

Long Live the Spreadsheet!

Leveraging Microsoft Excel for Effective Business Analytics

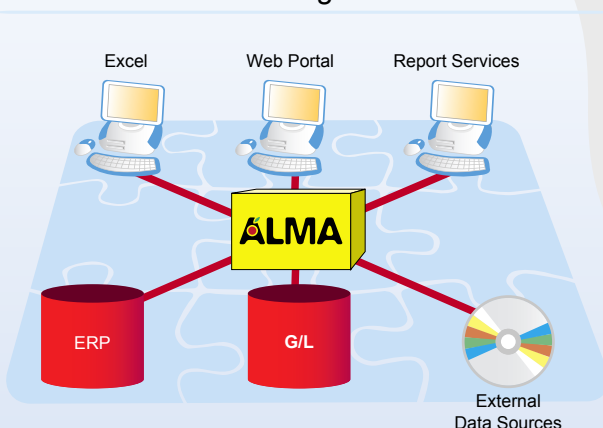
Microsoft Excel is the de facto language of business planning, reporting and analysis. For years managers, financial analysts and non-financial personnel have relied on Excel to analyze numbers, budgets versus actual, create forecasts and model scenarios. Most users also know the limitations of Excel.

What if a solution existed that could leverage the strengths of Excel while hurdling its limitations? A solution that could effectively transform Excel from a personal planning tool to an enterprise-scale business analytics solution with one version of the truth.

Alma business analytics, closing the gap between Excel and your ERP!

Alma is a leading provider of unified, real-time business analytics software solutions powered by the Microsoft Business Intelligence Platform. The company's software solution, Alma, provides a single application for strategic planning, budgeting, forecasting, analysis, reporting, analysis, scorecarding and dashboards. In addition to the Alma software product, our company delivers related consulting, training, implementation, and ongoing product/client support services, directly and through a network of strategic partners and resellers.

Alma Business Intelligence Architecture



Headquartered in Budapest, United Informatics has a market and project foot-print throughout Europe, with clients like Kraft Foods, Unilever, Coca Cola and SHV Gas. United Informatics is a Certified Microsoft Solution Partner for Business Intelligence.

Alma product

Alma is a unified, Microsoft-based business analytics software solution. Alma is a unified, Microsoft-based solution that delivers the following core functionality from a single application and database:

- Reporting & analysis
- Budgeting
- Forecasting
- Scorecarding

Alma: Intuitive, accessible, and centralized

Alma is an unified business analytics software solution that leverages a centralized database, common user interface, and single sign-on across the whole of the processes it supports. Alma is developed around the powerful and flexible Microsoft BI architecture including Microsoft SQL Server, Analysis Services, Reporting Services and Excel Cube Analysis. This 100% Microsoft technology approach enables customers to leverage the best of what both Alma and Microsoft, have to offer.

Web-based, scalability

Alma's web-based architecture allows for zero-foot-print, ultra-fast deployment, scalable from 5 users within your controlling department to thousands of users across the whole company.

Integration with your existing ERP

Integration with your general ledger and ERP (for example: SAP, Oracle, PeopleSoft, Scala, JDEdwards, Exact, Microsoft Business Solutions), and other source systems is seamless.

Integration with Excel

Alma's integration with Microsoft Excel ensures the broadest possible level of corporate adoption, acceptance and usability.

Value & benefits

A single version of the facts. Data integrity. Corporate transparency. Alma has transformed the way companies plan and manage their business performance. The following key business drivers make Alma both effective and unique:

- Enables accountability, transparency, and consistency
- Unified application approach results in "single version of the truth"
- Accessible to all business users within the company, leveraging open, web-based standards technology
- Integration with Microsoft Excel, the de facto reporting & analysis tool familiar to every business user
- Delivers real-time decision-making information
- Goes beyond the numbers to include all corporate knowledge – both structured and unstructured data
- Fast deployment, broad end user acceptance
- Low total cost of ownership (TCO) and fast, measurable return on investment (ROI)

- Management reporting and flash reporting
- Promotion analysis; analysing the effect of sales promotions
- Planning and forecasting and integration with the sales forecast from the sales and marketing department
- Demand Planning
- Flash reporting, quick weekly forecast and business outlook for top management

References

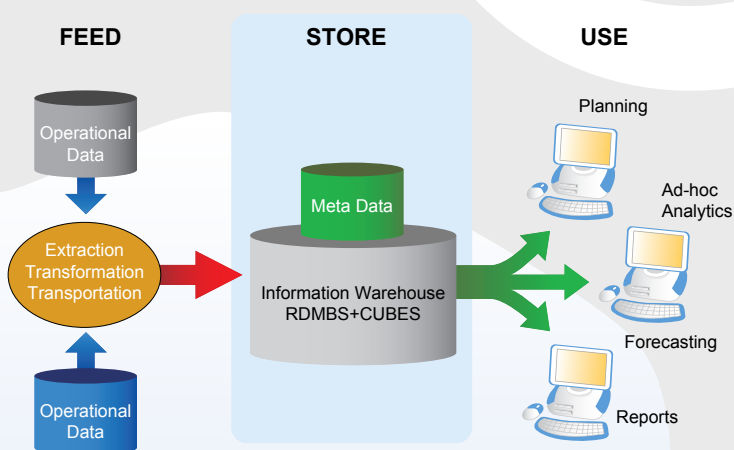
More than 100 companies rely on United Informatics and the Alma software solution every day to meet their most critical business analytics and reporting objectives.

The end result, as a testimony to our efforts, is the high level of satisfaction, success and results our customers continue to achieve in using Alma software products and United Informatics services.

Selection of our customers:

- Coca-Cola
- Tesco Europe
- Provident Financials
- Nestlé
- Sara Lee
- Kraft Foods
- SHV Gas
- ABN AMRO
- Unilever

ALMA's Information Warehouse concept



What kind of solutions can you build with Alma?

Applications build on Alma are found across the company, beyond the finance and controlling department, as for example the supply chain department, human resources, sales, operations and marketing. Sample applications are:

Technology

The Alma product are based upon the Microsoft SQL Server OLAP Analysis Services and Reporting Services products. Most base technology required to run Alma is already available in most organisations and keeps the investments to a minimum.

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