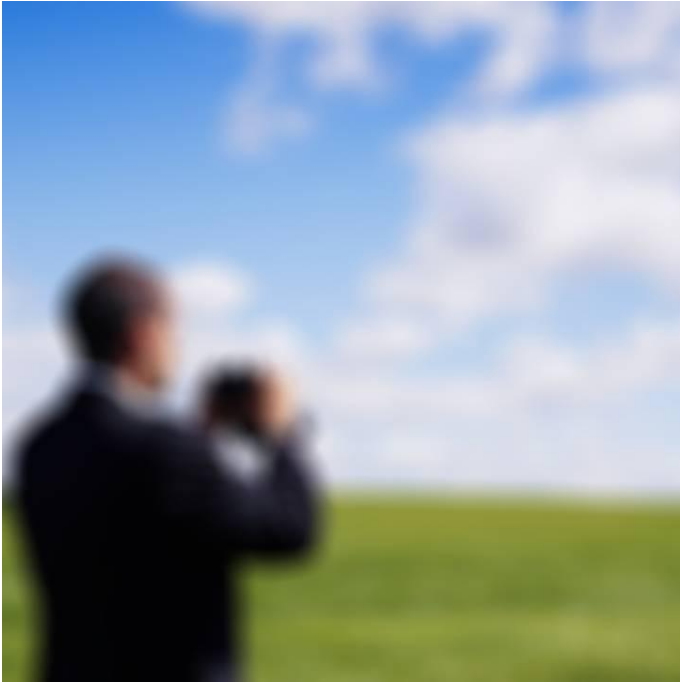



# ascention



user-driven  
dataware-  
house 

**ascention** >> user-driven datawarehouse forms THE basis for your complete, scalable and central business intelligence strategy.

## user-driven dataware- house

### >> USER-DRIVEN DATA WAREHOUSE IS THE FOUNDATION OF YOUR INTEGRATED, HOLISTIC AND SCALEABLE BUSINESS INTELLIGENCE STRATEGY <<

In today's information age, the amount of available data in companies is increasing exponentially. Growing pressure from competitors increases the demand to extract critical information out of huge amounts of data in a timely and consistent fashion.

ascension meets this challenge with its user-driven data warehouse – a field-tested and customer approved solution to leverage business decision to the next level.

Our mission is to turn your data into information and securing you a competitive advantage by enabling you to make fast and precise business decisions.

**"It is essential for decision makers to get accurate and up-to-date information about every aspect of a company, no matter which source it is coming from."**

Important information is often scattered across the company in heterogeneous systems, from ERP systems and CRM applications to manually maintained Excel files on local hard drives of individuals.

Therefore, the cornerstone of a scalable and versatile business intelligence strategy has to be a data warehouse structure able to gather, process and consolidate relevant data and provides this data as single point of truth for all planning, reporting and analysis needs.

### YOUR BENEFITS AT A GLANCE

- >> Up to 50% in consulting fees due to faster implementation compared to manual realisation and common ETL tools
- >> Usable by business professionals, no need for dedicated IT staff supporting the solution
- >> Independence and easy integration of source systems and BI front-ends protects your investments

- >> Faster reaction to new business requirements in the evaluation phase
- >> Standardised and best-practice oriented setup guarantee best possible quality of the solution

### HOW IT WORKS

Design reports and analysis using a graphical interface, integrate a multitude of data sources using the data connectors delivered with the solution.

The user-driven data warehouse creates all necessary OLAP structures and ETL processes in the background based on your specifications.

Transparency and standardisation, as well as cost efficiency are the basic concepts of the user-driven data warehouse.

### LIBERATED BUSINESS UNITS

User-driven data warehouse enables and leverages the business to easily create reports and analysis themselves without being dependant on IT departments. This decreases implementation time from concept to finished report significantly, allowing your company to swiftly adapt to changed market conditions.

### LOWER MAINTAINANCE

Integrated error logging and reporting via email help you reducing maintenance and support expenditures considerably. Scheduled and automatic data processing liberates your staff from gathering and evaluating data to analysing information to drive your business.

By encapsulating business logic in the central data warehouse, you never need to worry again about a release change in your front-end tools or even a complete change of your presentation layer software.





A well-defined data warehouse structure allows you to easily add or change source systems or use new reporting tools without interfering with your business logic at all.

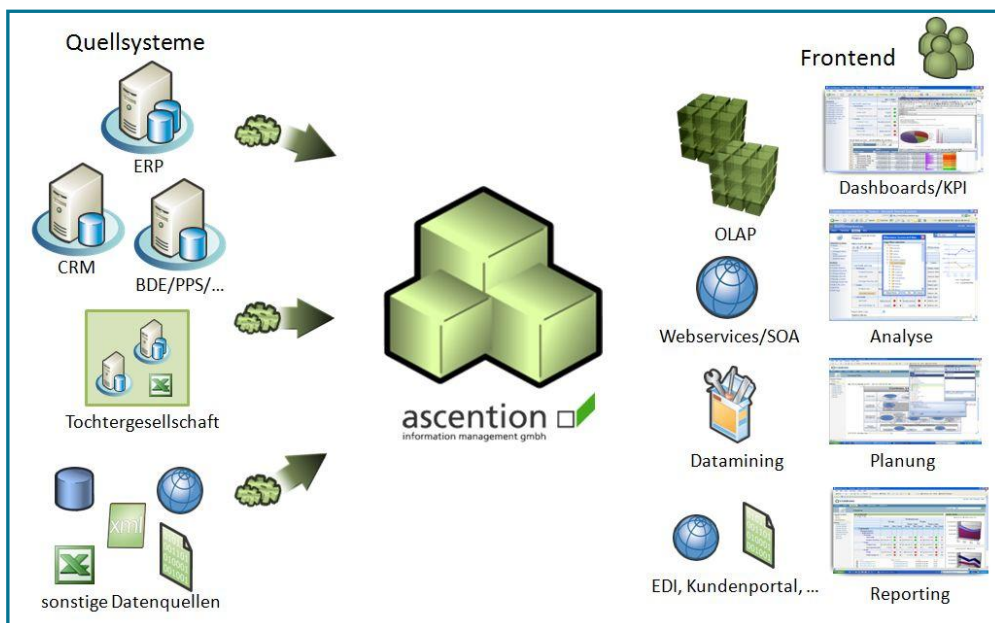
### MINIMISE COSTS

Exploit the advantage of a configurable solution for setting up a data warehouse to minimise initial and operational costs alike. By doing so, you make sure your BI investments have the smallest possible TCO. Often we're able to see a ROI effect for the customer during the project's term already.

### SUMMARY

- >> Configuration instead of code
- >> Grows with your company
- >> Integrated documentation
- >> Transparency/openness
- >> Market leader technology
- >> Tried and proven over many years
- >> Real „single source of truth“
- >> TCO in the project and especially during changes

## user-driven datawarehouse



## Corporate Solutions

corporate finance ✓

corporate process ✓

procurement ✓

sales planning ✓

sales discovery analysis ✓

analysis studio ✓

value analyzer ✓

St. Galler Management Scorecard™ ✓

user-driven datawarehouse ✓



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