



The Simplicity of SeeMoreData

There are numerous excellent systems that get data INTO databases and application schemas, but very few good (and simple to use) tools to get the data out. This is where the likes of Cognos, SAS, Business Objects, MicroStrategy, Microsoft Analysis Services, Siebel Analytics, SAP BW have found a niche and are targeting prospects with very expensive approaches.

SeeMoreData, by comparison, is typically installed and configured in under an hour, and within the first half day it is very possible to have a suite of reports already developed and running. Moreover, there are only two skills needed to be able to develop reports and dashboards using SeeMoreData. The first is a knowledge of the corporate data model (which would apply regardless of the technology deployed) and the second is a knowledge of SQL (Structured Query Language), which is a very portable skill, much more prevalent and abundant in the marketplace than specialist BI tool skills.

A Cognos specialist, for example, costs approximately \$120K per year, whereas someone who really knows SQL would cost less than \$60K per year, on average. Furthermore, if your highly trained Cognos, Business Objects, Siebel Analytics, SAS, or other expert should ever leave the company it will take 3 – 4 weeks of training before their replacement is qualified to take over. This is in addition to the recruiting period which can take weeks or months to find a qualified replacement.

Most companies cannot afford to be without such a resource for 1-3 months and another 3 – 4 weeks of training, let alone afford the cost of the training itself. With SeeMoreData, a developer can be trained in one day, and administrator in one day, so the cost of replacement and the risk of employee churn is far less with SeeMoreData than any of its competitors. Some SeeMoreData developers have even elected not attend a training class at all, but have simply picked up the highly praised for its clarity and conciseness technical documentation, read through it and begun developing reports! Compare SeeMoreData to your previous business intelligence application implementations:

	SeeMoreData	Traditional
Application Installation/Configuration	1 Hour	2 Days to 1 Month
Developer Training	1 Day	1-3 Weeks
Administrator Training	1 Day	1-2 Weeks
User Training	½ Day	1-4 Days
First Reports Delivered	1 st Half-Day	Days to Months

With differences like those above, SeeMoreData is worth investigating! The combined benefits of such simplicity make SeeMoreData a compelling alternative to “business intelligence as usual”. Even more compelling is our no-risk offer: we will install SeeMoreData in your organization for 30-days at no charge. All you pay is the small implementation cost.

Call today for a free trial of SeeMoreData: the simplest, fastest, most powerful, and least expensive business intelligence tool available!

SeeMoreData