



Real-Time Analytics Studio (RTA Studio)

Combines Data



Answers Business Questions



Customized Reports & Dashboards



Business Intelligence You Can Use

Easy Installation & Maintenance with Low Cost & Simple Licensing

RTA Studio Highlights

Multi-Platform Data Access

RTA Studio gives you easy access to your data no matter where it is stored. RTA Studio uses native (ADO or ODBC) drivers to connect to a database. Drivers for Microsoft Access, SQL Server, Excel, Text, and ISAM (dBase, Lotus 1-2-3, etc.) are built in; other drivers are loaded on-demand when a connection to those databases is made.

Native Windows Look-and-Feel

It makes sense that if you are familiar with certain features and functions on your computer and you can already get around comfortably, then using a new product that incorporates those familiar concepts makes it easier to learn and use. RTA Studio does just that by integrating a Windows Look-and-Feel appearance to its design and displays, and offers native features like shortcuts and integration into the Start menu.

Tight Microsoft Office Integration

RTA Studio offers true Office integration in a number of ways. Microsoft Office supports connections to external data through an Office Data Connection (.odc) file. An .odc file is usually associated with importing external data into Excel, often times through a SharePoint server, but it can also be used to import data into Microsoft Word, Visio or Office Publisher. RTA Studio is capable of automatically creating these objects. Directly open results in Excel or insert into an existing spreadsheet, use your data to drive Mail Merge in Word, and create direct Office shortcuts on your desktop.

Uncomplicated Licensing & Implementation

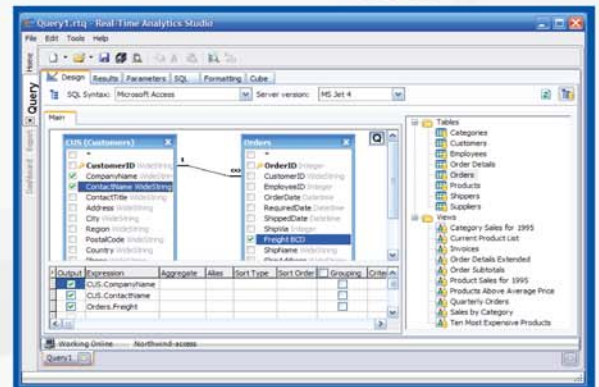
RTA Studio lets you design your query, create a report, spread data into rows and columns, design an interactive visual dashboard and much more all without having to purchase those features separately. Licensing is a breeze and RTA Studio license fees are extremely reasonable. Implementation is fast and easy. Install in a single place and run from that location across your entire network. Simply copy to any shared directory and run from there, giving all your users the ability to use new or updated features instantly. No more Application Bloat from .Net run-times or dll hell!

RTA Studio Built-In Features



RTA Studio Query Builder

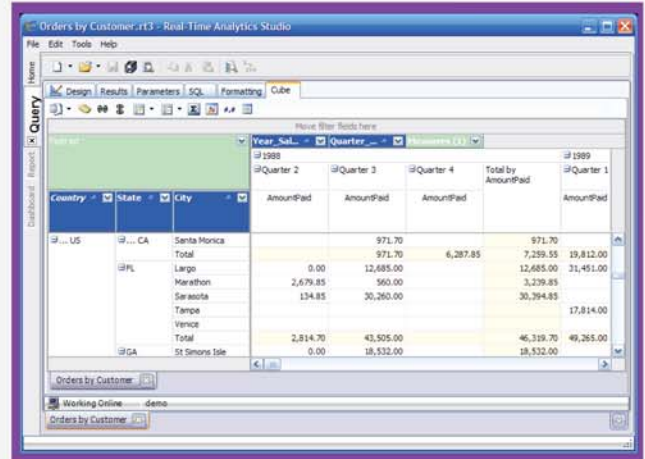
The Query Builder allows you to visually create simple or complex queries in a user friendly design environment that will be comfortable for users of all levels. It supports the native syntax of all major databases (SQL Server, Access, MySQL, DB2 and dozens more). Easily choose and join multiple tables; see a list of fields along with their data types and descriptions; use the expressions grid to help you define your record selection criteria; sort and group your records, apply formatting to the different columns of the query results, and much, much more.



RTA Studio Cube



The Cube Designer will provide you with an enormous amount of power and flexibility in how you can display your data. Typically a cube is used to "de-normalize" or spread data across different dimensions (like rows and columns) and summarize detail data. See as much or as little data as you want by collapsing or expanding the dimensions. Fields can be dragged from the list into the vertical or horizontal dimensions to create the grid layout. Drill down from summary to detail, compare values in a cell with the total for that column, display values in a cell against the grand total for all columns and all rows, include percents of total, etc.





RTA Studio Report Writer



The Report Writer is a powerful banded report designer that allows you to layout data from one or more queries (even from different databases) and create customized reports meant to be viewed or printed. The Windows look-and-feel and the easy-to-use Report Wizard will help you get started. The design features are limitless - insert images, add colors and conditional formatting, drill-down capabilities, embed charts, export reports in a variety of formats, create Master/Detail reports, add additional calculations like subtotals and totals, create custom headers & footers, and so much more. Preview your report as you are creating it to make sure that what you see is what you get.

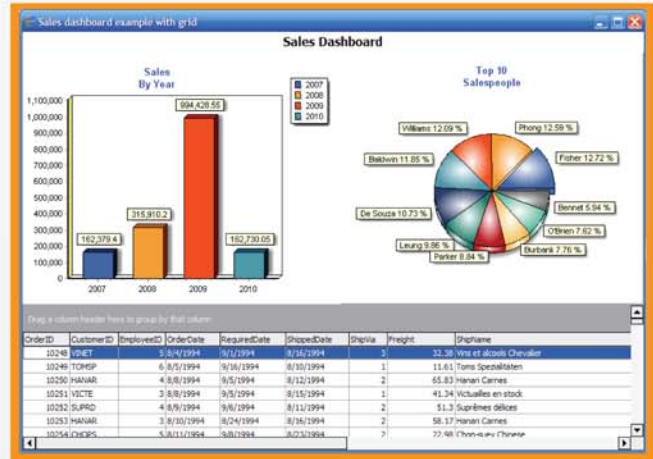
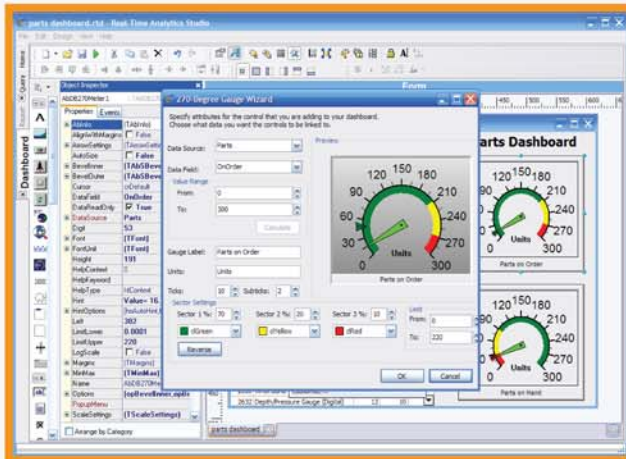


Species No	Category	Common Name	Species Name	Length (cm)	Length In	Notes
90020	Triggerfish	Clown Triggerfish	Ballistoides	50	19.69	 <p>Also known as the big spotted triggerfish. Inhabits outer reef areas and feeds upon crustaceans and mollusks by crushing them with powerful teeth. They are voracious eaters, and divers report seeing the clown triggerfish devour beds of pearl oysters.</p> <p>Do not eat this fish. According to an 1878 account, "the poisonous flesh acts primarily upon the nervous tissue of the stomach, occasioning violent spasms of that organ, and shortly afterwards all the muscles of the body. The frame becomes racked with spasms, the tongue thickened, the eye fixed, the breathing laborious, and the patient expires in a paroxysm of extreme suffering."</p> <p>Not edible.</p> <p>Range is Indo-Pacific and East Africa to Somalia.</p>
90030	Snapper	Red Emperor	Lutjanus sebae	60	23.62	 <p>Called seaperch in Australia. Inhabits the areas around lagoon coral reefs and sandy bottoms.</p> <p>The red emperor is a valuable food fish and considered a great sporting fish that fights with fury when hooked. The flesh of an old fish is just as tender to eat as that of the very young.</p> <p>Range is from the Indo-Pacific to East Africa.</p>

RTA Studio Dashboard



The Dashboard Designer allows you to quickly build interactive dashboards that can contain a variety of controls like buttons, gauges, charts, reports, etc. Each dashboard contains one or more forms (windows) with different controls from which the user can choose to begin their inquiry. Create a shortcut on the user's desktop that quickly brings them to their working dashboard. Let the user enter variables, drill down, focus on a particular set of data, export, launch an action or list of actions, send an email, etc. all from one location.



Summary

Real-Time Analytics Studio (RTA Studio) is a Business Intelligence Solution that has low start-up costs, quick implementation, easy maintenance and affordable licensing. It is an integrated development environment for building business intelligence objects quickly and easily, and uses native database access for best performance. Set it up to give as much or as little access as you need, including an optional ability to allow for direct data manipulation by authorized users.

RTA Studio runs directly on Windows and integrates tightly with Microsoft Office – no new interfaces to learn or crippling limits imposed by browser interfaces. Users can start creating the necessary business analytics they need, from day one, to make insightful decisions about changes in their business. Start using it immediately without waiting for an administrator to set up metadata, etc. RTA Studio provides the technology that SMB needs to support all of the elements of business intelligence - queries, reports, cubes, visual dashboards (KPIs), data mining, alerts and planning, all in one product. RTA Studio provides the ease of use and flexibility your users need to analyze their data, without compromising the standards and controls needed by the IT department.