

Noetix Corporation

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What does Noetix do?

Noetix provides the full spectrum of enterprise business intelligence for Oracle applications from real-time operational reporting to strategic analysis. Upon installation, it automatically generates configuration-specific metadata that transforms complex application data into simple-to-understand, immediately actionable business information. Noetix technology is easy to implement and simple to use, providing business decision makers with a reporting solution that works with third-party query tools and is extensible due to its open architecture. Noetix's unique approach immediately improves the usability and accessibility of business information in a secure environment.

What problems are resolved for a company using Noetix solutions?

Gaining competitive advantage today requires a faster and more effective way to accurately and securely provide decision makers the necessary intelligence about their business. Using Noetix, enterprises immediately can answer hundreds of critical business questions and quickly supply nontechnical professionals with the real-time operational and strategic data necessary for effective day-to-day decision-making. By rapidly translating application data into simple reporting objects, Noetix dramatically accelerates report development and can save millions in deployment, consulting, and training costs. The Noetix open architecture enhances all major business intelligence platforms by greatly reducing their time to implementation.

How is Noetix different from other reporting and analytics/DW solutions?

Although other business intelligence (BI) vendors offer packaged BI applications for Oracle E-Business Suite, only Noetix BI spans reporting requirements from detailed transaction data or real-time operational reporting to historical multidimensional data and aggregated metrics for strategic analysis.

► Broad and Deep Functional Coverage

Noetix BI's extensive coverage for functional areas of Oracle E-Business Suite is unmatched. In addition to common functional areas like Financials, Projects, and Human Resources, Noetix BI provides coverage for Discrete and Process Manufacturing, Advanced Supply Chain Planning, and Enterprise Asset Management.



Within each functional area, Noetix BI includes the most complete data models, the most comprehensive business views, and the richest set of metrics and KPIs.

► **BI Platform Independence**

Many organizations use multiple BI platforms across the enterprise. Technology needs will change over time. With Noetix BI, companies aren't locked into reporting tools from a single vendor. Automatic integration with BI platforms allows companies to maximize the value of their current BI investments and promote user adoption.

► **Streamlined Configuration**

Noetix's metadata-driven technology deciphers a customer's unique implementation of Oracle E-Business Suite and automatically generates configuration-specific data warehouse data models, business views, pre-built reports, and dashboards.

► **Protection of Reports Across Upgrades**

Noetix ensures that reports built using NoetixViews and Noetix Analytics will continue to run correctly, without modification, after upgrades of Oracle E-Business Suite.

► **Straightforward Extension**

Noetix BI is designed to be extended to meet the unique needs of customers' implementations. Tools and SDKs are provided to streamline the extension and customization process. When new versions of Noetix BI products are installed, the extensions and customizations are retained, avoiding costly rework.

► **Timely and Accurate Data**

The data warehouse is kept in sync with Oracle E-Business Suite through a lightweight, high-performance change detection mechanism.

Who are your customers?

Noetix currently has more than 1,500 customers, including Cummins, Starbucks, Toshiba, Welch's, and Visa.

What type of customers does Noetix target?

Noetix customers utilize multiple application databases and typically desire faster and easier information access for their employees, suppliers, partners, and customers. An ideal customer for Noetix is one that is seeking to empower their decision makers to answer their own business questions while freeing up IT resources for other projects.

How is Noetix funded? Are you planning an IPO?

Noetix is a private company, backed by Polaris Venture Partners and Sigma Partners. Noetix makes strategic decisions based on what is right for the business, its employees, and shareholders. Currently the company has no immediate plans to go public.



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