

## Noetix® Corporation

### Contact Information

Rebecca Haas — REVOLUTION PR

Email: [rebecca@revolutionpr.com](mailto:rebecca@revolutionpr.com)

Phone: (503) 206-7635

[www.revolutionpr.com](http://www.revolutionpr.com)

Noetix provides the full spectrum of enterprise business intelligence for Oracle applications from real-time operational reporting to strategic analysis.

While traditional business intelligence solutions continue to introduce more and more ways to make information look nice, they still do not address the most difficult aspect of business intelligence: information access. Unlike solutions that require weeks of extensive manual mapping to produce a single report, Noetix automatically upon installation delivers answers to hundreds of your most important business questions.

During installation, Noetix technology automatically generates configuration-specific reporting objects for Oracle® E-Business Suite, PeopleSoft® Enterprise, and Siebel® CRM. Customers can start with operational reporting, gaining immediate value by using pre-built report templates to answer the most pressing business questions. Then, customers can choose to implement packaged analytics for Oracle E-Business Suite. This solution satisfies business requirements for customers who are looking to quickly implement a data warehouse solution for historical analysis and trending, in addition to the ability to integrate data from third-party, legacy, or custom applications.

Noetix significantly increases the value of your investment in Oracle E-Business Suite, PeopleSoft Enterprise, and Siebel CRM by not only empowering users to easily develop and distribute their own reports, but also by significantly reducing the costs associated with report development.

Noetix provides an integrated family of products that includes NoetixViews®, Noetix QueryServer®, Noetix WebQuery® and NoetixAnswers™. The tight product integration and patented Noetix MetaBuilder™ technology significantly increases the value of your investment in Oracle E-Business Suite, PeopleSoft Enterprise, and Siebel CRM, by not only empowering users to easily develop and distribute their own reports, but also by significantly reducing the costs associated with report development. In addition, Noetix Analytics™ enables customers to quickly implement a data warehouse solution for an enterprise-wide view of strategic information from historical snapshots and aggregated metrics to detailed transaction data.



Noetix products include the following:

**NoetixViews** — business views optimized for use with query and reporting tools to access data in the transaction database. NoetixViews are available for different Oracle Applications, including NoetixViews for Oracle E-Business Suite, NoetixViews for PeopleSoft Enterprise, and NoetixViews for Siebel CRM.

**Noetix Analytics** — packaged analytics solution based on a data warehouse architecture that manages the performance, scalability, and data integration requirements for customers using Oracle and non-Oracle applications. Noetix Analytics uses best practice packaged data models, reports, and dashboards along with pre-built adapters for Oracle E-Business Suite and universal adapters to integrate data from virtually any third-party, custom, or legacy application to speed implementations and reduce costs.

**Noetix QueryServer** — a query routing and management platform that integrates multiple disparate data sources for secure enterprise reporting.

**Noetix WebQuery** — uses the power of the Internet to deliver business information to the right person, at the right time. An easy-to-use interface empowers decision makers to create and modify reports without IT involvement or extensive training.

**NoetixAnswers** — more than 1,000 click-on, customizable answers to common business questions based on each unique configuration of Oracle E-Business Suite, PeopleSoft Enterprise, and Siebel CRM.

**Noetix Generator** — automatically generates NoetixViews into popular business intelligence (BI) reporting tools such as SAP Business Objects, IBM Cognos BI, Oracle BI, and Oracle Discoverer to accelerate access to Oracle E-Business Suite and PeopleSoft Enterprise application data.

**Noetix Dashboard** — is designed to provide executives with a single source for real-time data from Oracle E-Business Suite, PeopleSoft Enterprise, and Siebel CRM presented in interactive graphical reports. With more than 100 pre-configured key performance indicators and a short implementation time, executives can easily integrate information from any data source and actively guide business performance in a secure environment.

## Company Information

More than 1,400 customers worldwide use Noetix to quickly and cost-effectively access the enterprise application data they need to make important business decisions every day. By providing instant, configuration-specific operational reporting and ad hoc query for Oracle E-Business Suite, PeopleSoft Enterprise, and Siebel CRM, Noetix delivers the fastest time to business answers. Our patented metadata-driven technology and lean architecture deliver immediate access to data, resulting in the lowest-cost BI solution to acquire, implement, and maintain. Easy search and navigation capabilities allow users to create ad hoc reports and answer their own operational questions without additional assistance from IT. Noetix's proven technology is being used by industry-leading customers worldwide, including: Cummins, Motorola, Starbucks, Toshiba, Welch's, and Visa. The company is headquartered in Redmond, Wash., with international operations in London and Hyderabad, India.

## Management

- ▶ Morris Beton, President and Chief Executive Officer
- ▶ Doug Moore, Chief Financial Officer
- ▶ David Langston, Executive Vice President, Sales and Marketing
- ▶ Pat Roche, Vice President, Engineering Applications
- ▶ Daryl Orts, Vice President, Engineering Technologies
- ▶ Jan Gomez, Vice President, Professional Services

## Key Dates

- ▶ 1994: Noetix founded
- ▶ 2000: Experienced management team buy-out from Aris
- ▶ 2001: Received \$17 million in first round of funding
- ▶ 2009: Noetix acquires Jaros Technologies Corp.

## Client List (partial)

Bimbo Bakeries USA	Motorola
Cummins	Qualcomm
Emerson	Siemens
Getty Images	Starbucks
Hallmark	Toshiba
Nordstrom	Visa
MasterCard	Welch's



### Noetix Corporation

5010 148th Avenue NE, Suite 100  
Redmond WA, 98052-5119

(Toll-free) 866-4NOETIX  
www.noetix.com