ve realised significant benefits.”
(British Petroleum BP)*

When companies turn to the market for assistance, it becomes obvious that there is an enormous gap between non-flexible and difficult to use reporting programs, simplistic and “flashy” graphical gauges and meters, and very expensive, high-end offerings such as those of SAS, which require individuals with statistics and / or programming expertise. ADVIZOR seeks to plug that gap.

The Company’s product offering is based on the following principles:

- ◆ Simple and clear visual display of results
- ◆ Easy ad hoc interaction and analysis with a mouse
- ◆ Powerful, self-service, on-demand capabilities
- ◆ Tight integration with common office tools

Self Service, On Demand Information

Since its inception in 2003, ADVIZOR has an impressive list of high quality customers such as AstraZeneca, Boeing, BP, Cinergy, IBM, KFC, Motorola, Pfizer, Starbucks, Sun Bank and Visa. These companies are increasing looking to ADVIZOR for its simple to use products that blend outstanding visualisation with powerful analytics in an easy to use

ADVIZOR has succeeded leading data visualization expertise acquired from Bell Labs with cutting-edge predictive analytics from KXEN, and has packaged this capability into an easy to use, point and click product which can be used to generate powerful results on the fly by decision makers without technical training.

Real Simple, Real Fast

ADVIZOR has succeeded in combining its world leading data visualization expertise acquired from Bell Labs with cutting-edge predictive analytics from KXEN, and has packaged this capability into an easy to use, point and click product which can be used to generate powerful results on the fly by decision makers without technical training.

Desktop to Enterprise, Extranet Integration

ADVIZOR is packaged into shrink-wrapped offering for desktop analysis, as well as into thin-browser enterprise server applications for deployment to thousands of people either internally or across the Internet. Simple point-and-click capabilities allow a desktop analyst to easily publish to a server for widespread deployment.

Integrated with Common Enterprise Tools

ADVIZOR products are tightly integrated with popular enterprise applications and business intelligence solutions, including Microsoft Office, Cognos, Business Objects, Oracle and Teradata.

World-class Display and Analysis

Based on 15 years of Bell Labs development on how human beings perceive and react to displayed information, ADVIZOR is best-of-breed in displaying and analysing business information – especially multi-dimensional data. Over 20 patents protect Advizor.

Powered by Visual Discovery

Visual Discovery™ drives ADVIZOR’S exclusive display and interaction capabilities, enabling intuitive analysis with powerful charts and dashboards. Simplicity is the theme, and with a simple sweep of a mouse knowledge workers can explore areas of interest, select subsets, correlated across dimensions, navigate up and down hierarchies, animate over time and build descriptive and predictive analytic models

“ADVIZOR has reduced workloads easily by 20 to 30 percent.

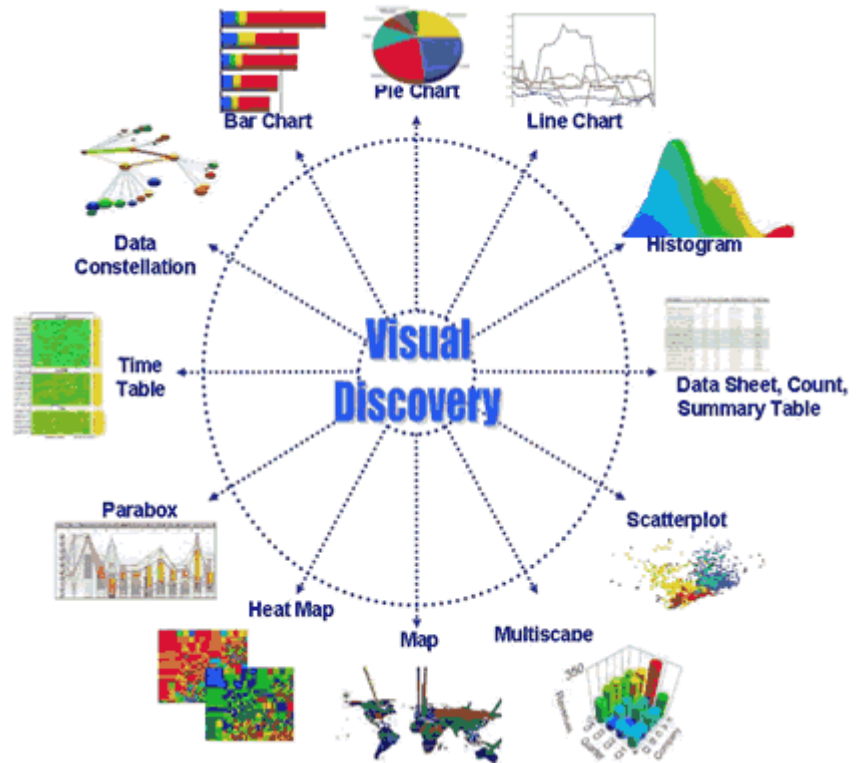
Life is so much easier now and fulfilling our informational needs.”

(Sun National Bank)

About 4D:

4D is located in Congleton in Cheshire. The company is built on providing a high level of Consultancy, Training and Service for Cognos BI, Advizor and MetaManager, a Management and Administration Tool for Cognos Environments as well as delivering end-to-end Management Information Solutions, Business Intelligence Applications and Data Warehousing Projects.





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The ADVIZOR platform includes:

- ◆ 14 ADVIZOR Charts that support all business display needs
- ◆ Visual Discovery that includes both interactive visualization and predictive analytics for analysis
- ◆ Data Pool Architecture for fast calculation, aggregation, selection, filtering, display, and export
- ◆ Point-and-click interface so that "all you need is a mouse"



A major **Global Pharmaceutical Company** is improving its yield on drug development while shortening the cycle times. IT loads are reduced up to 30% since many custom reports are no longer needed. Front line managers can now understand and share best practices because ADVIZOR is deployed to more than 1,000 people

A **U.S. Retail Bank** has improved retention and cross-sell capabilities. Product Managers and Sales Analysts "slice and dice" customer information to make decisions without IT involvement. Workloads have been reduced 20-30% and decisions are being made more rapidly and accurately.

A major **U.S. Healthcare Clinic** has improved the quality and efficiency of its patient care by better understanding treatment patterns by physician, patient and provider. Unit managers now use ADVIZOR to understand and share best practices, which was not possible before.

Leading **Enterprise Security and Intrusion Detection** companies use ADVIZOR to pinpoint and explore patterns of unusual behaviour among millions of events that may occur over short periods of time. ADVIZOR is especially powerful at showing both summary and detailed information with correlation to other dimensions to determine what happened and how to respond. The result is safer corporate computing

The Top five reasons to choose Advizor

- 1 You need answers to the question 'why'
- 2 You are frustrated with piles of static reports
- 3 You are bogged down trying to 'slice and dice' data in spreadsheets and pivot tables
- 4 You need to explore both summary and detailed data
- 5 You need to communicate findings clearly with standard office tools

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