



Rocket® CorVu HyperVu

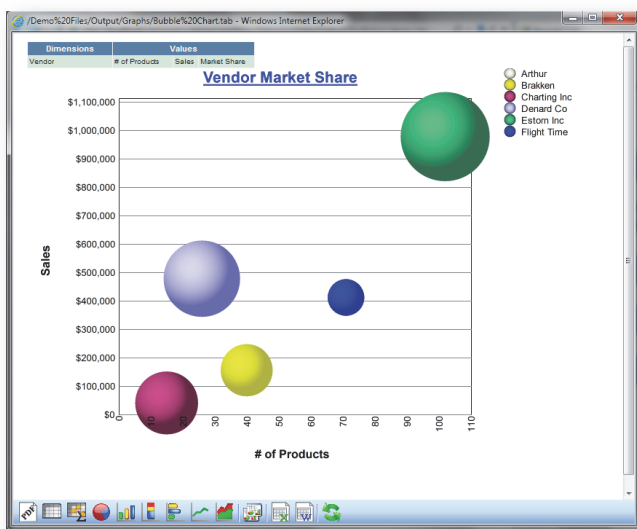
Application Web Deployment Using Interactive HTML Pages

Easily deploy reports, graphs, dashboards, scorecards, and other analyses to an expanded user population via the web

Make business information available from one or more enterprise data sources on-demand

Intelligent and interactive capabilities, including expand-and-collapse, slice-and-dice, and drill-down-to-details—or drill-to-related-information—are all available through simple hyperlinks

Deploy business information on an intranet or the internet using nothing more than a web browser—and without any need to train users



| Objective | Measure | Actual | Indicator |
|---|--|------------|-------------|
| Acquire New Customers | Total Number of New Customers | 929.00 | Sub-optimal |
| Create a Great Brand | Brand Index | 62.94 | marginal |
| Customer Service-call Reduction | Enquiries Through Customer Service Centre | 5.84 | OK |
| Develop Service Offering | Service Calls | 17.83 | OK |
| Extend Customer Relationship | Enquiries Through Customer Service Centre | 5.04 | marginal |
| Retain Customers | Average number of new products per existing custom | 3.74 | marginal |
| | Churn Rate % | 19.95 | OK |
| Superior Customer Outcomes | Number of Active Web Accounts | 112.00 | OK |
| | Activity Turn Around Times | 79.51 | marginal |
| | Contact Enquiry Resolution | 38.11 | marginal |
| To Satisfy Customer and Regulatory Agreements | Network SLA Summary | 25.81 | marginal |
| To Satisfy Customers Expectations | Deliveries Delivered on Time and in Full (%) | 97.94 | marginal |
| | Internal Customer Satisfaction Survey | 0.94 | marginal |
| | Inventory Accuracy (%) | 95.24 | marginal |
| | No of Strategic Projects Delayed | 5.70 | marginal |
| Financial | % Unit Cost Reduction | 6.68 | follow-up |
| | OPEX v Plan | 7.98 | OK |
| Customer Profitability | ARUP | 9.68 | marginal |
| | Average Contribution Margin | 18.95 | OK |
| Customer Service-call Reduction | Service Calls | 17.30 | OK |
| Grow Revenue | Increase Revenue % | 8.25 | OK |
| Improve Shareholder Return | Free Cash (\$,000's) | 10,374.68 | OK |
| | Increase Profit Contribution | 6.89 | marginal |
| Manage Expenses | Capex as a % of Total Revenue | 33.38 | marginal |
| | Opex as % of Total Revenue | 35.58 | marginal |
| Revenue Growth | Total Revenue (\$,000's) | 237,369.93 | OK |
| To Increase Revenue | Actual Profit Margin External Jobs Billed | 22.15 | marginal |
| | External Revenue vs. Budget (\$M) | -4.81 | marginal |

To meet the needs of busy information consumers, a performance management application must be so simple to use that it is entirely intuitive, even for occasional users.

The Rocket CorVu HyperVu module achieves a particularly intuitive user experience with simple-to-understand web pages, which can be linked through familiar underlined hyperlinks. HyperVu's simplicity also makes it a low-cost and highly-scalable solution for timely, enterprise-wide information deployment.

Dashboards, reports, graphics and data entry forms are some of a wide range of objects that can be delivered from a HyperVu user interface.

The obvious advantage is that a wide variety of business solutions—business analysis, scorecards, project portfolios, risk management, human resource management, budgeting, or planning—will have a common look and feel, and a common navigational method.

HyperVu also supports single-click transfer of data to MS Excel and MS Word, or creation of a PDF for professional quality printing if required.

Key Benefits

- ❖ Expand user base with minimal cost
- ❖ Improve timeliness of information
- ❖ Improve report quality
- ❖ Minimize costs

Key Features

Interactive HTML

- ❖ Publish HTML web pages as intelligent and interactive web objects
- ❖ Embed text, tables, graphics and hyperlinks into static web pages
- ❖ Embed hyperlinks in a column of a Quick Report
- ❖ Add hyperlinks to page headers/footers and group headers/footers
- ❖ Provide hyperlinks for drill-down, giving slice-and-dice capability
- ❖ Make related information available as pop-up text, or by expanding rows or columns as required
- ❖ No training required for end-users

HTML On-Demand

- ❖ Provide an HTML view of any CorBusiness object (reports, graphs, tables, dashboards)
- ❖ Generate reports on-demand
- ❖ HTML generated on-the-fly; no pre-building of HTML pages required
- ❖ Immediate ability to change values for prompted constraints
- ❖ Reference style sheets to apply corporate style settings to all published reports
- ❖ Publish reports in HTML or PDF
- ❖ MS SharePoint integration • Access to briefing books, board reports, and multi-page data portfolios
- ❖ Interactive dashboards with live and/or scheduled data updates

Why HyperVu?

High Performance

- ❖ Server loads and data transfers are minimized
- ❖ Pre-processing and/or pre-publishing options exist to optimize the user experience

Powerful Capabilities

- ❖ Deliver personalized performance data on-demand in pure HTML or PDF
- ❖ Embedded hyperlinks enable intelligent and interactive capabilities, including slice-and-dice and drill-down
- ❖ Unrivalled scalability that can be deployed in any environment, from small organizations to organizations with tens of thousands of users

Easy to Manage

- ❖ Easy to deploy and administer
- ❖ No end user software installation or downloads are required, greatly streamlining the deployment and maintenance process

Low Total Cost of Ownership

- ❖ Web-based report deployment provides a low total cost of ownership
- ❖ Minimizes software license cost, as well as cost to implement, distribute, and maintain

