

# Noetix Corporation

### Contact Information

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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 products does Noetix provide?

Noetix Business Intelligence is an integrated family of products that includes NoetixViews®, Noetix® Analytics, and Noetix® Generator. The products are tightly integrated with each other and with leading BI platforms from Noetix, Oracle, IBM, and SAP, creating a cohesive system in which users can easily perform ad hoc query, operational reporting, and advanced analytics through a single interface. The accelerated deployment capability assures a dramatic return on investment and a lower total cost of ownership.

For customers who haven't invested in a BI platform (or are looking for a comprehensive, low cost alternative), Noetix® Platform provides the core capabilities that most organizations require. The primary components of Noetix Platform are Noetix QueryServer® and Noetix WebQuery®.

**NoetixViews** — business views optimized for use with query and reporting tools to access data in the transaction database. NoetixViews is 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 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.

**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 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.

**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.

### **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 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 solutions?**

Noetix provides the only complete BI solution for Oracle E-Business Suite customers, offering real-time reporting plus packaged analytics built on a data warehouse. Noetix's patented metadata driven software and lean architecture delivers the lowest cost BI solution to acquire, implement, and maintain. With an award-winning approach, Noetix uses innovative technology to quickly eliminate the costly manual mapping efforts required to set up an enterprise reporting environment. Easy search and navigation capabilities allow users to create ad hoc reports and answer their own operational questions without additional assistance from IT. Unlike reporting solutions that require weeks of extensive manual mapping to produce a single report, Noetix automatically delivers answers to hundreds of important business questions. The packaged analytic solution integrates data from heterogeneous systems, providing an enterprise-wide view of strategic information from historical snapshots and aggregated metrics to detailed transaction data.

### **Who are your customers?**

Noetix currently has more than 1,400 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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