The

SeETL

Business Presentation

www.InstantBI.com

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Introduction

- Let's talk about your business
- What do you really want?
- What is your opinion of Business Intelligence?
- The situation to date
- Introducing SeETL
- What is SeETL?
- What will SeETL do for me?
- How much is SeETL?
- Why would I buy SeETL?
- Summary

Let’s Talk About Your Business

What Do You Really Want?

- Unless you are very different from thousands of people we have talked to over the years you really want:
- Information available at the desktop/mobile
  - Not in boxes of paper
- Accuracy
  - The same question produces the same answer no matter if it uses two different data sources. Profit is profit, not an 'opinion'.
- Timely
  - You want the results as from yesterday at 9am today.
- Responsive to change
  - When you want new data you want it now, not in 3 months
- Able to 'surf'/'analyse' the data in unpredictable ways
  - You don't know what questions might come up and trying to document all the 'possible' questions you might ask seems a waste of time

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Your Opinion of BI?

- A lot of business managers are frustrated with BI projects
- It's like the picture to the right
  - This is what many a business person thought they were promised
- And this is what was delivered
  - Result?
  - Unhappy business people

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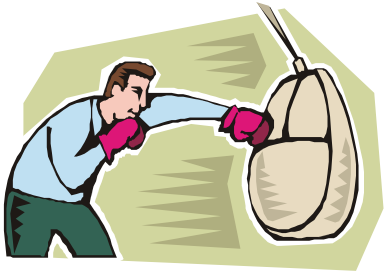
The Situation to Date

- In the world of 'Business Intelligence' the situation to date has been one of constant improvement



- However, the processes of
  - Extracting data from operational systems
  - Transforming by cleaning it up and validating it
  - Loading it into a reasonable 'BI System'
- Have consistently cost large amounts of money and taken large amounts of time. (This is called 'ETL')
- The initial 'ETL' tools to help do this cost $US200K+
- The second generation of ETL tools cost $US50-150K

- They have made the job faster but these processes are still the major 'bottleneck'
- What else might be possible?

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SeETL

- Our background is:
  - We have been in IT for 30+ years
  - We have been in 'BI' for 20+ years
  - We have been constantly searching for better/ faster/ cheaper ways to do the processing of extract/load to bring BI Systems to more companies
  - We have used the leading 'ETL tools' extensively and have continued to be frustrated with the 'gaps'
- Our response to this 'bottleneck'?

SeETL (See-TL)

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What is SeETL?

- A new tool written to do just a few things:
  - Reduce the development cost and time of your Enterprise BI System
  - Reduce the cost and time to make changes to the existing BI System
  - Make it easier to answer complex business questions in the fastest possible time
  - Make the iterative development process easier

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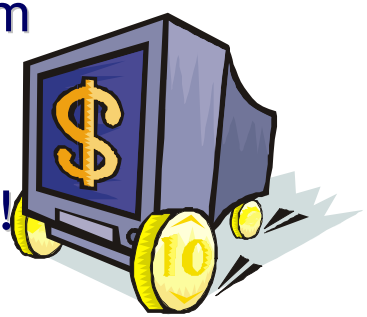
What is SeETL?

- SeETL DesignTime
  - This is all your IT people need to design your BI System
  - You can design and build your BI System ***BEFORE*** paying any money for ETL tools
  - The prototype can be 'full sized' if you want it to be!!



- SeETL RunTime
  - Once you have the prototype BI System you want and you want to 'make it production' you can choose to buy SeETL RunTime or use another ETL tool
- SeETL DesignTime is free!!
- SeETL RunTime is free to build your prototype BI System!!
- 'If your IT department cannot build the prototype BI system with SeETL they cannot build the real one with anything else'!

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What Will SeETL Do For Me?

- SeETL will dramatically reduce:
  - The elapsed time to making BI data available
  - The costs of making BI data available

- SeETL will dramatically improve:
  - Your ability to run 'specialised' short term analysis
  - Your ability to add new summaries of information to improve performance of analyses you run on a regular basis
- In summary
  - SeETL saves ***time*** and ***money***
  - Get more from your BI System, faster and cheaper
  - This is true even if you already use 'ETL' tools

How Much is SeETL?

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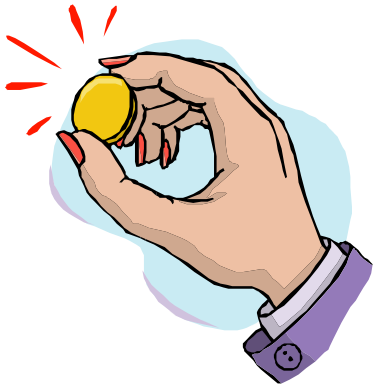
How Much is SeETL?

- SeETL DesignTime is free
- Customers can purchase SeETL RunTime at two levels

- Executables Only

  or

- Executables + All Source Code



10x productivity
10% of the price

- Current prices are available on request
- Volume purchase agreement applies for multiple servers

Why Would I Buy SeETL?

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Why Would I Buy SeETL?

- ✓ I am the project sponsor. We are doing the BI project on a tight budget. I don't have the money to buy an ETL tool right now. But we still need the information we need. The business has not stopped because times are tough.

- ✓ I am the project sponsor. I want to see proof of the value of BI in our company before I spend the $US/€500K the IT people say they need to build the BI System properly.

- ✓ We already have our BI System up and running. I was promised that it would be 'responsive' to change yet every time we ask for a change it takes weeks or months. We want changes to happen faster. Days or a maybe a week.

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Thank You for Your Time!