

Noetix Corporation

Contact Information

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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 more visually appealing, 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. By addressing operational reporting first, customers gain immediate value through pre-built report templates designed to answer the most pressing business questions. If strategic reporting is an enterprise-wide initiative, customers can choose to implement packaged analytics for Oracle E-Business Suite. This solution satisfies business requirements for customers looking to quickly implement a data warehouse solution for historical analysis and trending, in addition to the ability to integrate data from third-party or custom applications.

Noetix Business Intelligence

Noetix Business Intelligence is an integrated family of products that includes NoetixViews®, Noetix® Analytics, and Noetix® Generator. The tight product integration and patented Noetix® MetaBuilder technology significantly increases the value of an organization's 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.

► **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 prebuilt adapters for Oracle E-Business Suite and universal adapters to integrate data from virtually any third-party or custom application to speed implementations and reduce costs.

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

Complementary Products

Additional products offered by Noetix that complement Noetix Business Intelligence include:

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® Search — a web-based search application that enables Noetix users to search the data model generated by NoetixViews and Noetix Analytics (and all of the accompanying descriptive details) to guide users in ad hoc query and report creation.

Noetix QueryServe® — 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.

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

Noetix provides instant operational reporting and packaged analytics for Oracle Applications. Our patented metadata-driven software and lean architecture deliver the lowest cost BI solution to acquire, implement, and maintain. Noetix uses innovative technology to quickly eliminate the costly manual mapping efforts required to setup an enterprise reporting environment. Easy search and navigation capability allows users to create ad hoc reports and answer their own questions without additional assistance from IT. More than 1,400 customers worldwide use Noetix everyday to rapidly gain business intelligence insight into their organization.

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 acquired Jaros Technologies Corp.

Client List (partial)

AECOM	Siemens
Bimbo Bakeries USA	Social Security Administration (SSA)
Cummins	Starbucks
Emerson	Toshiba
Nordstrom	Visa
MasterCard	Welch's
Qualcomm	



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