

Business Intelligence: Insight on Demand



Applix TM1, the world's fastest business intelligence analytical engine, powers a suite of strategic planning, analysis, reporting and performance management solutions used by 1,600 Applix customers. By transforming Excel spreadsheets and Web clients into powerhouses, TM1 helps executives throughout the world improve the performance of their businesses with an unrivaled real-time planning approach that enables interactive insight on demand.

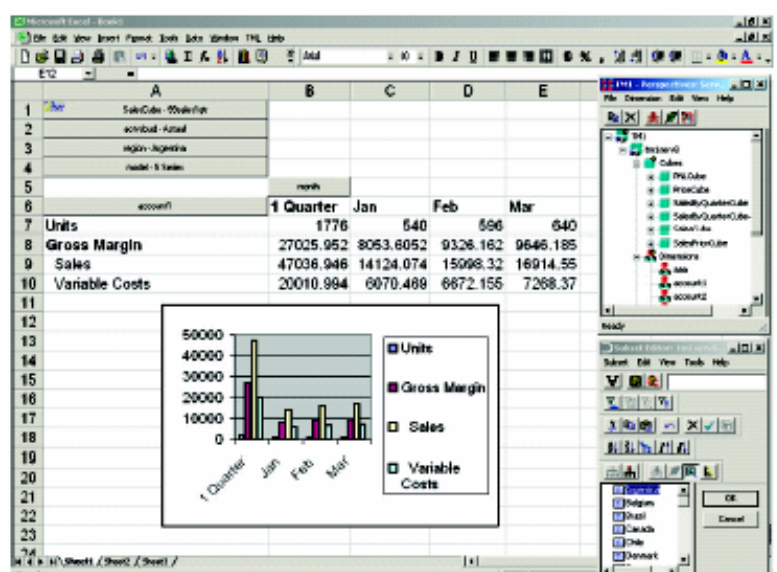
Legions of passionate users appreciate the insight on demand Applix TM1® provides. How does TM1 benefit their business?

Real-Time

TM1's ability to quickly load vast data sets into memory, makes it superior to other products that force the customer to pre-calculate consolidations and derived values before anyone can view the data.

What-If Analyses

Change input values and instantly recalculate them on-the-fly so you can focus on solving business problems rather than waiting for answers.



TM1 performs real-time calculations of data for 'what-if' analyses.

Features in TM1

- Improved response time
- Reduced hardware and memory consumption
- New analytical functionality: top ten lists, one-click drill-through to relational data and cubes
- Enhanced audit functionality and other security features that help manage servers and application
- New administrative tools including an administrative console, cube optimizer and rules tracer
- Data spreading

Rapid Complex Business Modeling

Users can quickly build dynamic, multi-dimensional applications with little training and no IT assistance. Countless TM1 proofs of concept have demonstrated its flexibility in modeling companies' unique business structures, products, periods, cost centers or any other "dimensions."

Efficient Use of System Resources

Because TM1 does not pre-calculate customers' data, it requires much less hardware and processing power than

other products, which suffer from a, common "data explosion" predicament.

Rapid Deployment

TM1 typically builds complete applications for customers in a fraction of the time required by competing products.



Business Performance Management

Applix Worldwide Headquarters:
289 Turnpike Road
Westborough, MA 01581
Telephone: 508-870-0300
Toll-free: 1-800-8APPLIX

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A Few of Our Customers

- AstraZeneca
- A&P Supermarkets
- AT&T Wireless
- Bristol-Myers Squibb
- CBS
- Charles Schwab
- Chase
- Credit Suisse/First Boston
- Daimler Chrysler
- Deutsche Bank
- ExxonMobil
- GAF Materials
- Geico
- General Motors
- Glaxo Smithkline
- Honeybaked Hams
- Lockheed Martin
- Lowe's
- Lufthansa
- MCI
- Nextel
- Nortel Networks
- Pharmacia
- Sepracor
- Shell
- Snapple
- Sun Bank
- Verizon Wireless
- Viacom

Customer Case Studies

TM1's unique ability to deliver real-time, multidimensional analysis and on-the-fly calculations has earned the passionate loyalty of thousands of users worldwide.

BP

BP uses TM1 as a global budgeting and forecasting system that models complex business problems and calculates immense volumes of data on-the-fly. By standardizing and Web-enabling their business units' reporting systems, BP dramatically improves the real-time availability and accuracy of corporate reports while reducing the amount of time and personnel required.

Pelephone

Israel's second largest cellular operator uses TM1 for daily analysis of calling patterns of over a million subscribers. This capability helps optimize rate programs, reduce churn and increase customer satisfaction.

Agilent Technologies

Agilent Technologies reaps high ROI with the TM1 forecasting and planning solution: "shorter development times, faster reporting, timely forecasting and analysis, plus the ability to adjust forecasts in real-time."

Regions Financial Corporation

Regions leverages TM1 for its "truly dynamic approach to reporting and planning to manipulate data, project, forecast, drill down to the detail and trouble-shoot in real-time."

Meristar Hospitality

Meristar, a large hotel investment trust replaced an IT-intensive OLAP application with TM1. This implementation resulted in considerable savings by shortening business planning processes from days to minutes.

Solutions

Applix TM1 customers throughout the world have used TM1 to build a wide variety of business intelligence solutions, including:

- Business Performance Management
- Budgeting and Consolidation
- Forecasting and Sales Analysis
- Customer, Product and Channel Profitability Analysis
- Executive Information Systems
- Key Performance Indicator
- Balanced Scorecards
- Supply Chain Management
- Activity-based Costing
- Risk Analysis
- Operations Planning
- Asset Management
- Financial and Statutory Reporting
- Merchandise Planning and Daily Stock Analysis



Business Performance Management