



Highlights

- Enables users to populate IBM Planning Analytics applications and BI warehouses by leveraging data and metadata from IBM TM1, Oracle Hyperion, SAP Business Warehouse (BW) and other applications.
 - Performs automated, high-speed data extraction in on-cloud or on-premises versions of IBM Planning Analytics.
 - Offers an intuitive interface designed for business users.
 - Supports continuous planning and reporting cycles.
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Telemetry [®]RT₃

Revenue data integration made easier with Telemetry RT3

Extracting data from multiple sales and marketing data sources to speed and simplify your revenue planning, forecasting and performance analysis.

Revenue performance gains through data integration

Integrating revenue data from disparate sources can be a critical factor in a company's ability to successfully manage its pipelines. Yet many organizations still find extracting almost any data from financial, CRM's and internal and external marketing sources problematic. Users need to be able to extract data quickly, in a repeatable process that eliminates the need to start over again in the next planning or reporting cycle. Telemetry, in both its on-cloud and on-premises versions, eliminates the need for manual data extraction processes with a unique, high-performance, easy-to-use alternative.

Connecting the "data islands"

Proprietary applications for performance management ("PM") and business intelligence ("BI") have transitioned from being data end-points to key sources of information. The need to extract that information from these varied systems for loading into centralized repositories has grown to be a business imperative.

The various sources can become "data islands," with users forced to constantly compare spreadsheets to confirm that the information is correct. Custom interfaces are too unstable to reliably extract data and metadata for reporting purposes. IT requires the rigidity of a relational system while finance, sales and marketing users need their cubes. To address these diverse requirements, a high-performance solution, which also offers ease of use, is needed to share financial data and extend rather than replace existing software Investments.

RevenueTEK’s Telemetry platform incorporates a fast, reliable tool for sourcing specialized “cube” data from financial, sales and marketing applications from a variety of data sources, including Salesforce, IBM TM1®, Oracle Hyperion applications and SAP Business Warehouse (“BW”). It can extract content including data and metadata (and security profiles in the case of Hyperion applications) and ingest this content into Telemetry for use with revenue performance management algorithms. With Telemetry, you reduce the need for custom integrations that typically introduce compliance risks and place a burden on scarce technical resources.

Key benefits

Provides high-performance data extraction

Users can choose full or partial data extractions; select entire dimensions or virtually any member intersection to create custom data subsets for export. Data extraction can be reduced from days or hours to only minutes, using the Intelligent Extraction feature, and a continuous planning cycle with rapid data updates can be effectively implemented.

Bridges the needs of IT, finance, sales and marketing

With an interface designed for business users, Telemetry provides a common ground for meeting the diverse needs of IT and Finance. IT can enjoy access to data in an open and standard format while finance users can continue to leverage the cube technology that suits their business requirements.

Balances hierarchies for planning and reporting

With its patented ability to balance “ragged” hierarchies for data and metadata from Oracle Hyperion sources, the Integration Server component of Telemetry ensures that important hierarchies and drill paths that reflect the business are preserved in the target RDBMS applications and text file targets.

Supports single source reporting strategies

For organizations with a single-source reporting strategy, Telemetry can extract and unify value-added information locked in proprietary applications like CRM’s, Oracle Essbase, Oracle Hyperion Planning, Oracle Hyperion Financial Management and SAP BW. These “data generating” applications are often gateways for user input. They can model complex business functions, generating valuable content for use downstream in a central reporting system.

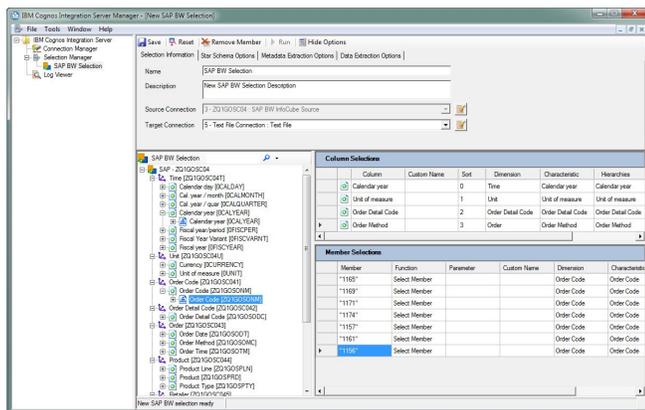


Figure 1: An intuitive user interface makes it easy to select subsets of sales and marketing data for extraction.



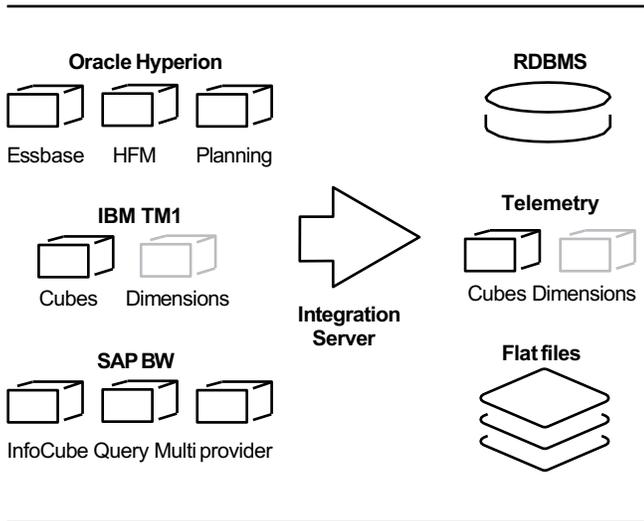


Figure 2: Proprietary technology rapidly extracts large volumes of content for loading into Planning Analytics, IBM TM1 and other applications, where the data can be made available for query and reporting.

Accelerated ROI

Unifying information across the organization’s portfolio of Financial, sales and marketing analysis applications can lower total lifecycle costs and improve the return on investment (ROI) of your existing software. Data extractions can be automated and chained together with other application processes. You gain incredibly detailed views into every aspect of your organisations pipeline performance who did what, when, where and how — improving pipeline control, forecasting and decision making.

Key features

- Data extractions are easy to build and maintain over time for loading into IBM Planning Analytics, IBM TM1, IBM DB2® and other relational database management systems (RDBMS).
- Interface designed for business users in on-cloud or on-premises versions.
- Faster and more reliable performance data extraction for loading into IBM Planning Analytics applications or BI warehouses. Extracts data and metadata (dimensions) from IBM Planning Analytics and IBM TM1, as well as from SAP BW InfoCubes, InfoQueries and multi-provider InfoCubes (using BAPI or MDX).
- Preserves important hierarchies and drill paths that reflect the business in the target relational reporting application.
- Supports large Essbase dimensional data extraction, exceeding the 264 power potential combination barrier.
- Custom extractions can be automated and chained together.

Revenue data only has value when you can use it!

No matter how valuable your data may be in theory, it only delivers its full business benefits when it can be accessed quickly and easily. And since virtually all large organizations store data in a variety of systems and formats, IBM Planning Analytics streamlines access to your data, whether it’s in Oracle, SAP, IBM TM1, or a variety of other sources, eliminating the need for time-consuming manual data extraction. With IBM Planning Analytics, your finance team can spend less time collecting data and more time on analysis, delivering real value to your organization.

Telemetry **RT**³[®]

About RevenueTEK Revenue Risk & Performance Analytics

RevenueTEK's Telemetry RT3 Revenue Analytics software delivers data-driven insights that help organizations market and sell smarter and outperform their peers. This unique portfolio includes revenue solutions for business intelligence, predictive and prescriptive analytics, decision management, revenue performance management and risk management. Telemetry enables companies to identify and visualize trends and patterns in their marketing and sales that can have a profound effect on revenue and business performance. They can compare scenarios; anticipate potential threats and opportunities; better plan, budget and forecast sales and resources; balance risks against expected returns and work to meet revenue targets. By making revenue performance analytics widely available, organizations can align tactical and strategic marketing and sales decision making to achieve business goals.

For more information, see www.revenuetek.com/platform/

Request a call

To request a call or to ask a question, go to www.revenuetek.com or email us at moreinfo@revenuetek.com.

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