



**DATAWATCH**  
Information made easy.™



# MONARCH

BI Server

Business intelligence made easy.™

No hassle. No programming. No high support costs.



MONARCH

BI Server

# Business intelligence made easy.

## ▶ Business Intelligence Made Easy

**No hassle. No programming. Powerful analytic capabilities. Uncomplicated implementation. Effortless end user training—that's what Datawatch Monarch BI Server offers you. It's truly Business Intelligence made easy.**

Monarch BI Server offers web-enabled operational Business Intelligence (BI) at a level of simplicity and low cost that no other traditional BI solution can match. Unlike other BI solutions, Monarch BI Server requires no database programming and effortlessly integrates enterprise data with Excel. It's also designed with a built-in web browser interface—making it easy for anyone to use.

### Designed for daily decision making

Designed for day-to-day decision making, this robust, self-service BI solution lets you transform existing reports and other business documents on demand into browser-based or Microsoft Excel spreadsheet tables, summaries and charts, with no programming or intervention from your IT department.

### No need for IT support

You can solve operational issues without the time and expense of building data marts, learning complex data analysis tools or asking the IT department for custom reports. Monarch BI Server is a true self-service solution for users who need to spend time making the right decisions, not struggling with technology.

## ▶ A Fresh, Programming-Free BI Solution

**Now you can transform your existing reports into a powerful self-service BI source, at a fraction of the time and cost of traditional, more complex BI solutions.**

### Traditional BI solutions

Traditional BI solutions often require an expensive, seemingly endless implementation. Plus, they're often loaded with custom programming tools that the average user doesn't need or want. Monarch BI Server avoids the unnecessary headaches inherent in traditional BI because it transforms existing reports into actionable, customizable data.

Unlike traditional BI solutions that seek to replace the reports already produced by your enterprise systems (such as ERP, legacy/mainframe systems, industry-specific solutions for healthcare, banking, etc.); Monarch BI Server leverages report output as a new source of live, actionable data.

Monarch BI Server also stores and transforms reports on demand into customized web-enabled data for online analysis and export—no programming, scripting or complex queries required.

### Simplicity and low-cost

Unlike other BI solutions, Monarch BI Server:

- ▶ Doesn't require database programming
- ▶ Effortlessly integrates enterprise data with Excel
- ▶ Is designed for use with a simple web browser interface

In short, it's an effective, trouble-free BI solution designed for small to mid-size businesses and departmental-level issues and needs.

### No need to change current processes

Getting managers and workers to change their processes is often the biggest barrier to implementing BI tools. Not only does it cause resistance, but it can also decrease productivity and quality; negatively impacting your bottom line. Monarch BI Server removes this barrier.

### No need to "reinvent the wheel"

The reality is that most managers and employees are comfortable using existing reports. With Monarch BI Server, there's no need to "reinvent the wheel" or use complex database access tools that require the acquisition of new skills.

You can view your original reports in a familiar context and then quickly and easily move the data into a familiar format, such as Excel, for immediate online analysis. The bottom line: it gives you a more competitive edge in the marketplace.

## ▶ Why "BI for the Masses" Has Failed to Take Off

Billions of dollars are spent every year on BI software solutions designed for the power user, but not rank and file employees. For many organizations and departments, these solutions are overkill and don't warrant the time, money or effort required to extract information from a database or data warehouse.

**Market consolidation has driven large BI vendors to attempt to offer BI for the bulk of knowledge workers, not just "technology power-users." However, BI for the masses has failed to launch because most BI tools are:**

- ▶ Difficult and exceedingly costly to implement
- ▶ Require end-user training and a desire to learn complex new software tools
- ▶ Require costly additional infrastructure and complex programming, which can negatively affect security, bandwidth and database performance
- ▶ Fail to take advantage of existing reports "BI hidden in plain sight"

Yet, small and mid-size companies and departments of larger organizations need an alternative solution that will give them the competitive advantage that BI brings—without the hassle, the need for programming and heavy duty support, or the high cost of traditional BI solutions.

If you're missing opportunities to be more competitive and productive, you need Monarch BI Server—an easy to use and implement BI solution designed for all levels of employees.

Now you can transform your existing reports into a powerful self-service BI source



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### Report Mining: Leverage Your Investment

Leverage your investment in business reporting with Monarch BI Server—the key that unlocks the door to meaningful Business Intelligence.

The potential value of BI for most employees doesn't warrant the time or effort required to extract and analyze information from a transactional database or data warehouse. That's why Datawatch Corporation developed Monarch BI Server.

#### This innovative self-service solution:

- ▶ Eliminates the need to manually extract information from existing reports for analysis or export
- ▶ Lets you easily integrate data from enterprise systems with Microsoft Excel and other popular applications without programming
- ▶ Eliminates the need for most custom report writing

#### Extend the power of Monarch

If you already use the desktop Monarch report mining tool, all of the report models you've built can be used in Monarch BI Server without modification. Now you can extend the power created on your desktop to everyone in your organization.

Employee Information - From: To:

11-24-06 Bean Town Investments Employee Information Page 1

**EMPLOYEE INFORMATION**

ADDRESS: Rich O. Aaronsen 8970 Macomb St Boston, MA 02111 EMPLOYEE #: 623806 OFFICE: Boston DEPARTMENT: Purchasing

BIRTH DATE: 06/22/51 HIRE DATE: 04/01/92  
GENDER: Male GRADE: G1 SALARY: \$18,040.00  
AGE: 55 SSN: 052-86-4720 REVIEW DATE: 05/19/06  
MARITAL STATUS: Single

**PAYROLL ELECTIONS**

MEDICAL: Individual EXEMPTIONS: 0  
DENTAL: Individual 401(K): 0%  
LTD: Yes FEDERAL WITHHOLDING: \$0.00  
SECTION 125: No STATE WITHHOLDING: \$0.00

**EMPLOYEE INFORMATION**

ADDRESS: Don L. Aaron 744B Lexington Dr Laconia, NH 03246 EMPLOYEE #: 693004 OFFICE: Concord DEPARTMENT: Customer Service

BIRTH DATE: 07/18/75 HIRE DATE: 10/15/01  
GENDER: Male GRADE: G3 SALARY: \$39,643.00  
AGE: 31 SSN: 058-76-8559 REVIEW DATE: 09/05/06  
MARITAL STATUS: Married

**PAYROLL ELECTIONS**

Report view: Monarch BI Server begins by building a centralized, password-protected report archive. Reports are easily accessed anytime using a web browser.

MONARCH BI SERVER

Employee Information

OFFICE	DEPARTMENT	EMPLOY_MIN	FIRST_NAME	LAST_NAME	STREET	HIRE_DATE	GRADE	SALARY	
1			Rich	Aaronsen	8970 Macomb St	04/01/1992	G1	18,040.00	
2			Don	Aaron	744b Lexington Dr	10/15/2001	G3	39,643.00	
3			Ellen	Aaronsen	722 Bank St	02/19/2004	G4	66,900.00	
4			Anthony	Abbott	9519 Charming Lane	02/25/2004	G3	40,158.00	
5			Jay	Abbott	3139 Iris Ct	01/02/1996	G4	59,700.00	
6			Michael	Abdo	3608 E Pontiac St	10/30/2004	G3	38,915.00	
7			Ashley	Abel	370 Montrose Street	12/11/2000	G5	95,100.00	
8			Theresa	Abendschein	599 Main St	07/20/2004	G4	87,700.00	
9			Jeremy	Abercrombie	186 Goshen Church Rd	12/11/1997	G3	41,951.00	
10			Melissa	Aboshar	535 Illinois Ave	12/06/2002	G3	45,369.00	
11			Glen	Abplanalp	97 W Mernard Lane	08/21/2003	G1	11,499.00	
12			Lynne	Abramcheck	815 Allen Avenue	05/19/2003	G4	59,100.00	
13	Worcester	Customer Service	640572	Lynn	Abrams	727 Onhard St	07/29/1994	G1	21,347.00
14	Boston	Customer Service	709132	Brandis	Alt	1311 Mapson Ct	12/14/2003	G4	60,000.00
15	Boston	MIS	715728	Mike	Acrotzancy	1623 Christie Lane	10/29/2004	G2	25,800.00
16	Springfield	Executive	721825	Donald	Acevedo	65 Aqueduct Ave	09/17/2005	G5	112,900.00
17	Hartford	Customer Service	686302	Richard	Ashley	19 Eden Road	03/30/2002	G3	44,374.00
18	Worcester	Research & Development	629521	Dianna	Aznee	14 Woodcrest Dr	01/21/1993	G1	21,701.00
19	Hartford	Shipping & Receiving	645751	Robin	Adam	8000 Galvin Rd	04/04/1995	G1	11,333.00
20	Boston	Administrative Services	702976	Kimberly	Adames	536 Rosanne Drive	02/20/2003	G3	34,843.00
21	Worcester	Customer Service	705597	Franklin	Adams	1 Hunt Rd	06/22/2003	G1	21,221.00
22	Worcester	Customer Service	682419	Joseph	Adams	8205 Shannon Hill Rd	04/20/2000	G4	61,200.00
23	Springfield	Purchasing	719531	Liz	Adams	9231 Glenbrook Dr	06/08/2005	G1	19,996.00
24	Boston	Sales	681290	Mike	Adie	14 Edgerly Road	02/26/2000	G3	46,621.00
25	Worcester	Customer Service	707002	Amy	Aderwile	19 Gibson Drive	06/29/2003	G3	42,075.00
26	Boston	Sales	713513	Jenny	Adlerstein	733 Willow Street	08/12/2004	G1	16,583.00
27	Boston	Marketing	721585	Carol	Affum	520 Water Rd	09/18/2005	G3	38,338.00
28	Worcester	Customer Service	673972	Nick	Agard	305 West 12th Ave	03/08/1999	G3	40,530.00
29	Boston	Administrative Services	666566	Beverly	Agganwel	9045 S. Leavitt	02/19/1998	G1	11,245.00
30	Hartford	Personnel	676376	Darrell	Aguado	11355 Chagrin Blvd	06/21/1999	G3	42,942.00
31	Boston	MIS	704264	Eva	Aguallo	9762 St1 Terrace	04/12/2003	G2	29,054.00

Table view: With just one click, you're no longer working with reports; you're working with customized data automatically mined from those reports! View and filter data, including new calculated fields of data. You can also use predefined filters or create interactive filters, plus export data to PDF, CSV, or Excel.

### Report Access and BI Made Easy

Stop running, re-running and printing your company reports! Monarch BI Server retains all your existing reports in a centralized, password-protected archive.

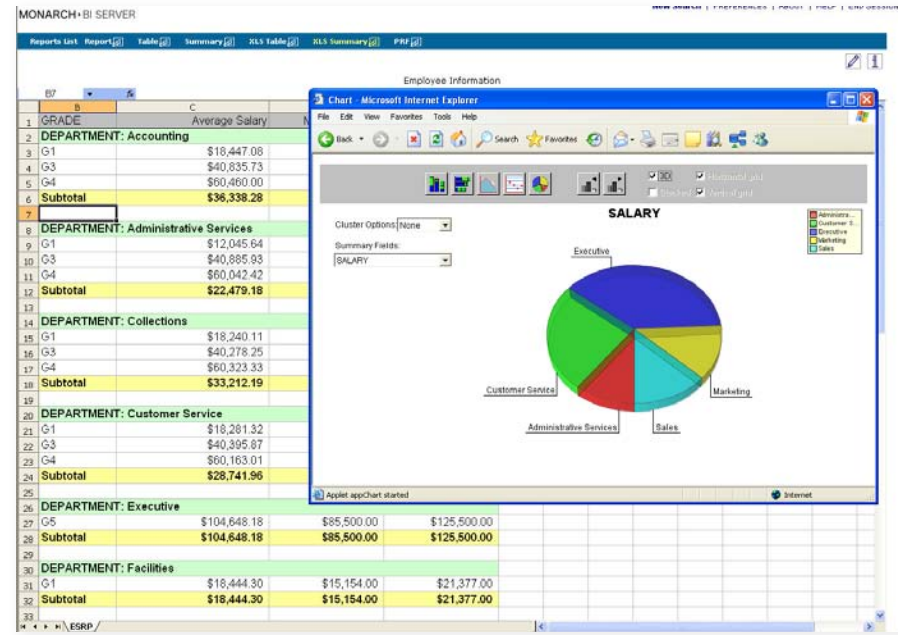
Monarch BI Server automatically mines and customizes data from stored reports as a live data table in your web browser. The result: Monarch BI Server becomes a web-enabled data mart without the cost and stress of creating one from scratch!

With a simple point and click, you can work with the data online, including filtering and summarizing data. But that's not all. Data can also be exported anytime to PDF or CSV format.

#### BI with Excel integration made easy

Unlike traditional BI solutions, Monarch BI Server integrates customized enterprise data with Excel without programming and without the need to connect to live databases.

With just one click of the mouse, you can export desired data to Excel and aggregate data to produce BI-rich summary views of the data, with subtotals, grand totals and other calculations.



### Value of Reports and Report Mining

In most organizations, existing reports are a valuable source of data because most managers and professionals already use reports for day-to-day decision-making.

#### Maximize the value of reports

Putting those reports to more effective use is the key to empowering all knowledge workers to not just identify business problems, but to make improvements that allow their organization to run better and operate more efficiently.

#### Hidden in plain sight

Conventional wisdom still asserts that reports cannot be used as a source of BI because they are static and do not allow the end user to ask questions about the data or see different data views. As a result, the value of existing reports often remains "hidden in plain sight."

#### Unlock the right information

Monarch BI Server delivers on the promise of operational BI at a fraction of the time, cost and complexity of traditional BI solutions. This report mining solution automatically unlocks information in read-only documents and reports and transforms it into live, actionable data in the format desired, such as Excel—delivering on the promise of operational BI at a fraction of the time, cost and complexity.



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## ▶ Key Benefits of Monarch BI Server

Harness the power of Monarch BI Server to address your BI needs while at the same time enjoying an extremely low total cost of ownership thanks to minimal implementation, support and training requirements.

Now you can harness the power of Monarch BI Server to transform reports on demand into a self-service BI source. And, you can increase productivity with one-click transformation of reports into Excel or online spreadsheet.

It also offers several other benefits. With Monarch BI Server you can:

- ▶ **Transform** your reports on demand into a powerful self-service BI source
- ▶ **Easily access** and transform existing reports into the format you want, such as Excel or web-based spreadsheets—all without programming
- ▶ **Significantly increase** productivity with one-click transformation of reports into Excel
- ▶ **Reduce IT burden**
- ▶ **Speed report delivery** time from hours to minutes
- ▶ **Quickly search** and find information in reports
- ▶ **Extend** the use of existing reports
- ▶ **Analyze** and package the data you need
- ▶ **Deploy quickly** with no desktop support costs or issues
- ▶ **Eliminate** error-prone manual copying

### Monarch BI Server in Action

Monarch BI Server offers numerous benefits to healthcare organizations, manufacturing/distribution companies, retail operations and more. Following are a few examples of Monarch BI Server in action by industry.

#### Monarch BI Server for Healthcare

A healthcare system utilizes Monarch BI Server to store reports produced by its healthcare information system. Managers and workers can easily access desired reports from the Monarch BI Server store, and transform the report-based information into customized Excel data.

This helps them identify and solve business problems quickly. For example, managers can review data mined from multiple labor distribution reports to identify overtime pay trends and anomalies that warrant revisions to staff schedules.

Users also can import reports from outside insurance claims processing services into Monarch BI Server, enabling programming-free identification of underpaid claims and claim denials to be challenged. In addition, Monarch BI Server can also help recover tens or even hundreds of thousands of dollars by targeting collection activity for amounts to be paid by patients.

#### Monarch BI Server for Manufacturing/Distribution

A heavy equipment manufacturer uses Monarch BI Server to store a variety of legacy ERP reports, including bi-weekly reports detailing costs and profits to date for each job. This allows managers to search the reports containing these desired job numbers, mine the data from those reports, and analyze the long-term profitability of the jobs in Excel.

This analysis would be especially difficult using a traditional BI solution because the reports contain certain complex calculations performed at report run-time and do not exist within the ERP database itself. Instead of rebuilding those same calculations from scratch with other BI tools, Monarch BI Server simply mines those calculations directly from the reports, which results in an immediate, programming-free answer to an important, time-sensitive analytical project.

#### Monarch BI Server for Retail

A supermarket chain uses Monarch BI Server to archive and allow web-enabled access to merchandising, accounting and personnel reports produced by its mainframe system.

Store managers can filter data pertaining to their stores and view a wide variety of custom Excel-based data views—sales volume, average sales by customer, sales by square foot, inventory turnover and much more—without programming or help from the IT department.

## ▶ Trouble-Free, Out-of-the-Box Implementation

Monarch BI Server offers trouble-free, out-of-the-box implementation. This new stand-alone solution is easy to install and requires little help from understaffed and overstressed IT departments.

### Simple, user driven installation

Installation is simple with no need for on-site consulting services. Minimal system administration—such as choosing to remove reports no longer needed from the archive—is performed by the user with a web browser interface.

System Requirements	Product information
<ul style="list-style-type: none"> <li>▶ Microsoft Windows Server 2003, Service Pack 2</li> <li>▶ Server PC processor at 2GHz or greater</li> <li>▶ 4GB RAM</li> <li>▶ 200 GB Disk space for application program files and report storage</li> <li>▶ Dual-core processor recommended</li> </ul>	<ul style="list-style-type: none"> <li>▶ Monarch BI Server base system</li> <li>▶ Web-based report storage, analytics and distribution</li> <li>▶ 5 concurrent client access licenses (CALs)</li> <li>▶ 1 copy of Monarch Pro for model building</li> <li>▶ Optional add ons</li> <li>▶ 3 and 5 CAL packs</li> <li>▶ PDF storage, viewing and mining module</li> <li>▶ 1 Day Quick Start Service</li> </ul>

## ▶ Put the Power of Monarch BI Server to Work for You Today

Monarch BI Server is Business Intelligence made easy!

### Key Features

- ▶ Self-service BI without need for data marts
- ▶ Report storage, distribution, analysis and management
- ▶ Conversion of reports on demand into browser-based or Excel tables, summaries and charts
- ▶ Simple web browser interface
- ▶ Web-based system administration
- ▶ Out-of-the-box implementation with no programming
- ▶ No data quality or integration issues
- ▶ Works with reports from any system
- ▶ Minimal support and administration required
- ▶ Little or no training needed for end users
- ▶ Built on proven Monarch technology

**Buy Monarch BI Server TODAY** and transform your reports into a powerful self-service BI source. Quickly. Effectively. Affordably.

## Datawatch Business Intelligence and Content Management Solutions

You need to increase productivity, reduce costs and gain competitive advantage by making it easy for users to find, analyze and act upon information from wherever it resides. Now you can move BI to a new level of knowledge management with Datawatch. We deliver solutions that bridge the gap between documents and data to drive better corporate decision-making—today and tomorrow.

### BUSINESS INTELLIGENCE SOLUTIONS

#### Monarch—Keep the Data, Lose the Paper

Monarch is a Windows-based, desktop report mining solution that extracts data from existing reports created within any information system. It then facilitates easy data analysis, graphing and data exporting to other applications including Excel.

#### Monarch Pro—Report Mining and More

Monarch Pro has all the capabilities of Monarch plus the ability to import, analyze and join data from PDF files, spreadsheets, database files, delimited text and HTML files, as well as any OLE DB/ODBC compliant data source, including SQL Server and Oracle.

#### Monarch Data Pump—Deliver Customized Data and BI without Programming

Monarch Data Pump is a server-based data delivery and ETL (Extraction, Transformation, Loading) solution. It automatically transforms unstructured data sources, such as report files and PDF files, and structured data sources, including databases and spreadsheets into live, customized data in various formats, including Excel.

#### Monarch Data Pump Pro—High Volume ETL and Information Delivery

Monarch Data Pump Professional delivers all of the report and data mining capabilities of Monarch Data Pump Standard with enterprise-class throughput, remote web administration, a web services interface, tight integration with SQL Server 2005 Information Services (SSIS), and more.

#### Monarch RMS—Turn any ECM System into a BI System

Monarch RMS (Report Mining Server) transforms any existing Enterprise Content Management (ECM) solution into a powerful source for BI by providing web-based report mining and analysis of stored business documents.

#### Datawatch ES—Powerful Enterprise BI at a Fraction of the Cost of Traditional Solutions

Datawatch ES is an enterprise BI solution that provides all of the functionality of Monarch BI Server but is designed to be scalable through thousands of users. It offers powerful additional features including dynamic OLAP-type tools, XML forms generation, and much more.

### CONTENT MANAGEMENT SOLUTIONS

#### Datawatch BDS—High Volume Document Archiving and Distribution

Datawatch BDS (Business Document Server) offers centralized document management for images, reports, customer correspondence, statements, and more. This powerful ECM technology can automatically manage up to billions of documents, including capture and imaging, archiving and retrieval, and more.

#### Datawatch MailManager—Captures, Archives, Retains and Manages Email

Datawatch MailManager is a highly scalable email management solution that provides complete lifecycle, compliance and email archiving for Microsoft Exchange environments. Datawatch MailManager also optimizes an organization's storage capacity with highly efficient storage management of emails and files.

**Datawatch Corporation**, a leader in Enterprise Information Management, helps companies make better decisions and solve business problems by simplifying access to information. Unique among EIM vendors, Datawatch transforms the massive amounts of data and documents generated inside or outside a company into actionable insight, without any changes needed to existing systems. Quickly. Easily. Cost-effectively.

Datawatch customers benefit from the right information, in the right context, at the right time. More than 35,000 organizations worldwide rely on Datawatch products including its market-leading Monarch report and data mining solutions.

Founded in 1985, Datawatch is based in Chelmsford, Mass., with offices in London, Sydney and Manila. For more information, visit [www.datawatch.com](http://www.datawatch.com).