

QueryObject delivers rich business intelligence in a matter of days

ASSOCIATED READING

- QueryObject Technical Factsheet
- QueryObject Solutions for Marketing
- QueryObject Information Inventor Factsheet

These documents at www.oceansblue.co.uk

The QueryObject system allows organisations to achieve competitive advantage by analysing more data, in more detail, more quickly.

QueryObject allows users to rapidly analyse large volumes of complex data by transforming it into a compact, highly distributable information hologram – a QueryObject – that can be analysed using industry standard tools and techniques. Business Intelligence can be targeted to internal and external information consumers over a variety of delivery channels including; corporate intranets or dashboards, CRM applications and major customers or business partners via the Internet.

“Organizations are challenged with meeting performance and scalability criteria for enabling analytics in the enterprise and e-business environments through traditional centralized OLAP and RDBMS approaches, QueryObject has introduced an innovative and complementary approach to distributed analytical processing through leveraging existing investments and meeting the demands and business needs of Customer Relationship and Supply Chain Management.”

MARK A. SMITH, *Program Director, Application Delivery Strategies, META Group*

Traditionally architected Business Intelligence applications present real problems to users.

And introduce several damaging compromises :

- An analytical database size explosion means expensive hosting, with data held on line for only the short term.
- With data and results derived “on the fly” as queries are serviced, significant performance degradation is incurred. Applications cannot underpin real-time CRM or Internet information delivery requirements
- Returned results are incomplete/incorrect where garbage is loaded into the analytics engine.
- Key data is ignored leading to poor strategy choices – often where data is held in diverse corporate data sources.
- Real business users are barred from contributing to a solution design, where the technology is too complex, or licensing practices are too restrictive.

The QueryObject system introduces a new paradigm in distributed Business Intelligence architectures.

Created by a team of mathematicians, expert programmers and real business users, QueryObject has been architected from the ground up to solve the problems intrinsic to earlier analytics products. Fundamentally, QueryObject helps organisations to deliver more relevant information to an unlimited community of internal decision makers, or external partners and customers.

When employed as intelligent middleware, QueryObject can enhance your existing Business Intelligence framework, adding significant value with next-generation functionality and performance and offering a complete, holistic view on enterprise performance.

Alternatively Oceans Blue provide resource-light packaged solutions, helping to kick-start analytics projects. Outsourced or installed internally, these would be supported with our own expertise, and geared towards solving specific tactical marketing challenges.

Solution Architecture

QueryObject is an Open Systems offering with client/server, Workgroup and Personal editions available. All key server platforms and database sources are supported, and analytics results can be delivered to diverse information consumer channels, including Internet dashboards, Brio, Microsoft Office, Business Objects, CRM solutions, and ERP or Billing packages.

An intelligent, performant software design means our solutions offer a hardware-light approach, reducing total cost of ownership.

The product architecture is modular in design and consists of nine core components :

QueryObject Navigator – provides a simple means to consolidate the information typically held apart in separate database systems and applications.

QueryObject DBA – an easy to use configurator where the holistic virtual data structure melded by Navigator can be examined, and any required database elements 'dragged and dropped' to create a Metadata profile.

QueryObject Designer – identifies QueryObject dimensions and metrics, referencing built-in modeling intelligence, to deliver a multi-dimensional modeling profile.

QueryObject Reader – an in-house intuitive multi-dimensional information navigation browser that provides unlimited access to QueryObject holograms.

QueryObject Engine – a high-performance executable that creates portable information holograms by referencing Designer configuration and Navigator/DBA data source profiles. Handles hologram and operational data store updates rapidly meaning reduced time 'transaction to analysis'.

QueryObject Holograms – fractally compressed, portable information stores, containing detailed executable information about data and data relationships as defined by the Designer, DBA and Navigator modules.

QueryObject Open Server – serves requests from information consumer channels in real time. The server operates in either standalone/fileshare, multi-threaded client/server, mobile or web server modes. Business Intelligence tools can connect to the server using JDBC/ODBC or OLE/DB protocols. Dynamic Query Allocation distributes broad queries across multiple server repositories enabling efficient parallel processing with extreme scalability.

QueryObject KeyBack Server – Maintains data links from holograms to operational source data. Typically, analytic result sets are fed back into production solutions for further action.

QueryObject Information Inventor – enables non-mathematicians to uncover strategic business anomalies via a graphical interactive environment. A neural net Knowledge Discovery engine can automatically deliver deviant data elements to drive next-stage line of business applications.

UNIQUE FEATURE	REALISED BENEFITS
For a given hologram, the set of all possible answers to any query is pre-calculated at build time. A hologram can genuinely be considered to hold 'information', rather than unaggregated raw data.	<ul style="list-style-type: none"> Query run time is much reduced (typically by a factor of 10), meaning less unproductive user time. Information delivery to real time applications (CRM and Internet) is made possible. Advantage-gaining broad and complex queries are made time-practical to execute.
A hologram contains information in compiled form. Data items are not aggregated or derived as a query is serviced; instead a mathematical solution to the set of all queries is wrapped up within each hologram.	<ul style="list-style-type: none"> As no data aggregation is required at query execute-time, the server resource required to host the solution is low. Older equipment can therefore be kept productive for longer. A relatively high number of users can concurrently access a QueryObject information store.
All corporate information sources can contribute to the information subsequently stored within a hologram.	<ul style="list-style-type: none"> With our virtual corporate databasing technology, richer, more meaningful results are possible. Strategic decision making is more successful and accurate.
Advanced mathematical and fractal compression techniques mean hologram sizes remain tiny.	<ul style="list-style-type: none"> Information can be maintained on-line for longer. Server storage and backup costs are reduced. Holograms are portable on various media types (server or laptop disk, floppy disk, CD/DVD).
Flexible licensing on hologram access sidesteps the restrictive and costly practices applied by traditional vendors.	<ul style="list-style-type: none"> From a technical and cost perspective, connecting to multiple databases at query design time is often odious. Connecting instead to a single hologram containing information from diverse data sources solves this problem and makes true enterprise-wide queries possible. If all decision makers have access to business intelligence, better strategy and buy-in is achieved. The intrinsic non-invasive nature of the product means technical acceptability for a production solution is easy to obtain.
The designer module proposes expert modeling intelligence to better guide the analytics designer.	<ul style="list-style-type: none"> The overall solution will better reflect the needs of the business, taking into account the experience of its key human assets and protagonists. Model efficiency (reducing storage/better performance) is improved. Solutions can be created very quickly, with robust prototypes delivering results in around 10 days.

Summary of Features

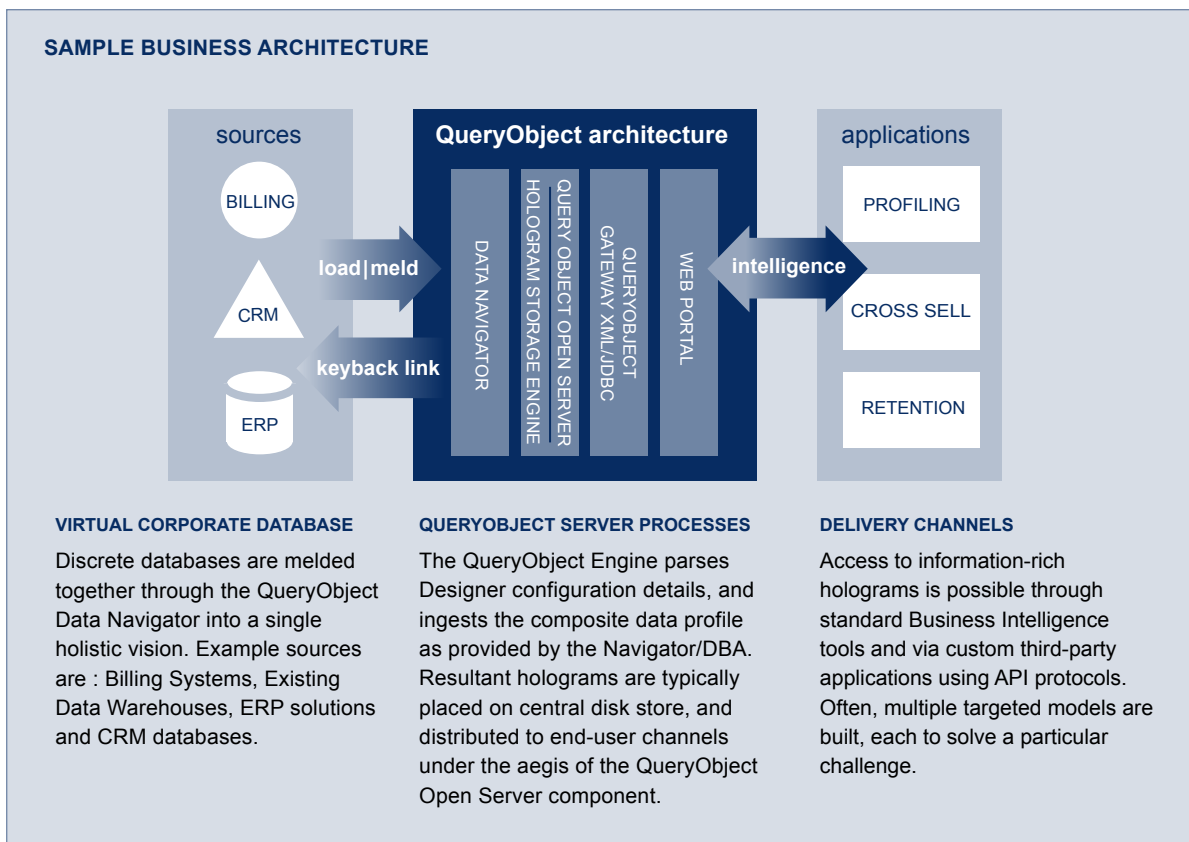
- Our solution processes data incredibly quickly.
- We link to more corporate information sources : the cleaner and broader the data processed, the richer and more worthwhile the result.
- Our fractally compressed holograms are tiny – usually smaller than the original source data.
- Executable information means fast responses – even using low-end hardware. Vital if serving real-time CRM or Internet applications.
- Holograms can be accessed by *standard* intelligence tools – like Business Objects, Brio and Cognos – this means no training and low cost of ownership.
- Pilot solutions can be delivering results within 10 days.

Business Benefits

QueryObject has true cross-sector appeal, and has proven particularly efficacious in the retail, finance, utility and health marketplaces.

- Returns significant cost savings.
- Reduce customer churn and identify customers 'at risk'.
- Improve direct marketing response rates.
- Identify cross selling and up selling opportunities.
- Deliver detailed purchasing trend analysis.
- Fraud identification and detection tools.
- Determine the value of customer loyalty programs.

Oceans Blue provide in-house software solutions and outsourced offerings to service tactical marketing opportunities



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Last Updated | July 2003

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