



## Why SeeMoreData is the Industry's Best BI Reporting Tool

1. Simple to install, no complex implementations required. A typical installation takes 1 – 3 hours.
2. Easy-to-navigate browser-based interface that employs drop-down windows and other intuitive features for basic users. Most end users are trained within 15 minutes on the basics and can immediately begin doing their jobs, not spend time becoming SQL or reporting experts. Simple, double-click drill-down allows detailed data navigation even by inexperienced users.
3. Integrates seamlessly in real-time with disparate data sources. If your CRM system resides on Oracle, Billing is on IMS, and Marketing is on SQL Server, SMD handles the disparate sources easily, creating virtual joins between the entities.
4. Use existing technical and operational staff, no need to hire new staff with BI vendor-specific skills (e.g. Cognos, Siebel Analytics, Business Objects experts.)
5. Total Cost of Ownership is often a *fraction* of competing BI vendors' solutions, sometimes by as much as an order of magnitude or more.
6. Produces executive dashboards in *minutes* that allow the end users to drill down, drill across to any other report.
7. Dynamic drill-down and drill-across capability across regions/databases allows you to quickly find causes, not just symptoms, and there is no limit to the number of drill-down levels.
8. Ability to see “global” data from within various applications. SeeMoreData's open architecture allows it to be embedded within any application capable of making an http call.
9. Incorporate existing spreadsheets into business picture. Ability to easily integrate ODBC datasources, even if the server is on UNIX or Linux.
10. Sarbanes-Oxley compliant auditing features are built-in. Know at any time, who ran which report when, how often, completion status, and execution time.
11. Built-in automatic network compression reduces network traffic with configurable thresholds and speeds up delivery times.
12. Query Governor stops runaway queries from consuming excessive resources.
13. Protects core data by not allowing update or delete commands to be executed.
14. Monitor the heartbeat of your business, even remotely via wireless PDA.
15. No need to standardize on a single RDBMS.