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Simplify The Data Collection & Reporting Process

Business Intelligence DataLinks Help You Increase Your Efficiency

Business Intelligence DataLinks

\$299 per seat

DataLinks from Business Intelligence allows staff to access their data sources from SQL, Oracle, DB2, Access, and CSV; apply filtering criteria; and push the result to Excel for report generation

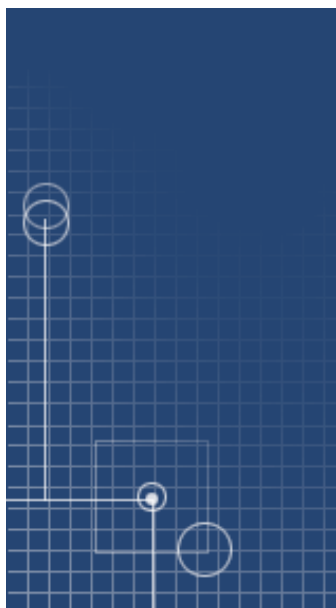
www.Processor.com/biData

For most organizations writing reports about company performance, sales figures, and other data is an important and unavoidable task. If you're like most managers, supervisors, or administrative staff, you likely dread report writing, due to the sheer amount of work. Writing good reports requires careful planning and assembling data from often disparate sources. For many, creating reports can be a daunting task, requiring spreadsheet, database, SQL, and other IT skills just to collect the necessary information.

To assist with the complex task of composing corporate reports, Business Intelligence announced the availability of its data query tool, DataLinks. The tool is intended to simplify the data collection and reporting process by allowing workers with entry-level Excel spreadsheet and drag-and-drop skills to retrieve, manipulate, and manage company data to generate customized reports. Once the setup process is complete, workers can regenerate

updated reports by clicking the Refresh button in Excel. The package offers wizards to guide workers through the report generation process and a drag-and-drop user interface familiar to most users.

DataLinks setup is twofold. The user first customizes the package to suit individual preferences and then builds links to the target applications containing the report data. The user has control over which database tables, fields, and queries are employed for reports. Once these relationships have been built, users can choose to have the report data updated automatically or to show snapshots from previously run queries. DataLinks is compatible with the following applications: SQL Server, Oracle, Access, DB2 Client Server, DB2 AS400, CSV, and Excel. Typically, users employ Microsoft Excel to view and edit reports; add graphical elements, headers, and text; and print. For those wishing to utilize tools besides Microsoft Excel, they can construct reports using XML or CSV, which are widely supported standards. DataLinks runs under Win2000/XP.





According to Business Intelligence, DataLinks tends to be compared with large-scale solutions such as Cognos' Query Studio (www.cognos.com), Actuate's e.Spreadsheet Designer (www.actuate.com), Business Objects' Business Query for Excel (www.businessobjects.com), or MicroStrategy's Office (www.microstrategy.com). However, Business Intelligence claims that it actually displaces solutions that are traditionally not intuitive to use or ones that have limited functionality or steep learning curves. ■

by Joe Lazzaro

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