Toad Business Intelligence Suite
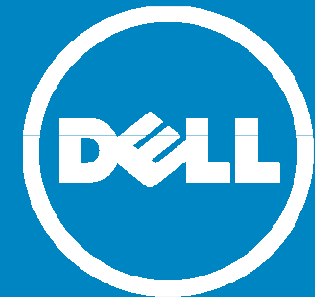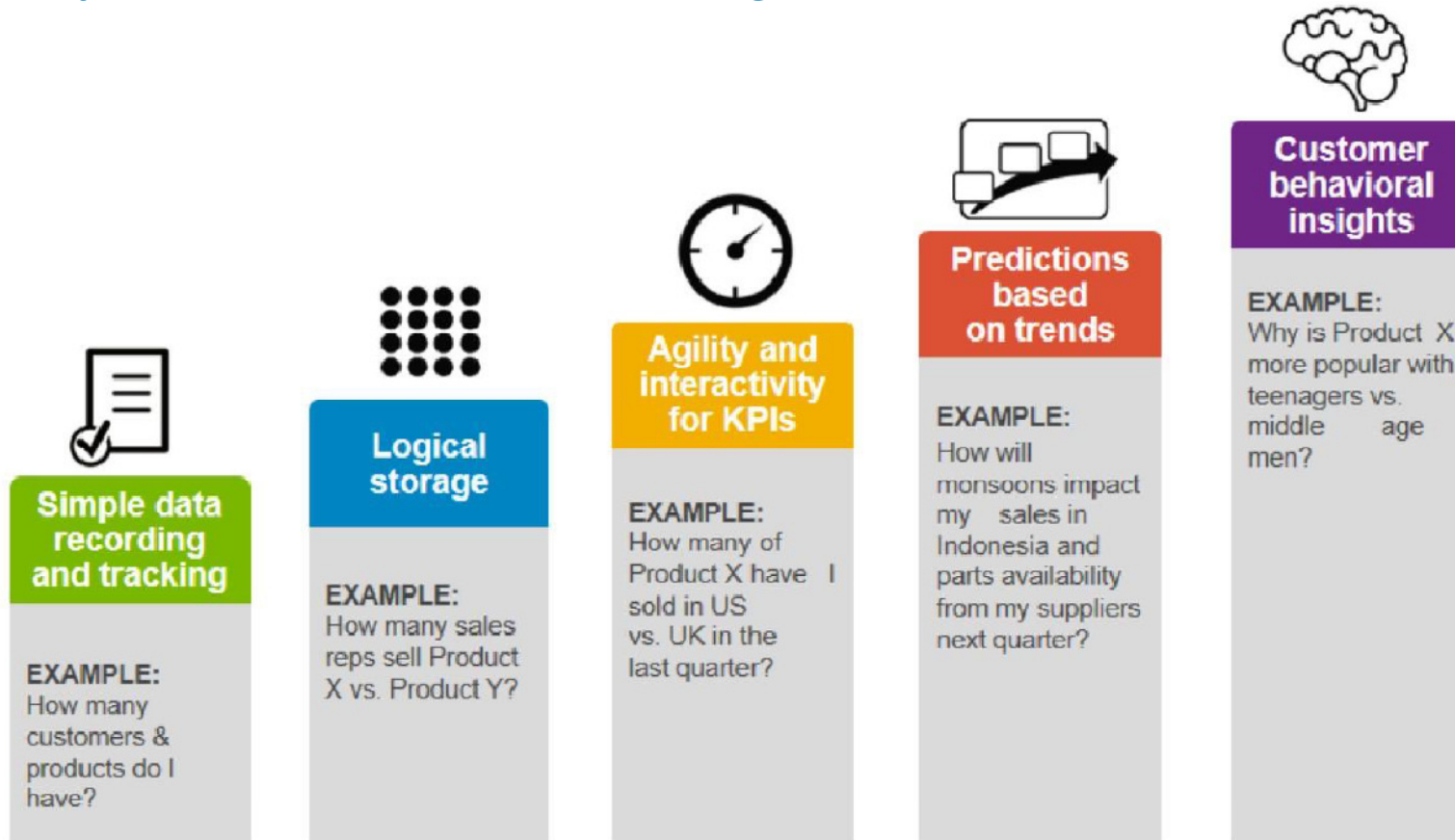
Martin Rapetti
Business Development Manager

DELL

Video

Many roads lead to data insights

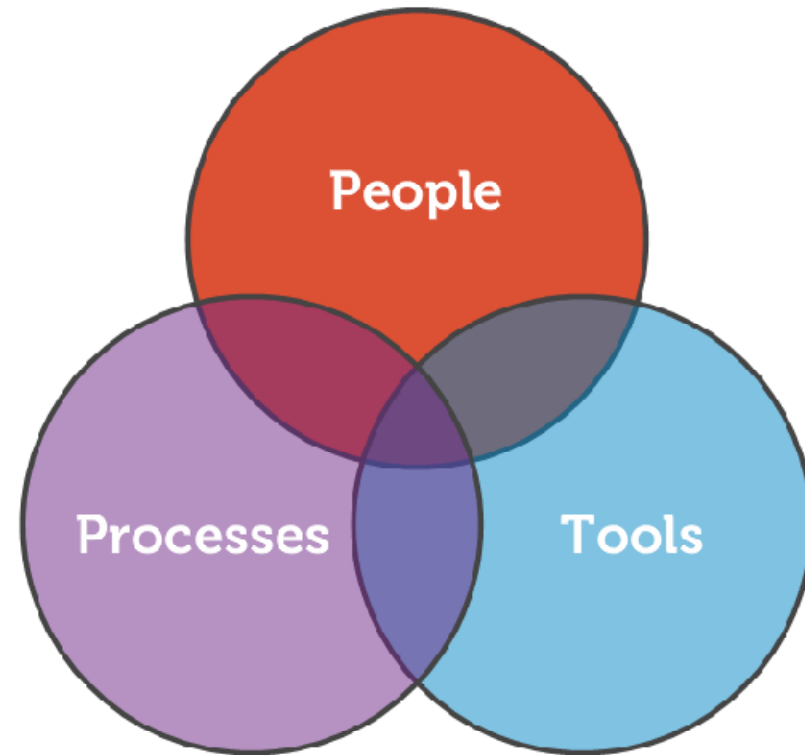**Simple data recording and tracking**

EXAMPLE:
How many customers & products do I have?

Logical storage

EXAMPLE:
How many sales reps sell Product X vs. Product Y?

Agility and interactivity for KPIs

EXAMPLE:
How many of Product X have I sold in US vs. UK in the last quarter?

Predictions based on trends

EXAMPLE:
How will monsoons impact my sales in Indonesia and parts availability from my suppliers next quarter?

Customer behavioral insights

EXAMPLE:
Why is Product X more popular with teenagers vs. middle age men?

Why BI projects Fail

Traditional BI

Poor usability	Lack of agility	Missing information

Data discovery

Shadow IT	No governance	Internal conflict

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A balanced approach is required

Fast, easy & agile

Holistic & governed

Flexible & complementary

People

Processes

Tools

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Our vision: Provide rapid business insights and value without compromising IT governance

Toad BI Suite

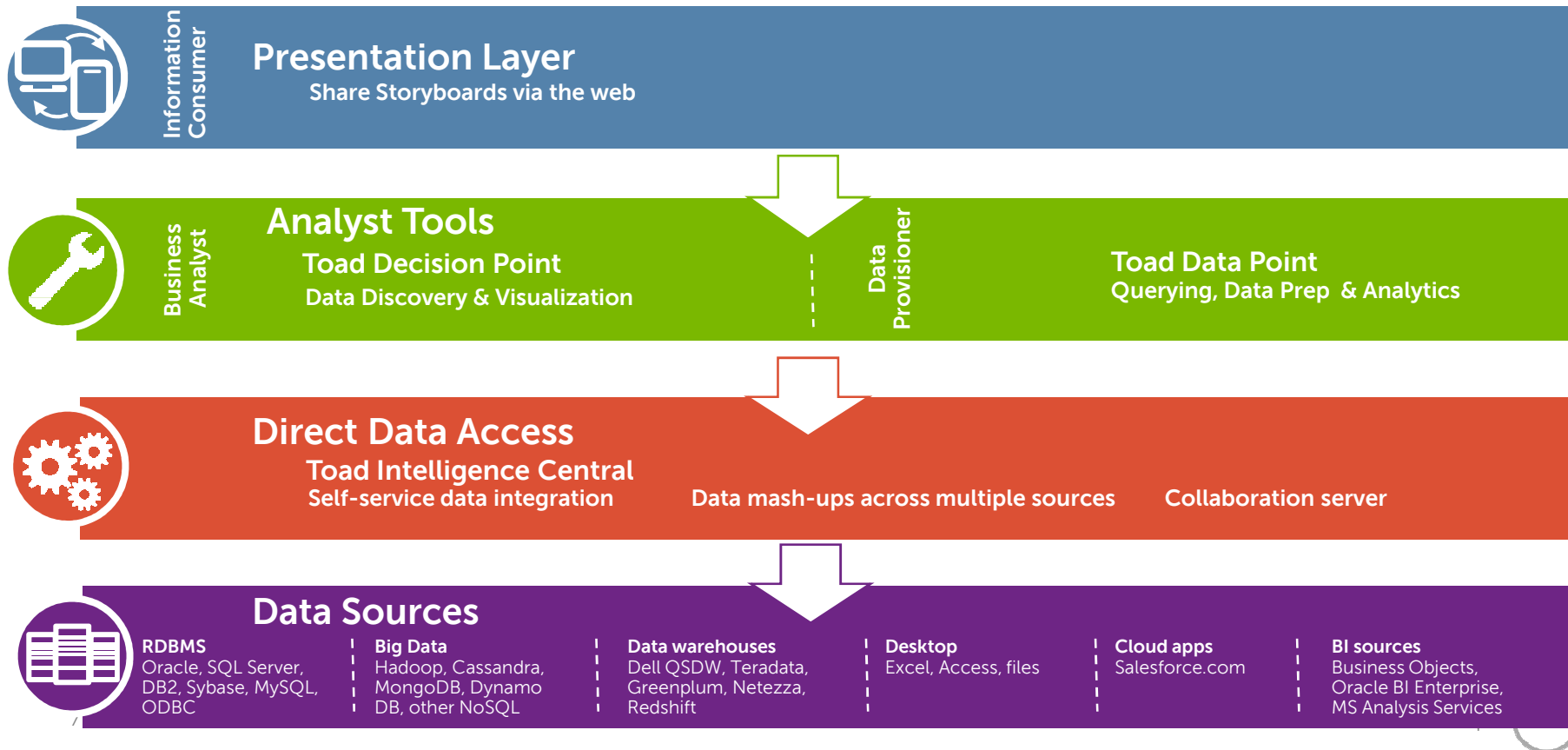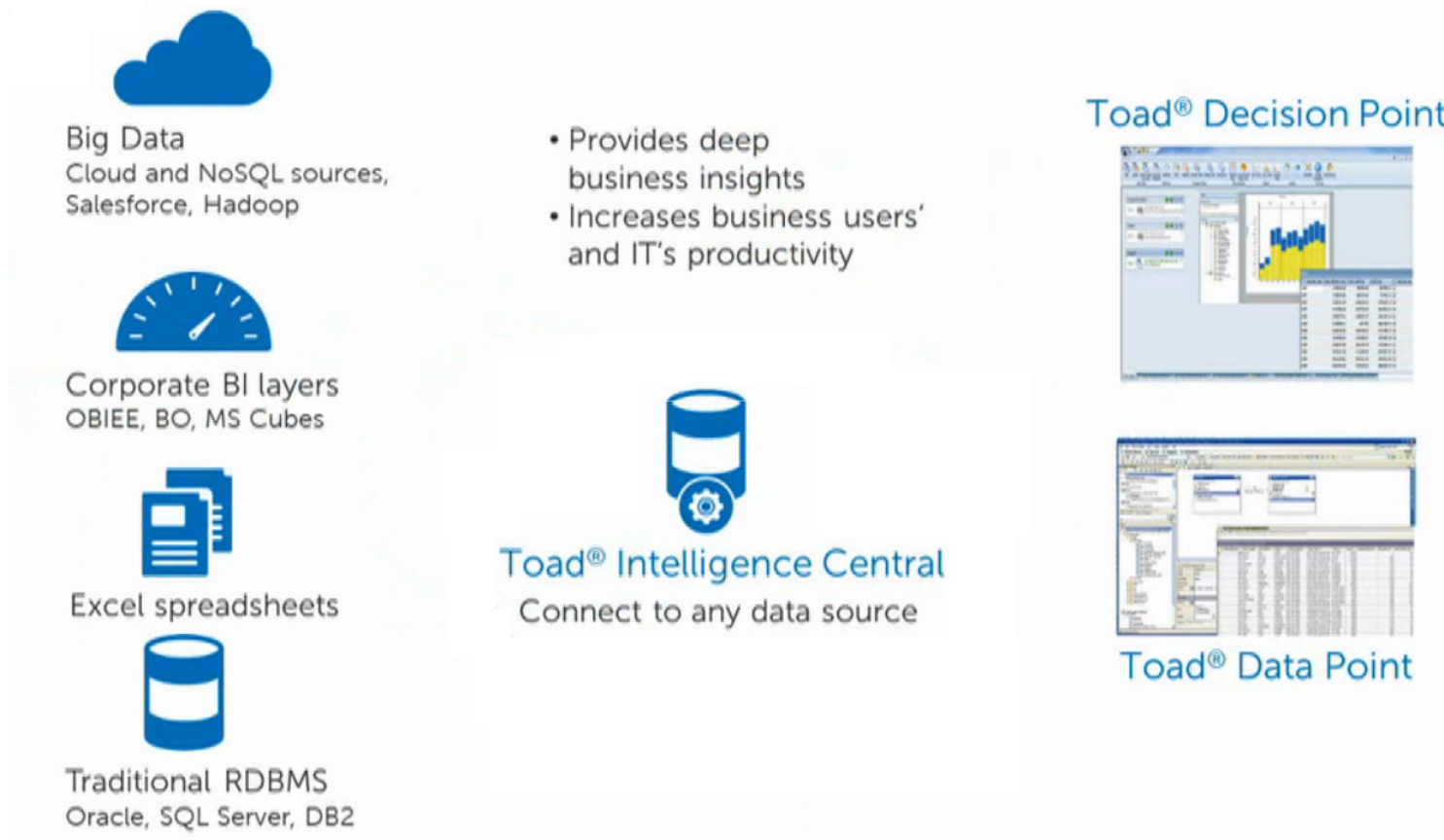|		
Governed		Tailored for two types of analysts: the data-focused Analytic Provisioner and the LoB-focused Analytic Consumer.
Agile		Snaps into your current environment with self-service data mash-ups providing nearly limitless connectivity.
Collaborative		Collaboration platform that empowers Business Analyst teams to work seamlessly together.
Valuable		Drives more value from existing Data Architectures by empowering self-service BI across heterogeneous data environment.

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Dell's Agile Business Intelligence Solution

Presentation Layer
Share Storyboards via the web

Information Consumer

Analyst Tools

Toad Decision Point
Data Discovery & Visualization

Business Analyst

Data Provisioner

Toad Data Point
Querying, Data Prep & Analytics

Direct Data Access

Toad Intelligence Central
Self-service data integration   Data mash-ups across multiple sources   Collaboration server

Data Sources

RDBMS
Oracle, SQL Server, DB2, Sybase, MySQL, ODBC

Big Data
Hadoop, Cassandra, MongoDB, Dynamo DB, other NoSQL

Data warehouses
Dell QSDW, Teradata, Greenplum, Netezza, Redshift

Desktop
Excel, Access, files

Cloud apps
Salesforce.com

BI sources
Business Objects, Oracle BI Enterprise, MS Analysis Services

Toad Business Intelligence Suite

Big Data
Cloud and NoSQL sources, Salesforce, Hadoop

Corporate BI layers
OBIEE, BO, MS Cubes

Excel spreadsheets

Traditional RDBMS
Oracle, SQL Server, DB2

- Provides deep business insights
- Increases business users' and IT's productivity

Toad® Intelligence Central
Connect to any data source
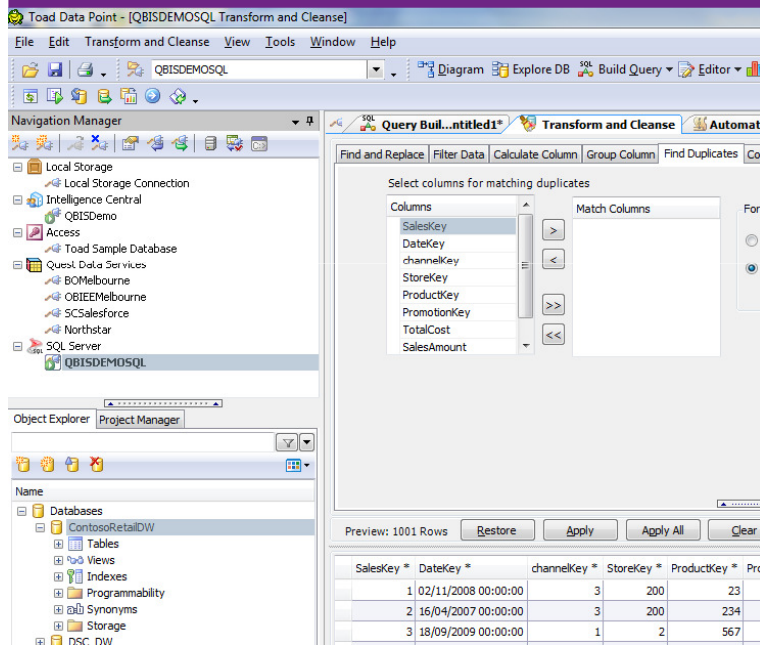
Toad® Decision Point

Toad® Data Point

Key features

Toad Data Point – Rapidly access, integrate and provision data

Rapid provisioning of data

- Simplifies data integration with cross platform SQL queries
- Easily transform and cleanse data from your desktop
- Compare and sync data between different data sources
- Share views, snapshots and data sets with other users

Drag and drop query development

- Visually create queries and understand database relationships
- Develop advanced cross platform queries with drag and drop UI

Built-in analytics, reporting and visualizations

- Navigate interactive data visualizations or design professional charts
- Access advanced mathematical and statistical functions through SQL
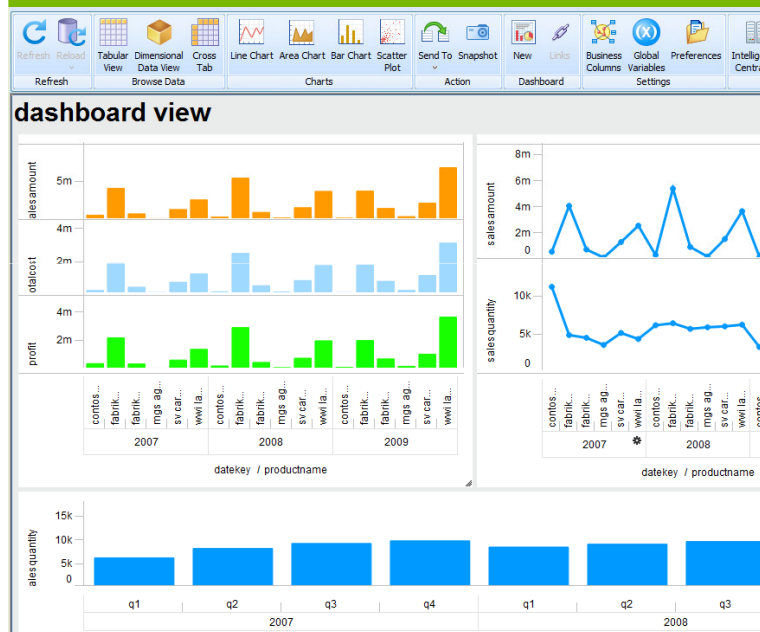
Automate

* Automate and schedule frequent workflows and tasks

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Key features

Toad Decision Point – Self service BI for everyone

Improves productivity

- Easy to use and easy to get started
- Enables self-service data integration without need from IT. Easy to group, aggregate and manipulate data
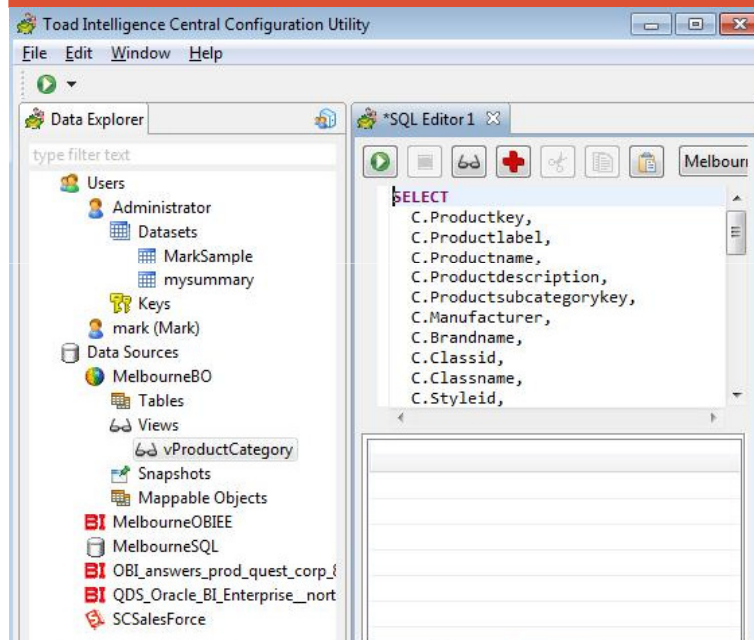- Intuitive drag and drop graphical interface

Faster time to insight

- Tabular, dimensional and graphical views speeds analysis and reporting
- Interactive charting and powerful yet simple visualizations
- Incorporates visual analytics such as forecasting
- Enables sharing of analyses and storyboards via web or tablet app.

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Key features

Toad Intelligence Central – Virtual data integration and collaboration layer

Virtual data mash-ups

- Enables self-service data integration by accessing directly data sources
- Provides data mash-ups without the need of moving data
- Incorporates a patent pending federated query engine which allows processing of cross-platform queries.

Collaboration server

- Allows Toad Data Point and Toad Decision Point users to share virtual views, data sets, and snapshots.
- Enables storyboard sharing and remote access through tablet app.
- Manages users and security.

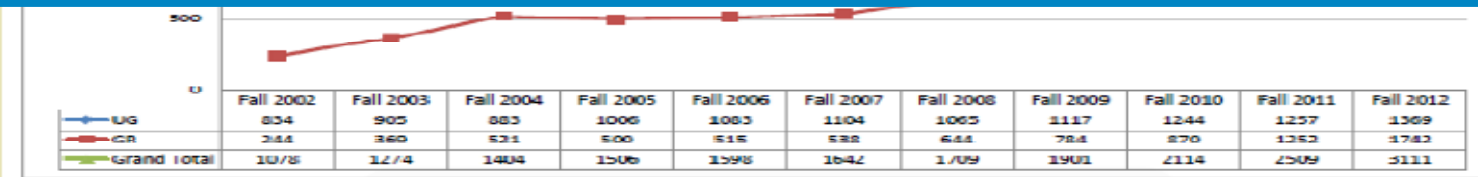Dell Software Group

Toad Data Point Demo

Concordia University

Challenge
The ongoing need to extract meaningful information from multiple databases and different data sources created a bottleneck for the four-person BI department responsible for supporting 200 faculty and full-time staff. Additionally, the BI team was tasked with working with an outside vendor to access, analyze and provision of data for online students, which wasn't readily available. Needed to provide other external contractors and internal teams with access to relevant data sources in order to produce a variety of reports and analysis was equally problematic.
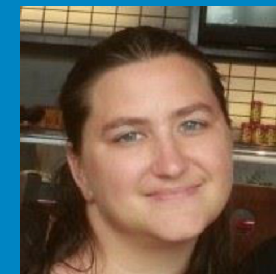
Results
Toad BI Suite enables Concordia to provide the right tool for the right user, which improves productivity for both technical and non-technical users, while still adhering to governance requirements. Toad Business Intelligence Suite further provides the university with a BI tool that connects to any data source, including the college's Oracle Banner system, MySQL CRM, Blackboard data warehouse and Salesforce application.

	Fall 2002	Fall 2003	Fall 2004	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012
UG	834	905	883	1006	1083	1104	1065	1117	1244	1257	1369
GR	244	369	521	500	515	538	644	784	870	1252	1742
Grand Total	1078	1274	1404	1506	1598	1642	1709	1901	2114	2509	3111

"Toad BI had pretty much everything I was looking for in a self-service BI tool. Toad BI Suite is unique in the sense that my different users have lots of options. For the more technical data consumers, I enable them to provision data, make changes and run reports on demand. For the less-technical, business consumers, it's super easy for them to browse and visualize data without having the ability to make changes. With Toad BI, I have a single solution for everything that comes up."

Rebekah Anderson
Director of Business Intelligence, Concordia University

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