



DIVER PLATFORM[®]

END-TO-END ANALYTICS & BUSINESS INTELLIGENCE PLATFORM



www.dimins.com

Award-Winning Data Analysis & Reporting Client:

PRODIVER[®]

PRODIVER KEY FEATURES



Powerful Ad Hoc Capabilities

Unlimited views of the data and dimensions to allow access from any point or perspective with unfettered diving capability—you can drill-up, -down, or -sideways



Multiple Views

Multiple, simultaneous, data-views that enable users to see different views and formats side-by-side



Dimension Switching

Dimension switching: allowing the key dimension to be changed out from under an existing query without redoing dives, calculations, or formatting



Data-Driven

Data-driven Find and Filtering features to quickly narrow searches to relevant information



Dynamic Filtering

Dynamic Filtering that lets users limit data with easy-to-use UI controls



Data Manipulation

Data manipulation tools that support Sort, Find, Focus, and Group



Advanced Tabular Displays

Complex tabular displays including multi-tabular, cross-tabular, and multi-crosstabular displays



Multiple Data Source Use

Seamless switching between multiple data sources (Jump)



Graphing & Reporting

Integrated graphing and reporting features for all tabular display types



Time & Period Support

Integrated time and period support including period comparison and custom calendars



Collaboration

Save and Publish features to allow the saving of queries, reports, and graphs for re-use and distribution via email or web portals—both within and outside of the context of Dimensional Insight applications



Advanced Analysis

Advanced analysis features that allow users to create, store, and publish their own custom calculations



Brand-Building

Customizable interface and visualizations that allow users to brand both output and the application itself

This powerful tool is an essential component of
Diver Platform for both content developers and power users.

A Data Engine Designed for Hard-Core Analytics

Rapid Analytics: Spectre data engine provides users with unprecedented performance, especially with larger, more complex analytical tasks.

Tame Your Data: Big data is a real concern. Organizations are experiencing large increases in data volumes. Dimensional Insight's Spectre data engine helps you analyze even the largest data volumes to make insight possible.

Agile Development: Bringing disparate data sources together is easy with WorkBench. It combines a complete data scientist's toolkit for ETL and data manipulation with the increased speed and performance of Spectre.

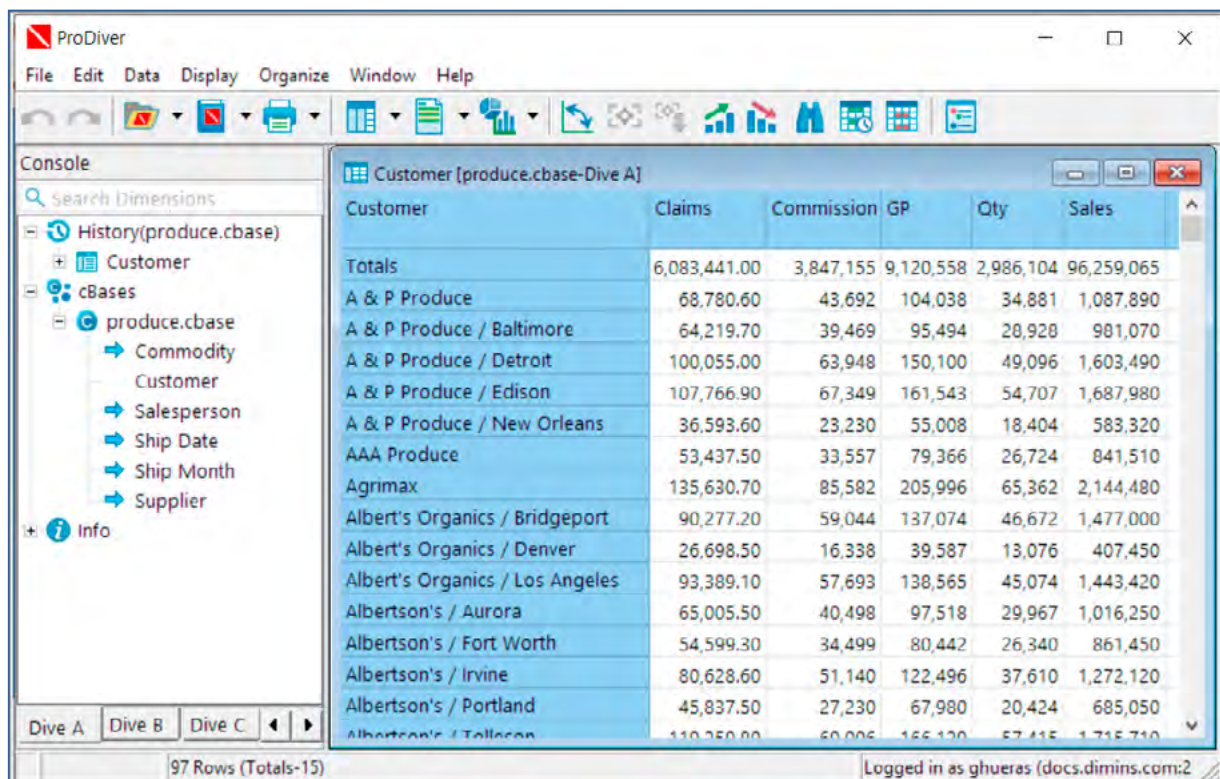
COLUMNAR DATABASE DESIGN

Spectre uses an in-memory, binary-format, columnar database. So, just what is columnar database technology and what makes it so fast?

In a non-columnar or relational database. Fields of information are stored consecutively like rows in a table. This means that processing a specific query requires the application to sort

through the entire dataset. Alternately, in columnar database design, records are indexed into rows based on their category or likeness, so the application can skip over all of the irrelevant information to locate the requested record. Because only the relevant columns are accessed, specific calculations or inquiries can be processed very fast.

HERE'S PRODIVER, THE AWARD-WINNING DATA ANALYSIS & REPORTING CLIENT:



The screenshot shows the ProDiver software interface. The main window displays a data table titled "Customer [produce.cbase-Dive A]". The table has the following columns: Customer, Claims, Commission, GP, Qty, and Sales. The data is organized into a hierarchy, with a "Totals" row at the top, followed by "A & P Produce" and its sub-categories, "AAA Produce", "Agrimax", and "Albertson's Organics" with its various locations. The status bar at the bottom indicates "97 Rows (Totals-15)" and "Logged in as ghueras (docs.dimins.com:2)".

Customer	Claims	Commission	GP	Qty	Sales
Totals	6,083,441.00	3,847,155	9,120,558	2,986,104	96,259,065
A & P Produce	68,780.60	43,692	104,038	34,881	1,087,890
A & P Produce / Baltimore	64,219.70	39,469	95,494	28,928	981,070
A & P Produce / Detroit	100,055.00	63,948	150,100	49,096	1,603,490
A & P Produce / Edison	107,766.90	67,349	161,543	54,707	1,687,980
A & P Produce / New Orleans	36,593.60	23,230	55,008	18,404	583,320
AAA Produce	53,437.50	33,557	79,366	26,724	841,510
Agrimax	135,630.70	85,582	205,996	65,362	2,144,480
Albertson's Organics / Bridgeport	90,277.20	59,044	137,074	46,672	1,477,000
Albertson's Organics / Denver	26,698.50	16,338	39,587	13,076	407,450
Albertson's Organics / Los Angeles	93,389.10	57,693	138,565	45,074	1,443,420
Albertson's / Aurora	65,005.50	40,498	97,518	29,967	1,016,250
Albertson's / Fort Worth	54,599.30	34,499	80,442	26,340	861,450
Albertson's / Irvine	80,628.60	51,140	122,496	37,610	1,272,120
Albertson's / Portland	45,837.50	27,230	67,980	20,424	685,050
Albertson's / Tallahassee	110,250.00	60,005	166,120	57,415	1,715,710

ABOUT DIMENSIONAL INSIGHT

Dimensional Insight® is a leading provider of analytics, data management, and performance management solutions, offering a complete portfolio of capabilities ranging from data integration and modeling to sophisticated reporting, analytics, and dashboards.

SPECTRE DATA ENGINE

Diver's Spectre® engine (columnar database) is a next-generation data engine engineered specifically for speed and to support analytical applications. Spectre's columnar database structure stores data in columns instead of rows, placing the information needed for each individual query in close proximity and in memory, thereby producing results at lightning speed. Spectre is highly scalable and can handle the largest data sets organizations produce.

MEASURE FACTORY

Measure Factory, Diver's business rules engine, ensures data integrity and standardization by applying business rules and other metadata consistently across data sources. This ensures that all your users are seeing the same, one version of the truth.

CONSULTING & CUSTOMER SUPPORT

Dimensional Insight's professional services team offers an array of services that span the entire project lifecycle — from needs assessment to system maintenance. Our consultants employ best-in-class project delivery practices to design, implement, and customize your Diver deployment. Our consultants draw on their extensive knowledge to deliver optimal results, faster implementations, and cost savings for our clients. We partner with each of our customers to ensure rapid implementation of all BI project initiatives. Our #1 objective is to provide the expertise and process knowledge to maximize return-on-investment and minimize risk.

TRAINING OPTIONS

Diver training helps users, developers, and IS/IT staff fully understand and benefit from the power of Diver. Courses are delivered onsite at customer organizations or online. Courses can be customized to meet specific needs and organizational challenges.

DIVER IS A COMPLETE BI PLATFORM

Every implementation includes the installation of all back-end server and production components. There are no hidden costs or expensive third-party tools required to deploy additional features. Users access data through a number of interface options depending on their specific information-viewing and analysis needs.



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