



# BI Zap Business Intelligence

## BUSINESS INTELLIGENCE CAPABILITIES

### PROACTIVE INTELLIGENCE TO DRIVE YOUR BUSINESS

Zap Business Intelligence provides proactive intelligence to drive your business and gain a competitive advantage. When you choose Zap Business Intelligence, you're choosing powerful, scalable, enterprise capability... but with everyday usability. It's a single, complete solution to meet your business intelligence needs.



### EVERYDAY USABILITY

Zap Business Intelligence is easy to use. The drag and drop web interface is fast and intuitive, and users never touch code or rely on developers to create analytics.

### DASHBOARDS

Dashboards provide an instant visual snapshot of performance. Most companies use role-based dashboards, for instance the CEO views an executive dashboard across different functions covering the entire organization, whereas regional sales managers view sales analysis just for their territory. Dashboards must be easy to configure and customize to meet the varied needs of your users.

Zap's dashboards offer:



- » **Drag-and-drop creation** – Users simply drag-and-drop reports, charts, KPIs, scorecards and rich text onto dashboards – no programming is required.
- » **Dynamic resizing** – Layout adjustments are automatic, such as resizing charts to fit a dashboard cell, and dynamically resizing an entire dashboard to suit the user's screen resolution.
- » **Guided analytics** – Any cell within a dashboard can be sliced by any other cell in the dashboard; meaning users can easily navigate the data based on their own personal requirements.
- » **Drill down for detail** – You can drill down from a dashboard to lower level reports for more detail.

## REPORTS, CHARTS, AD-HOC ANALYSIS

Zap Business Intelligence provides flexible, self-service reporting that improves the accuracy and efficiency of your reporting processes. Automate your reporting workflows to improve the timeliness of information and empower your team to move beyond manual reporting and provide more strategic analysis that will impact the bottom line. Unlike many alternatives, you use a single solution for both reporting and analysis, which ensures minimal administration and training overhead.

Drag-and-drop functionality includes:

- » **Management reports** – Use a powerful, central interface to automate and streamline management reporting. Select reports, scorecards, dashboards and charts into a report pack, add images, title pages, a table of contents, and explanatory text, and create a PDF. Reports are automatically refreshed on open.
- » **Flexible list and aggregate reports** – Stop the use of unsecured spreadsheets by providing powerful reporting functionality in a central web environment.
- » **In-line charts and KPIs** – Information is presented at-a-glance in pivot-tables, with instant trend insight eliminating the need to click around to find information.
- » **What-if** – Developed using enhanced report features such as sliders that allow users to easily model different scenarios.
- » **Slicing** – Superior data comparison from flexible slicing presenting only what's relevant based on slice selections already made.
- » **Ad-hoc analysis** – Move beyond reports that just tell you 'what' happened, to analyze the 'why' behind performance. Users can answer any question at any time by exploring multidimensional data from many different perspectives by filtering, drilling down, slicing, and dicing.
- » **Deep drill-through** – Navigate your data on the fly to find answers to even the most complex questions, without having to write new reports. You can even drill through on calculated members and by selecting multiple cells within a report.
- » **Real time reports** – Gain all the benefits from Reporting Services reports while providing users with a single reporting environment. Integrate real time reports and geo maps from Reporting Services in your Zap reports and dashboards, and slice them by any dimension.
- » **Flexible functions** – The solution comes with extensive pre-defined formulas to help users with common calculations, such as days sales outstanding and bottom inventory count. These in-built functions range from formulas for relative time, to statistical functions and OLAP operations, adding powerful functionality to even the most basic cubes.
- » **Visualization** – Add a chart to a report in a single click, choose from a wide range of charts, and make your chart 3D. See hotspots in your data with conditional formatting and heatmaps.
- » **Automated report scheduling** – Schedule the automatic distribution of reports, knowing that security will be automatically applied so that users only see authorized data, even for PDF management reports.



## KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) are individual metrics that measure performance against target. Zap's KPIs offer:

- » **Drag-and-drop creation** – Users simply drag their calculations and measures onto a KPI. No coding is required.
- » **Flexibility to customize** – Users can set anchors, choosing whether 'less is good' or 'more is good' on their KPI. They can also add extra needles to supplement the actual and target figures.
- » **Dynamic calculations** – Boundaries and target figures can be dynamically calculated, which is useful when using KPIs within filtered dashboards.
- » **Flexible formatting** – Zap provides a wide range of gauges and options so users can customize the look and feel of their KPIs.



## SCORECARDS

Scorecards are a collection of key performance indicators (KPIs) to provide an at-a-glance snapshot of performance against targets. They highlight what you had aimed to achieve, and what the difference is between objectives and results. Scorecards in Zap Business Intelligence are fully configurable and provide:

- » **Drag-and-drop creation** – Users simply drag KPIs onto their scorecard.
- » **Drill through** – Scorecards can be linked to underlying data so that users can click through to investigate problem areas further.
- » **Weighted KPIs** – Weight issues within a scorecard by importance, and then sort the scorecard to ensure you view the most important areas first.
- » **Additional metrics** – You're not just restricted to showing metrics for past, current, and target figures – add extra columns such as same period last year, or trend for the quarter.
- » **Automatic creation from hierarchies** – Save time creating detailed scorecards. Simply create a KPI at the top level of a hierarchy, and have KPIs automatically created for the dimension members you select. This enables you to pinpoint exactly which area is affecting an overall KPI by viewing the products and departments that contribute to the overall figure. For example, view expenses by actual vs budget and see each individual department's contribution.



## ALERTS AND REPORT SCHEDULING

Alerts and report scheduling provide an early warning system to notify users about changes in performance. They help to automate discovery and learning, and remove the task of manually monitoring performance and providing updates. This fully configurable functionality includes:

- » **Alerts** – Notify users of key changes to KPIs, such as gross margin falling under target or a new sale being made; to resources such as reports; or based on scheduled events, such as sending an alert each morning about new sales made the previous day.
- » **Alerts with insight** – Alerts can be sent with contextual reports, to immediately highlight the cause of the change.
- » **Flexible distribution and subscription** – The same report can be scheduled to run multiple times with different parameters, formats, frequencies, and destinations. Report distribution is based on a combination of events and timeframes. Your Zap users can also choose to subscribe to existing reports to gain more control over the information they need. PDF management reports can even be distributed to non-Zap users, such as customers.
- » **Security automatically applied** – Individual user security is automatically applied to any analytics that are distributed with an alert.



## ZAP CUBEEXPRESS

If you have a SQL Server® data source as part of your BI project, Zap CubeXpress is a unique productivity tool that will fast track your deployment.

This patent-pending tool automatically identifies tables, relationships, and data usage, to provide an optimized meaningful cube you can use immediately.

## EXTENDING AND SHARING

Extend and share Zap Business Intelligence:

- » **Online help** – You can extend the online help to add new tips and tricks, explanations, meta-tags or even videos.
- » **Cross-browser** – Zap's multi-browser support lets you extend BI to intranets, extranets and even to iPad users.
- » **Gadget** – Easily display and deploy a KPI or a chart on the desktop as a Vista or Windows 7 gadget.
- » **Multi-tenancy** – Use a single deployment of Zap to serve multiple organizations.
- » **Multilingual** – Zap's architecture supports the automatic presentation of the solution in the user's local language.
- » **SharePoint Integration** – Zap Business Intelligence is SharePoint-ready, giving end users flexible slicing and filtering.

## BUSINESS TEMPLATES

Re-usable business templates transform the way you use BI. They drastically reduce the time and technical resources you need to create and maintain custom analytics. Use templates to shorten the lifespan of your BI project – and gain immediate results that impact the bottom line.

### How do templates work?

Typically, you hard code business logic into reports, which restricts you from easily re-using this logic across other analytics, or other deployments. But with Zap Business Intelligence, you build your business logic into a layer of building blocks that serve as the foundation for analytics. Change this foundation layer, and all analytics are updated in an instant. Create an entire suite of business templates based on the foundation layer, and you can easily share them across territories, companies, and even entirely different deployments of the solution – you simply map the foundation layer and all the analytics automatically fall into place. For example, pre-define account ranges for reports, so that there is no manual selection or maintenance for individual report creators. Or, create corporate templates for any type of analytic – such as dashboards, reports, KPIs, and scorecards – and ensure that they are used consistently throughout your organization.



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