

FUTRIX[®] 6



Freedom to
Explore

The beginnings

In 1997 Business Intelligence was a concept in its infancy. Organizations were focused on systems that automated and optimized their operational processes, however very few understood the goldmine of information they were collecting within these systems.

This information could reveal potential spending habits of customers, identify trends in financial markets, highlight risk areas for insurers, and even uncover fraud. However, leveraging this information relied on getting it into the hands of the right people at the right time.

Futrix was founded in 1997 by Ian Sutton who wanted to build a product that let decision makers interact directly with information. It was designed to allow people to be more self-sufficient, and to explore information from any perspective. More than 10 years later Futrix software is used by thousands of people around the world, providing them with the freedom to explore.

Welcome to Futrix

Futrix is a worldwide Business Intelligence software company that provides a web-based solution enabling users to easily explore and interact with information in an unconstrained way. Whether it is summarizing information from a data warehouse, or analyzing financial costs against budgets, or disseminating performance metrics out to remote user communities, Futrix provides users with an intuitive visual environment that allows them to interactively explore information from a web browser.

Founder and Conceptual Architect Ian Sutton says that feedback from many businesses suggest that nicely formatted static reports no longer provide the level of flexibility required in a constantly changing environment. "These reports take too much time, cost too much money and don't provide the flexibility to answer all the questions that arise from viewing them," Sutton explains. Whilst some business intelligence software companies

seem to be focused on making reports faster and sexier, Futrix believes that business users don't want more reports, they want better ways to dynamically interact with and learn from information.

Futrix provides users with more of a self-service environment using an intuitive interface that allows anyone to get the information they need when it is needed. Registering data within Futrix is very simple and requires no custom structures to be set up, ensuring that no constraints are placed on the way that users can navigate through the information.

Futrix is run within a browser that requires no set up and minimal training for users. In the space of a day Futrix can be installed, configured and used by anyone with access to a web browser.

"It really does provide users with a unique way of exploring information," states Sutton.



Introducing Futrix 6

Traditionally, anyone wanting to explore information in a multi-dimensional way has had to have technical people design and set up dimensional structures which can then constrain how the information can be viewed. With Futrix 6 none of this is necessary. Once any table has been registered with Futrix the information is available to be explored by anyone with appropriate security, using as many dimensions as are available in the data and the freedom to explore through them in any sequence. Futrix dynamically monitors how users explore the data and automatically creates summarization tables to enhance performance.

Integrates with existing infrastructure

Futrix has been designed to layer over different types of databases and security infrastructures to ensure that existing investments in technology are preserved and further leveraged. Futrix can explore data from within Microsoft, Oracle, Sybase, IBM, and SAS databases. It can be seamlessly integrated into existing web-based portal environments taking user authentication information from existing systems. Futrix can also leverage existing user security from LDAP, Active Directory, and the SAS Metadata Repository.

No desktop software or licensing

Futrix is deployed on a server and accessed using Microsoft Internet Explorer. There is no additional software to install or license on desktops with the exception of a free component for administrators only. Licensing is server-based and allows for unlimited numbers of Futrix users and administrators.

Minimal administration and training

Futrix can be installed and available in less than a day, and the administration can be as simple or as customized as is required. Information can be made available to authorized users in minutes. Futrix has a network of partners who provide training and additional services, however many users will begin to explore information using Futrix with minimal assistance.

Secure access to information

Users are required to authenticate into Futrix, although this can be integrated with existing security infrastructures and portal technology. User and group profiles determine which views of information are available as well as how simple or sophisticated the user experience will be.

Intuitive graphical environment

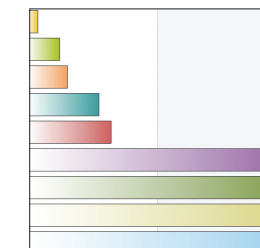
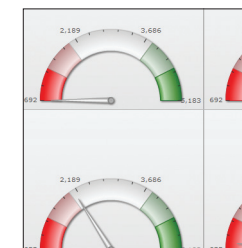
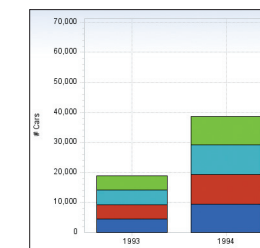
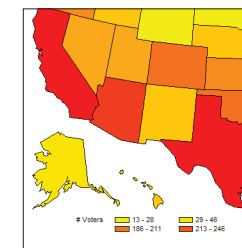
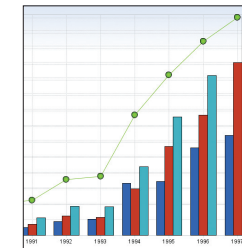
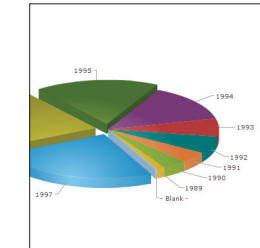
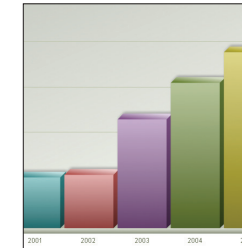
Users can explore viewpoints of information in Futrix using any combination of tables, charts, dials and maps. Each one of these is interactive and allows users to drill or expand into the information to further understand it. Heat maps, traffic lighting and alerting all ensure that users are focused on what is important. Geographic maps are also available to explore information in a spatial context.

Viewpoints and Dashboards

Users can explore individual viewpoints of information or combine them to create dashboards. Dashboards allow the user to analyze different viewpoints on the same screen. Dashboards can also be created that simplify and visually highlight key performance measures.

Export and share information

These viewpoints and dashboards can be saved as private, or made public to other users or groups of users. Viewpoints and dashboards can also be exported to a range of document types including Microsoft Word, Excel and Adobe PDF.



What makes Futrix unique

Futrix has been developed and enhanced with input from users for more than 10 years. We have always focused on the challenges faced by those people who need better access to information. If you are one of those people, then we want to show you just how unique Futrix is in the world of business intelligence software.

In summary, with Futrix you can:

- Install, configure and deploy in a day.
- Register data into Futrix in minutes.
- Provide access to everyone using a browser.
- Explore and discover using interactive tables, charts, dials and maps.
- Reduce training time and costs with intuitive web-based interface.
- Reduce administration effort and cost with no pre-defined structures.
- Leverage existing security including SAS, LDAP and Active Directory.
- Integrate with your Microsoft, Oracle, IBM or SAS platform.
- Empower business users with self-service access to information.

What our Customers say

“Futrix provides a very comprehensive set of tools for analysis and reporting. We also find it easy to customise the product to suit our exact requirements.”

[Rob Ashmore](#)

[Senior Data Analyst | MBF – BUPA Australia Group](#)

“Futrix has provided us with a flexible platform for displaying a wide variety of data to decision-makers who have very different goals and objectives. I appreciate how customizable Futrix is to their needs, and how the software has continued to evolve with end users in mind.”

[Ryan Bower](#)

[Director of CRM | Hard Rock Hotel & Casino](#)

“Futrix gives CGU the power to track targets and boost the individual performance of staff. Futrix gives transparency in information.”

[James Pettifer](#)

[Manager Long Tail & Information Delivery | CGU Insurance \(IAG\)](#)

“Intellidyn needed a tool that can handle terabytes of data and thousands of attributes, yet still have the flexibility to define reports on the fly. Futrix provided the perfect solution, allowing Intellidyn and our clients to measure results in real time and size their markets in seconds.”

[John Povey](#)

[Vice President Data Strategy | Intellidyn](#)



www.futrix.com

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