

# Media

## The Analytical Tool for Making Informed Business Decisions

Media is an advanced Online Analytical Processing (OLAP) solution that lets you examine complex operational and customer data through an intuitive dashboard — from your desktop or on the Web. Using hybrid OLAP technology, Media connects to relational and multidimensional databases to rapidly transform raw data from multiple sources into useful information.

### **The Challenge: Measuring Organizational Performance.**

In today's global economy, organizational performance is key. You have to ensure that every part of your organization — from admin to R&D — is performing to maximum capacity.

Success depends on your ability to make better, faster decisions about every facet of your operations. But how do you make those decisions? How do you make sense of all the data? You need serious analytic tools that quickly turn raw data into useful information. You want low maintenance, fast response time and full flexibility — without compromise.

### **The Solution: Media**

Fresche Legacy's Media OLAP tool turns raw data into highly targeted information. It gives you the power to identify problems or opportunities, predict trends, measure organizational performance and analyze customer interactions. When you respond quickly to events, your whole organization benefits. Your grasp of the facts translates into better products and services, satisfied customers and higher profits.

### **Dashboard Power**

A Media dashboard displays charts of business performance measurements on any desktop. You can create rich graphics and charts for everything from general profits and losses to specific minute-by-minute analyses of mission-critical operations.

### **Ease of Use**

Media provides outstanding ease of use for both technical developers and end users. Its wizard-driven interface means users don't have to learn SQL. The entire system is highly scalable, so new users are added as needed. And Media draws information from a datamart or data warehouse, so dashboards transparently show information from multiple sources. Your non-technical employees will finally see data that normally are never examined side-by-side.

### **Media on the Web**

Your data might stay in the office, but you can't always do the same, so Media offers a Web interface with no extra effort. With Media Web, you can view all the dashboards and drilldowns you normally consult on your desktop. You can also generate new ad hoc queries and analyze any volume of data from live databases anywhere at anytime.

## Media Features

### ■ Analysis rules

For better “management by exception”, analysis rules highlight exceptional situations in meaningful colors. Click on an exception to drill down... even to individual transactions.

### ■ What-if projections

Media answers questions raised by changing realities. What-if projections let you assess the impact of a suggested change in your operating procedures. Just enter the hypothetical values and display the dashboard to see the effect.

### ■ SQL generator (CAR)

The powerful Computer Aided Request wizard writes SQL queries for you. The CAR builds a chart based on a key performance indicator (KPI), and then you view the data from multiple points of view by choosing different dimensions. And best of all, you don't have to write a single line of code.

### ■ Multidimensional data cube

So do you opt for speed, or up-to-date information? Media's hybrid architecture lets you have it both ways. The multidimensional database gives you lightning-fast access to stable, high-level data that doesn't change often. At the same time, the live connection to the relational database ensures a link to rapidly changing data. From HOLAP to VOLAP, Media does it all.

### ■ Calculation rules

Combine existing indicators to calculate percentages, ratios and comparisons using the full range of mathematical and logical operators.

### ■ Copy and paste

Key performance numbers and charts can easily be copied to word processors or spreadsheets like Microsoft Excel.

### ■ Optional Web front end

Use Media Web to view analyses and reports any time you need them. Media Web requires just a browser on client machines and no additional development.

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## System Requirements

Recommended configuration for client:

Processor: Pentium® 4, 1 GHz or higher

RAM: 512 MB

Storage: 55 MB hard disk space

(not including Microsoft .NET Framework)

OS: Windows

Recommended configuration for server:

Processor: Pentium® 4, 1 GHz or higher

RAM: 1 GB

Storage: 55 MB hard disk space (not including Microsoft .NET Framework)

OS: Windows

Web Server: Microsoft Internet Information

Services (IIS) 5.0 or higher

.NET Framework: Microsoft .NET Framework 2.0 or higher

Browser: Internet Explorer 6 or higher, Mozilla Firefox

## Media Helps You...

- Improve access to information by transforming raw data into rich-looking charts and reports.
- Easily identify trends in customer and organizational activity by measuring and analyzing data from multiple points of view.
- Distribute key data corporation-wide so all managers work with common information.
- Empower employees by increasing their capacity to make decisions.
- Deliver products and services on time and on budget by measuring productivity.
- Improve business processes using standard measurements of progress.

# About Fresche Legacy

Fresche Legacy (formerly Speedware) modernizes legacy applications and manages legacy environments. With more than 30 years in the industry, and a client list of top Fortune 500 companies, Fresche helps companies align IT with key business goals to increase financial performance, improve market competitiveness, remove risk and add value. We re-host, re-write and re-architect business-critical applications where needed, plus we have the knowledge and experience to plan, manage and support the entire process. We handle the full lifecycle of your project from concept to maintenance, and with our disciplined and unique five-step methodology, we ensure success on every project.