

Viewer for IDEAS:

Bringing the Power of “Performance Analysis by IDEAS” to the Web

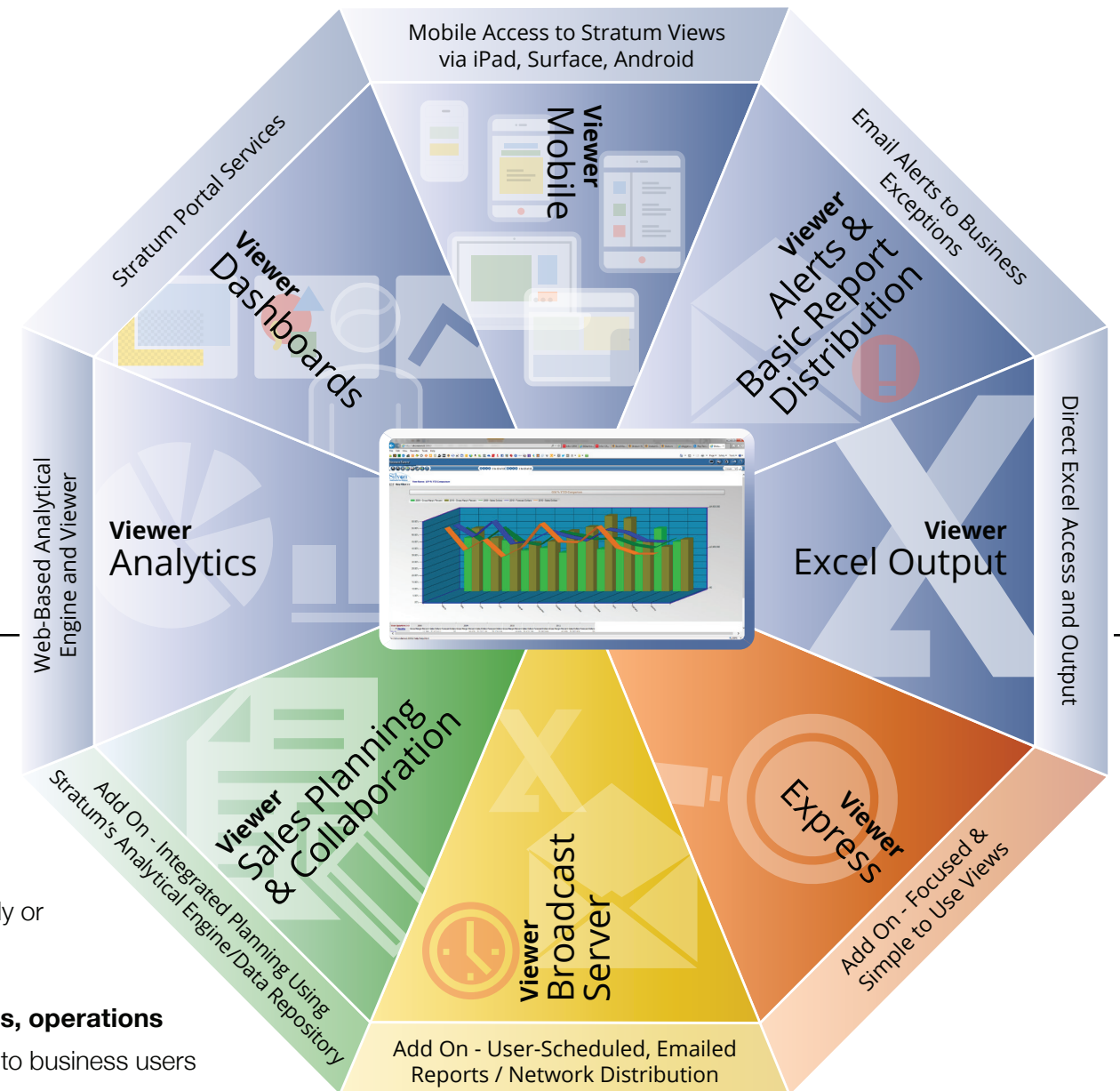
Years ago, Silvion Software and JDA teamed up to make “Performance Analysis by IDEAS” a reality. And today, we’re pleased to offer a web interface to you for presenting your IDEAS analytics to anyone, anytime, anywhere. No matter if they are on-site or working remotely and are employees, suppliers or others, **Viewer for IDEAS** gives your users access to the information they need most whenever they need it.

With **Viewer for IDEAS**, you can ...

- Present performance views on-line or within a portal
- Display KPI scorecards in dashboard format
- Create and broadcast presentation-quality reports on a scheduled basis
- Give users the flexibility to access and interact with their Stratum views of data on mobile devices
- Plus, so much more!

Viewer for IDEAS offers multiple ways for your business users to get to the same data repository (or single version of the truth), so everyone’s working with the same data, refreshed daily or as often as needed.

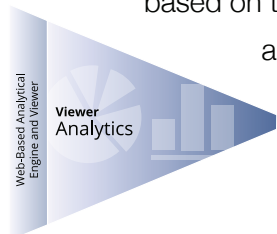
- **Pull-based access to sales, operations and other data** is provided to business users for analysis and view building, executive-level reporting and very focused analysis of performance data.
- **Push-based delivery of information** by **Viewer for IDEAS** lets you easily send key analytics to the mobile devices of your business users and to distribute both flash- and management-level reports whenever you need to on an ad-hoc or scheduled basis.



Make It Easy for Users to Access Important Analytics

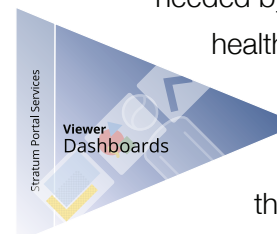
Bring Existing & Other Performance Analysis Views to Users Over the Web

Viewer for IDEAS is packaged with some pre-built views based on the IDEAS templates and views you already have.



For any other views you wish to create and offer to users via the Web, an easy-to-use View Builder lets you (or users themselves) define them quickly using drop-down lists of available categories, dimensions and Current IDEAS view presented in the web-based Viewer.

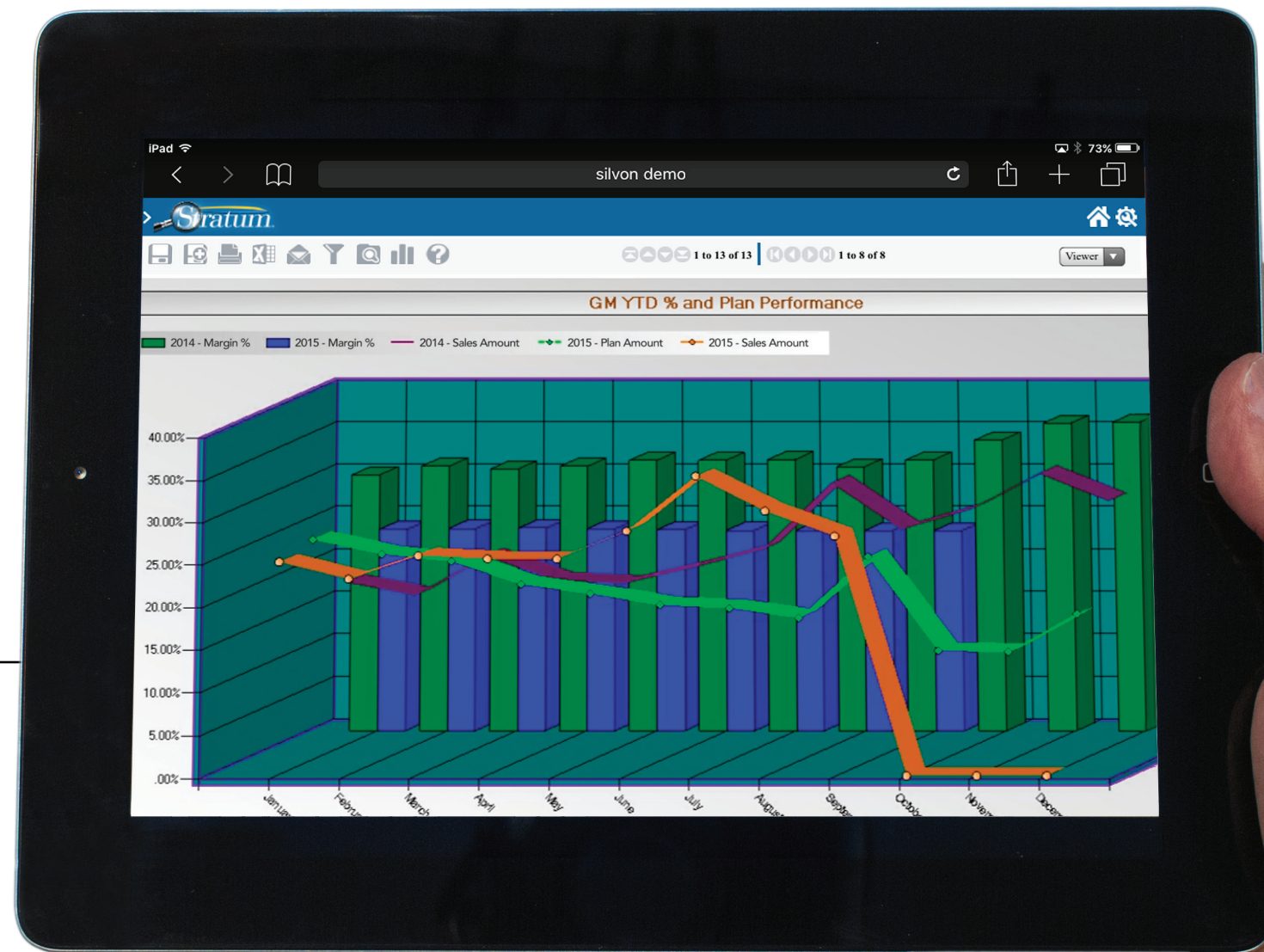
Better yet, you can be up-and-running with the application in just a few days because **Viewer for IDEAS** shares the same meta data, configuration information and MMS data that's already in your IDEAS system!



Present Your Analytics in Scorecards, Dashboards & Portals

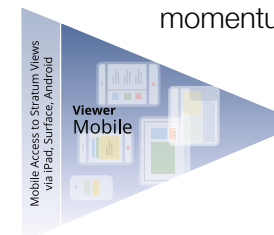
Viewer for IDEAS offers easy integration with Microsoft Sharepoint and other applications, giving you the ability to present and deliver your Stratum data in multiple formats.

- Create scorecards that help you evaluate performance more easily from a single view
- Deliver dashboards that present key views of the KPIs needed by your executives to proactively monitor the health of your business
- Develop portal pages of performance views and other web-based information that's pertinent to and easily accessible by users – anytime and anywhere



Provide Key Insights to Users On Their Mobile Devices

Viewer for IDEAS also brings data-driven, analytic insights to both smartphones and tablets without compromising data integrity or security. Business users don't have to lose momentum in their work day when they're on the road. With instant and constant access to critical business intelligence, it's like they never left the office. **Viewer for IDEAS** offers immediate access to existing analytic content like dashboards, scorecards, reports and more – without requiring any modifications. Plus, the content that's delivered is automatically optimized for interaction on mobile devices.



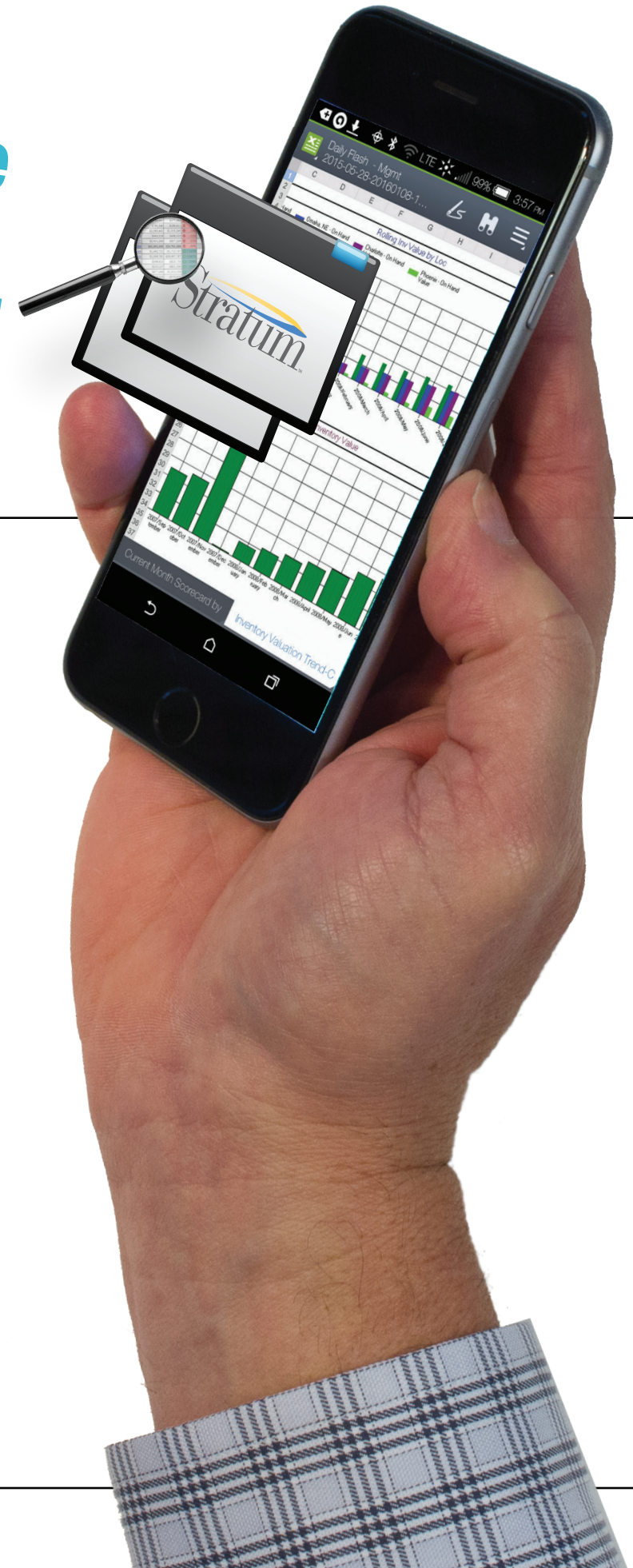
Replenishment
Needed!



Shrinkage
Rates
Increasing!



Store
Sales
Down!

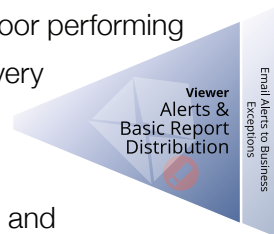


Easily Manage Business Exceptions Using Powerful Alerts

A powerful feature of **Viewer for IDEAS** is its Exception Management and alerting functionality, which allows you to monitor events and exceptions that could significantly impact the performance of your business. Use it to define the business conditions you wish to monitor, such as poor performing stores, inventory shrinkage or vendor delivery performance below your required levels.

Once a business condition has been met,

Viewer for IDEAS will generate an alert and send an e-mail to appropriate personnel for their immediate review. Each emailed alert will also contain links to key views of data that users can drill through to pinpoint the underlying causes of anomalies as they occur.

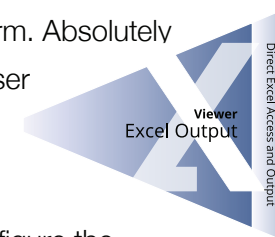


Integrate IDEAS with Excel for Even Greater User Adoption & Satisfaction

Viewer for IDEAS is a great solution for business users who are die-hard spreadsheet aficionados! Easily link it with Microsoft Excel and enable anyone within your business to save their views in Excel format and to analyze the data from those views in a manner that's very familiar to them and with the same look-and-feel.

Benefit From Flexible, Rapid Deployment

Viewer for IDEAS can be deployed on a Windows-based application server that's interfaced to the IDEAS data repository which can reside on a Windows or IBM platform. Absolutely no components have to be installed on end user workstations!



Silvon's experienced team of Implementation Specialists is available to help you quickly configure the system and to create views, scorecards, dashboards and customized reports based on supply chain best practices – giving you more time to focus on other projects that are strategic to your business.

Beyond all of the functionality that's highlighted above and packaged in the base **Viewer for IDEAS** solution, three bolt-on applications are available to you to make it even easier for users to collaborate, analyze and report on data that's stored in your IDEAS data repository.

Support Collaborative Planning With the Same User Interface

With **Viewer Planning**, sales, operations and other business users can easily create and maintain budgets and plans and collaborate between groups. Plans can be seeded with historic sales results using the same data repository that supports **Viewers for IDEAS** packaged business analytics, new targets can be input with ease, and the results of forecasts generated by demand planning tools like Silvon's Forecasting application can be leveraged during the process.

Once complete, the web-based planning functionality of **Viewer for IDEAS** allows users to make changes at any level of the plan or budget and will automatically distribute those changes prorata to other levels, both rolling up the data to higher levels and exploding it down to lower levels. In addition, automatic e-mail alerts can be issued to appropriate parties using Viewer's built-in alerting functionality, performance-to-plan deviations that have occurred, and more.

Let Users Easily Create & Distribute Reports On Their Own

Another add-on solution for **Viewer for IDEAS** (called the **Broadcast Server**) lets users easily schedule and send business analytics to other users both inside the business and to partners, vendors and customers. With the **Broadcast Server**, reports can be scheduled for immediate distribution or for nightly, weekly or monthly delivery on a regular or one-time basis. Users can easily set up report distribution groups and can mix and match groups for added flexibility during the report distribution process. Plus, multiple reports can be combined into a single deliverable such as an Executive Daily Flash packet.

Provide Menu-Driven Views of Data to Select Users

Rounding out the add-on applications for **Viewer for IDEAS** is **Viewer Express**, featuring a simple-to-use and very focused single-page menu that provides consistent views of targeted information to a select user group or more general audience. The analytical views (or reports) are specific to users' information needs, very easy to select from a list, and are easy to link to other reports so users can view additional detail behind various views. In addition, **Viewer Express** allows business users to easily select report filters using drop-down lists and search capabilities.

A U.S. division of one of our clients is using **Viewer Express** to see how well they're doing compared to other divisions using the exact same views of data. No sorting or filtering of the data is required because everything's pre-sorted and filtered within the simple-to-use facility!

NORTH AMERICA CORPORATE HEADQUARTERS

Silvon Software, Inc.
900 Oakmont Lane, Suite 400, Westmont, IL 60559
Ph: (630) 655-3313 Fax: (630) 655-3377
Toll-Free: (800) 874-5866
E-mail: info@silvon.com

EUROPE/MIDDLE EAST/AFRICA EUROPEAN HEADQUARTERS

Silvon Software, Ltd. (UK)
19 Goodwood Rise, Marlow, Buckinghamshire SL7 3QE
Ph: +44 (0) 208 819 3886

PACIFIC RIM OFFICE
c/o MASAI Business Analysis & Consulting
65 Hume Street, Crows Nest NSW 2065
Ph: +61 (2) 9016 2892

