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maconomy analytiX
business intelligence

Superior business intelligence capabilities

Maconomy offers Business Intelligence capabilities through Maconomy AnalytiX Business Intelligence. AnalytiX Business Intelligence offers superior reporting performance and effectively uses Business Objects™ products, offering comprehensive graphical capabilities, and flexibility and easy-to-use tools, thereby adding more value to your Maconomy investment.

A three-tiered solution

AnalytiX Business Intelligence is a 3-tiered solution, which includes:

1. Maconomy Business Application
2. Maconomy Business Intelligence Platform
3. Business Objects™ Enterprise

The business application

The Maconomy business application is the transaction domain where large amounts of data are entered in the form of direct user input or transactional postings as for example job and finance entries. The data in the transaction domain is optimised for high-volume transactional processing but it is not ideal for reporting purposes.



imagine

...ensuring that daily management and decision-making are based on facts

The business intelligence platform

Through the business intelligence toolbox of the Maconomy business intelligence platform the data from the transaction domain is transformed into business information in the business domain; i.e. presenting the data of your Maconomy installation in a language and a structure that your business people can relate to. The business intelligence toolbox adds a number of benefits:

- Simplified maintenance through user integration
- Optimised reporting performance and flexibility using a data warehouse

User/role integration

To simplify reporting while maintaining data access security, the user integration tool ensures full synchronisation of users and access control between Business Objects™ Enterprise and your Maconomy business intelligence platform.

Optimise business intelligence using a data warehouse

Running reports directly on your Maconomy production database can heavily impact system performance, as report and analysis queries compete with transaction processing for system resources.

AnalytiX Business Intelligence features a data warehouse solution, where information is extracted from the Maconomy production database at regular intervals, transformed into a structure which is optimised for reporting, and loaded into a data warehouse using data integration (ETL) tool. The transformation process converts raw data into easily accessible information, and running reports on a data warehouse results in fast response time and enhanced historical reporting capabilities.



Business Objects™ Enterprise

AnalytiX Business Intelligence incorporates the Business Objects™ reporting and analysis tools Crystal Reports and WebIntelligence, some of the world's most widely used business reporting and analysis tools.

Using these applications, you enable end users to build their own reports to present information according to their exact needs. Users can easily present information in a wide range of graphical forms or in traditional tables.

AnalytiX Business Intelligence

Currently AnalytiX Business Intelligence covers the main part of the following functional areas of Maconomy:

- Job Cost
- Accounts Payable
- Accounts Receivable
- General Ledger
- Contact Management
- Human Resources

As certain reports require live data, AnalytiX Business Intelligence includes the operational reporting solution called AnalytiX Reporting. This solution reports directly on the transactional database, and due to performance the number of reports based on AnalytiX Reporting should be limited.

Benefits

- Business domain reporting on live data (virtual data warehouse definitions)
- Optimised performance and enhanced historical capabilities (true data warehouse incl. ETL)
- Integrated user and role management between the Maconomy and Business Objects™ products (user/role integration)
- Enhanced and flexible data extraction capabilities (reporting views and transaction time stamp)
- Secure access to Maconomy data (Secure ODBC views)





organic business solutions

Maconomy is a global provider of industry-specific business solutions for Professional Services Organisations. We create a natural relationship between people and processes in professional services organisations and provide the basis for overview, follow-up and decision-making in a way which ensures human as well as financial gain.

Our clients include Semcon, ErgoGroup, Devoteam, Deltares, Millward Brown and agencies within all of the big four global networks Interpublic Group, Omnicom Group, Publicis Groupe and WPP.

Maconomy A/S was founded in 1989 and the corporate headquarters is located in Copenhagen, Denmark. We service and support more than 600 clients in over 50 countries through our offices across Europe and in the U.S., and through an extensive partner network. Today more than 100,000 users worldwide use business solutions from Maconomy.

For more information, please visit

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