

## Bluenog ICE BI

*Design, chart, manage, view and distribute complex reports from a single integrated product*

### The Business Intelligence Challenge

Your company needs accurate, timely and relevant reports – reports that represent and relate different facets of your business. As such, these reports need to include data typically housed in disparate systems across your organization. Things change fast, so your users need to be able to design, run, view and distribute their own reports, without IT's help. At the same time, the data and insights contained in those reports are sensitive – so you need centralized control of who can create, view and distribute reports based on that data.

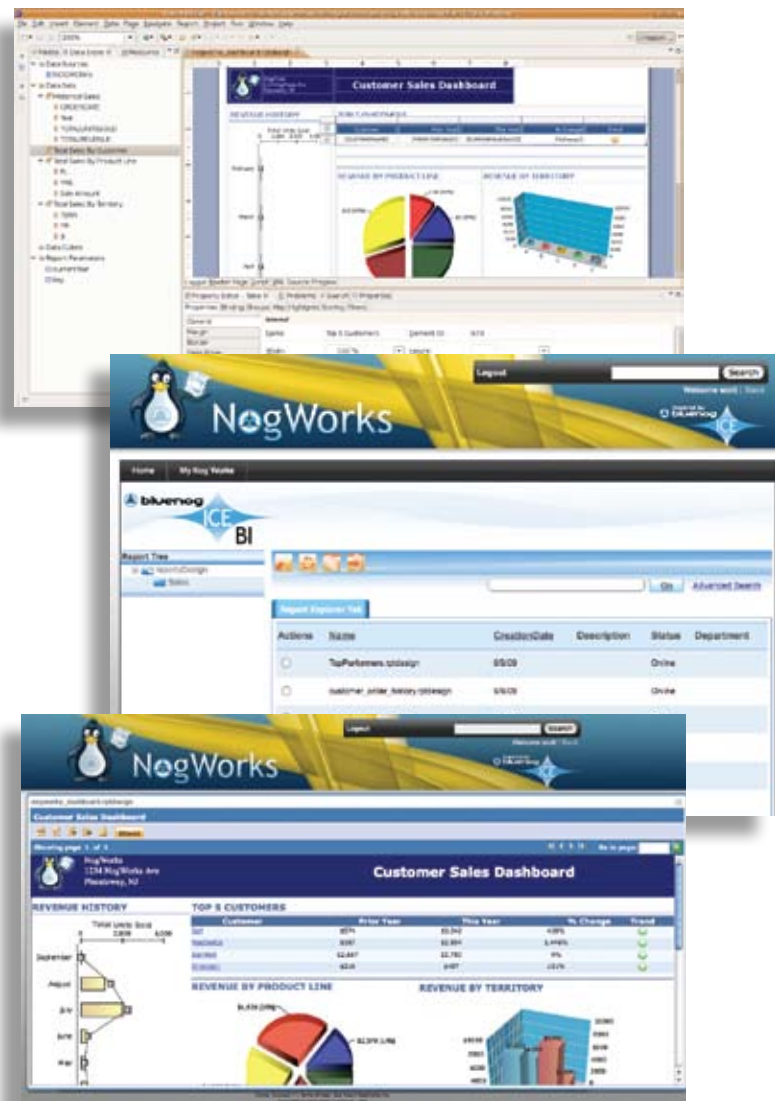
But when it comes to selecting the right BI and reporting tool for your business, there's definitely no shortage of options. Many of the core business applications in use in your organization likely offer some native reporting capability. Compound that with the myriad commercial and open source tools on the market today, and the selection process becomes that more challenging. Most of all, you need a solution that delivers the functionality you need at a price you can afford.

### Bluenog ICE BI™

Bluenog ICE BI is a complete business intelligence and reporting solution. It lets you design, chart, view and distribute reports all from a single user-friendly interface. It supports a wide range of operating systems and enterprise database sources. An intuitive drag and drop Report Designer includes sophisticated charting capabilities and can easily "mash up" data from multiple systems such as customer data, sales forecasts, order history and support tickets. This enables the creation of complex enterprise-wide reports at any level of detail. Users not only view reports, they intuitively interact with them; so they can sort, drill down and filter report results with a simple point and click. Users can also export reports into their favorite formats - PDF, Microsoft Word and Excel, HTML and others.

ICE BI's centralized administrative interface enables you to control user and group permissions at a granular level to determine who can design, run, schedule, view and interact with which reports. Authorized users can also schedule and automatically distribute a broad range of report types. Full report versioning allows you to roll-back to earlier iterations at any time.

ICE BI costs significantly less than comparable products that require separate designer, report engine and viewer components. Instead ICE BI pricing is simple and straightforward, based solely on the number of servers or users. A commercial product based on open source projects, ICE BI is backed by comprehensive support, maintenance updates, upgrades and professional services. To minimize risk and further empower developers, customers are provided source code and indemnification.



*Design, chart, view and distribute reports all from a single user-friendly interface*

*continued on reverse side*

“Bluenog’s BI solution had the ease-of-use and user interface features we needed, but at a price point that made it a reasonable option for us. We hadn’t found anything we liked until Bluenog came along.”

– Director,  
Higher Ed  
Institution

## Key Features

*With Bluenog ICE BI, you can:*

- Easily design, chart, view and distribute reports from a single platform
- Aggregate and relate data from multiple sources
- Interact with, drill down into and manipulate reports
- Schedule and distribute reports with recipient permissions set automatically
- Roll back reports to previous versions
- Export reports into standard formats such as PDF, Word, Excel and HTML

## Key Benefits

*Thanks to Bluenog ICE BI, our customers:*

- Design and produce customized reports faster with fewer IT resources
- Improve report quality, timeliness and accuracy
- Scale to meet changing reporting needs
- Reduce risk and ensure enterprise wide security compliance
- Cut license and maintenance costs significantly

## Is Bluenog ICE BI for You?

*If your organization...*

- Has an overworked IT department
- Needs reports that combine data from multiple sources
- Has more users asking for custom reports
- Needs sophisticated enterprise-wide security
- Struggles to keep track of multiple report versions
- Needs to securely display internal and external reports right out-of-the-box
- Is experiencing sticker shock over the high cost of BI tools

*...then Bluenog BI may be the solution for you.*

## About Bluenog ICE™

ICE BI is available standalone or as part of Bluenog ICE. Bluenog ICE is the only Enterprise 2.0 application development platform built on pre-integrated open source content management, collaboration, portal and business intelligence projects. It leverages Web 2.0 technologies, eliminates application silos, reduces total cost of ownership, and accelerates enterprise application development and deployment.

## About Bluenog

Bluenog is an enterprise software and solutions company that specializes in integrated content management, collaboration, portal, and business intelligence. Leading organizations rely on Bluenog products to build and deploy Rich Internet Applications (RIA), manage dynamic website content and readily integrate with existing systems at a fraction of the cost of traditional alternatives. Bluenog Solutions Group meets our customers’ unique challenges with pragmatic combinations of commercial and open source software. Headquartered in Piscataway, N.J., Bluenog is also a Red Hat, Oracle and Actuate reseller. For more information, visit [www.bluenog.com](http://www.bluenog.com).