

> Critical Information, On Demand

Provide decision makers with the reports they need—on paper, electronically, or through a Web browser—securely and cost effectively.



Support smart, fast decision making

To keep your company competitive, decision makers must make the right decisions, and make them quickly. To accomplish this, it's critical that they have timely access to current, relevant information. The ShowCase Suite from SPSS Inc. is uniquely capable of helping you provide this kind of information.

The ShowCase Suite provides an enterprise-class operational reporting platform that helps you take BI to the next level by providing an environment that enables you to deliver critical business information across your organization. It also enables organizations to efficiently build and manage an analytical reporting environment that provides faster access to business information.

The ShowCase Suite integrates with the database management, administration, and security features of the IBM i, delivering scalable, reliable business information to organizations of any size. It offers cross-platform capabilities so that companies can access and benefit from data stored in non-DB2® sources, avoiding the inefficiencies associated with having "islands" of information.

By using the ShowCase Suite, everyone from senior executives to front-line staff can see and explore information in ways that help them do their jobs more effectively.

- Executives can access graphic reports containing summarized data about key performance indicators (KPIs)
- Department heads can obtain more detailed reports highlighting specific metrics that point to areas where intervention is needed
- Financial analysts can perform ad hoc queries and analyses, using familiar spreadsheet tools
- Front-line managers receive detailed information and can also run queries and manipulate the resulting data

For well over a decade, the ShowCase Suite reporting solution has helped organizations in a wide variety of industries meet their most important information challenges.

With this solution, you can:

- Design reports that highlight key metrics
- Integrate reporting into other business processes
- Easily incorporate data or reports into Microsoft® Office applications
- Manage all of your reports, queries, and related information in a single, central, and secure repository
- Automate your reporting processes
- Build and manage both relational and multidimensional databases
- Optimize staff and system resources

It's a proven solution for conveying vital information to your organization's decision makers.





PUMA speeds decision making

PUMA® is a leading producer of athletic footwear, apparel, and accessories. The German company's North American operation has more than 70 sales staff members and executives who make daily business decisions based on data regarding orders, shipments, and product availability.

Company data was housed in an ERP system that provided limited reporting capabilities. It often took hours for sales staff to receive information they needed from the company's internal database analysts. And the analysts spent most of their time fielding information requests from salespeople, rather than proactively managing the database.

PUMA North America chose the ShowCase reporting solution to provide its sales force with updated information to make more informed ordering decisions. Now, PUMA can create any type of report it wants and share it with any person in the organization.

The ShowCase reporting solution is utilized by all facets of the PUMA North America organization. More than 275 people at PUMA, including more than 80 independent sales agents located throughout the United States, regularly use this solution.

Internal personnel can access custom reports designed for each functional area. As a result, sales agents' inquiries to the customer service and credit departments have declined by 50 percent since the introduction of their operational reporting environment.

"Sales agents, who once had next to nothing in the way of information access, are now valuable assets to PUMA North America and our customer base," explained Karen King, PUMA data warehouse specialist.

Make reporting easier for all

The ShowCase reporting solution consists of ShowCase Query™, ShowCase Report Writer™, ShowCase Warehouse Builder™, and ShowCase Warehouse Manager™. In addition, the integration of ShowCase Suite with PASW® Collaboration and Deployment Services* provides an operational reporting platform for deploying and managing reporting assets across the enterprise.

ShowCase Query

ShowCase Query is the fundamental component of the ShowCase reporting solution. It enables business users to design and run queries with minimal involvement from IT and without needing to know SQL. And Query also increases the productivity of your organization's experienced analysts.

Business users can build reports without needing to know which tables are being accessed or how they are being joined, because Query supports the creation of data views that simplify your database. System administrators first create a data view, and then any number of business users can base their reports on it.

More advanced users save time by taking advantage of ShowCase Query's "smart join" feature, which automates the joining of tables based on certain conditions. Users always have the option of overriding the suggested join conditions and creating their own.

Results from ShowCase Query can be exported to popular spreadsheet programs such as Microsoft Excel® and Lotus® 1-2-3®.

In addition, you can use ShowCase Query "add-ins" for Excel to streamline information delivery and eliminate the time-consuming and error-prone process of manually re-keying data into spreadsheets.

With the add-in feature, you can:

- Associate queries with a spreadsheet to automatically populate it with data
- Enhance this information, using Excel capabilities such as charts, formulas, and macros
- Allow users to see updated information every time they open the spreadsheet

To support the creation of reports that contain not just some but all of the information you need, ShowCase Query enables you to access data from multiple sources, including:

- IBM DB2 for IBM i, and DB2 on other platforms
- Microsoft SQL Server™
- Oracle® databases using either AIX® or Windows® operating systems
- Lotus Domino® on the IBM i



Create customized reports that include images both for internal and external use. These reports can be embedded in a Web site and will be updated automatically if the underlying information changes.

* PASW Collaboration and Deployment Services, formerly called SPSS Predictive Enterprise Services™, is part of SPSS Inc.'s Predictive Analytics Software portfolio.

ShowCase Report Writer

Through ShowCase Report Writer, you can customize the formatting of results obtained with ShowCase Query by following a few simple steps. This makes it easier for people within your organization to find and understand important information. And, because you can incorporate graphic elements like charts, photographs, and logos, your reports enhance your company's image when used in external presentations.

Report designers can easily enhance the structure, formatting, and visual style of reports, and then save this formatting as a style sheet. When reports are refreshed with new data, they are automatically formatted to be consistent in style with previous reports.

Formatting that used to require advanced technical skills now can be done with a few mouseclicks.

With ShowCase Report Writer, you can:

- Efficiently create presentation-quality reports—even crosstab reports—and make a professional impression during business meetings and sales calls
- Streamline report creation by using drag-and-drop tools to:
 - Place, duplicate, or hide data fields and calculations
 - Establish page breaks
 - Incorporate summaries, subtotals, and grand totals
- Give reports more visual impact by introducing graphic elements, such as logos
- Easily format fonts, colors, column and row sizes, and other visual aspects of your reports
- Support your company's brand and save time by avoiding the need to re-format each new report through the use of pre-set style sheets

Print or e-mail reports or, using the built in reporting capabilities of PASW Collaboration and Deployment Services, manage reports centrally and distribute and view them through a Web browser.

Report consumers can access and interact with information through a Web browser, quickly obtaining the information they need. They can even be notified automatically by e-mail when information they use is updated and can subscribe to content themselves without using an administrator.

If report designers use add-ins to embed queries in an Excel spreadsheet, report consumers with proper authorization can run the embedded queries, even if they do not have ShowCase Query client software installed. This minimizes license fees and the costs associated with maintaining client software.

System administrators use a rich client to set up and manage user permissions, schedule reports, and maintain the central repository. Through user roles, they can control not only what information is visible to report consumers but also what actions they can take—whether they can publish reports, for example, run reports interactively, or simply view them.

ShowCase Warehouse Builder

An essential feature of a reporting solution is the ability to organize data into an analytical reporting environment—often called data marts or data warehouses. These store-houses are optimized for analytical and reporting tasks so they provide faster response time to the queries that are the basis for all types of reports.

ShowCase Warehouse Builder helps you efficiently build and manage data marts or data warehouses. You can automate and schedule certain steps of the process, which enables you to complete projects in less time, even with limited resources. You can:

- Select specific rows or columns from one or more tables in a transactional database and move this information to new or existing tables
- Assign meaningful names to any column or table
- Create calculated results columns

When using ShowCase Warehouse Builder, you can access and consolidate data from any of the platforms and data sources that ShowCase Query can access, plus Microsoft Access® and Excel, and use the same familiar interface to do so.

ShowCase Warehouse Manager

This component of the ShowCase reporting solution helps you protect data integrity and the security of your information systems, while optimizing your system resources. ShowCase Warehouse Manager supports system administrators as they set up and manage user profiles. In addition, it supports efficient resource management.

By using ShowCase Warehouse Manager, you can:

- Monitor users across multiple ShowCase products
- Define the actions that specific users or groups can take with respect to your data
- Set job priorities to limit CPU usage
- Monitor system usage and tune system performance for optimal data access

ShowCase Warehouse Manager's security features integrate with the security features of Oracle® JD Edwards® ERP solutions. For example, the limits you've set to specific applications, rows, and columns in your JD Edwards World™ or EnterpriseOne™ solutions are automatically recognized and enforced by ShowCase Warehouse Manager.

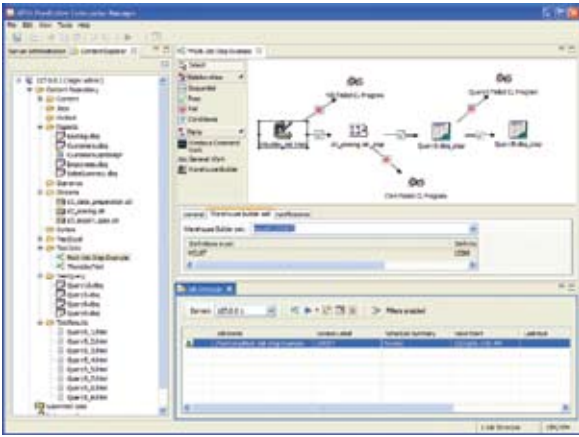
Create an operational reporting platform

ShowCase Suite's integration with PASW Collaboration and Deployment Services provides your organization with an enterprise-level reporting platform that can be used to deliver information to any number of individuals or groups efficiently, securely, and cost effectively.

This reporting environment enables your organization to:

- Establish a central, secure, and searchable repository for ShowCase Query and Report Writer content
- Provide users with easy access to content and report output via the platform's browser-based interface
- Share query and report definitions over the Web for both scheduled and dynamic execution
- Publish Excel spreadsheets that can be scheduled for refresh or dynamically refreshed through a Web browser
- Create reports that include charts and images, and link multiple reports—without programming





The new operational reporting platform supports the integration of multiple reporting and analytical processing steps into a single job using built-in and custom automation enablers.

- “Push” notifications to users when new or updated content is published
- Provide links to frequently needed reports and documents
- Schedule the processing and distribution of routine reports
- Integrate and automate reporting with other business processes using powerful built-in automation enablers and industry standard Python® scripting
- Build a customized Web interface to provide easier access to reports and improve control over reporting content
- Integrate reporting processes with outside systems or processes through event-based automation

Build on a strong foundation

Your organization can strengthen the performance of virtually any functional area, as well as cross-functional initiatives such as inventory management and customer relationship management, by using the ShowCase Suite. In addition to its robust reporting solution, the ShowCase Suite offers the industry-leading online analytical processing (OLAP) solution, Essbase® for IBM i.

The ShowCase Suite delivers additional value when combined with the predictive analytic capabilities of other SPSS Inc. offerings. These include the pioneering PASW Modeler** data mining workbench.

Organizations using the ShowCase Suite can also benefit from predictive text analytics, predictive Web analytics, and other applications from SPSS Inc. These solutions help your company better understand current and future conditions, as well as anticipate changing customer preferences, needs, and behavior.

Combine SPSS Inc.’s predictive solutions with the ShowCase Suite’s powerful analytical reporting capabilities, and see how much easier it is to identify new revenue opportunities and cost savings, improve processes, and strengthen your competitive advantage in every area of your operations.

** PASW Modeler, formerly known as Clementine®, is part of SPSS Inc.’s Predictive Analytics Software portfolio.

The ShowCase Suite

A foundation for advanced analytics

The ShowCase Suite from SPSS Inc. delivers information solutions to companies that use the IBM i as part of their computing environment.

In addition to the components of the reporting solution, the Showcase Suite includes:

- Essbase® for IBM i, which provides in-depth insight into business conditions through pre-calculated multidimensional databases
- Web Analysis for IBM i, which provides in-depth analysis and exception tracking through a thin-client interface

The ShowCase Suite is a powerful, fully integrated solution capable of bringing together data from a variety of sources and platforms. It enhances the capabilities of a number of leading ERP systems, including those from Oracle (JD Edwards World and EnterpriseOne), Infor (BPCS® and Infinium®), Lawson® Software, and others.

Through integration with PASW Collaboration and Deployment Services—the common operational foundation on which the SPSS Inc. family of reporting and analytics solutions is based—ShowCase Suite provides an operational reporting platform to help you deploy and manage your reporting assets enterprise wide and drive more widespread use of analysis into your decision-making processes.

This scalable, flexible analytics solution serves the needs of more than 1,200 organizations worldwide in manufacturing, retail, wholesale, transportation, financial services, and other industries.

For more information or to speak with a sales representative, call **1.800.543.2185** (in the U.S.) or **+1.312.261.6565** (internationally), or send an email to **sales@spss.com**.



About SPSS Inc.

SPSS Inc. (NASDAQ: SPSS) is the world's leading provider of predictive analytics software and solutions. The company's predictive analytics technology improves business processes by giving organizations consistent control over decisions made every day. By incorporating predictive analytics into their daily operations, organizations become Predictive Enterprises—able to direct and automate decisions to meet business goals and achieve measurable competitive advantage.

More than 250,000 public sector, academic, and commercial customers rely on SPSS Inc. technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS Inc. is headquartered in Chicago, Illinois. For additional information, please visit **www.spss.com**.

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