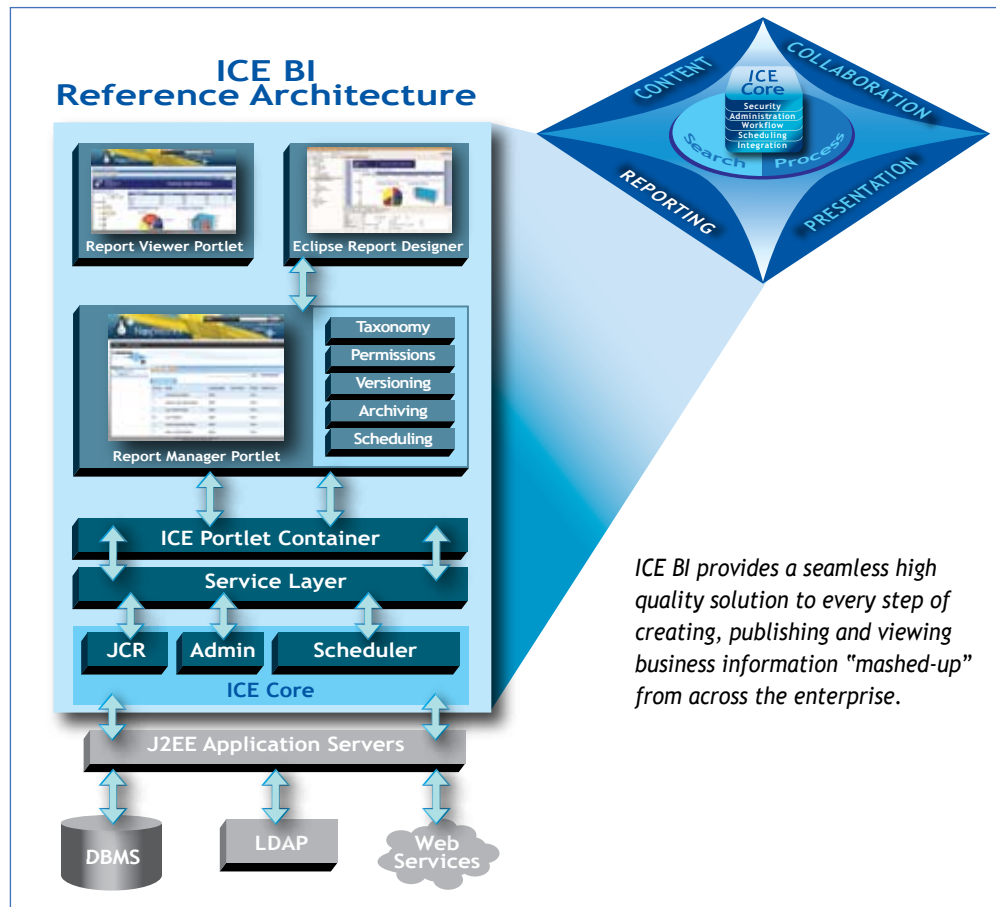


## Bluenog ICE BI

### Executive Summary

Bluenog ICE BI™ is a complete business intelligence solution that combines all the elements of data assembly, report creation, report publishing and report viewing in a single integrated package. It enables users to draw in data from disparate sources, including XML, relational databases, web services and POJOs, and create reports from that data to provide enterprise-wide insights independent of changes to underlying sources.



### How ICE BI Works

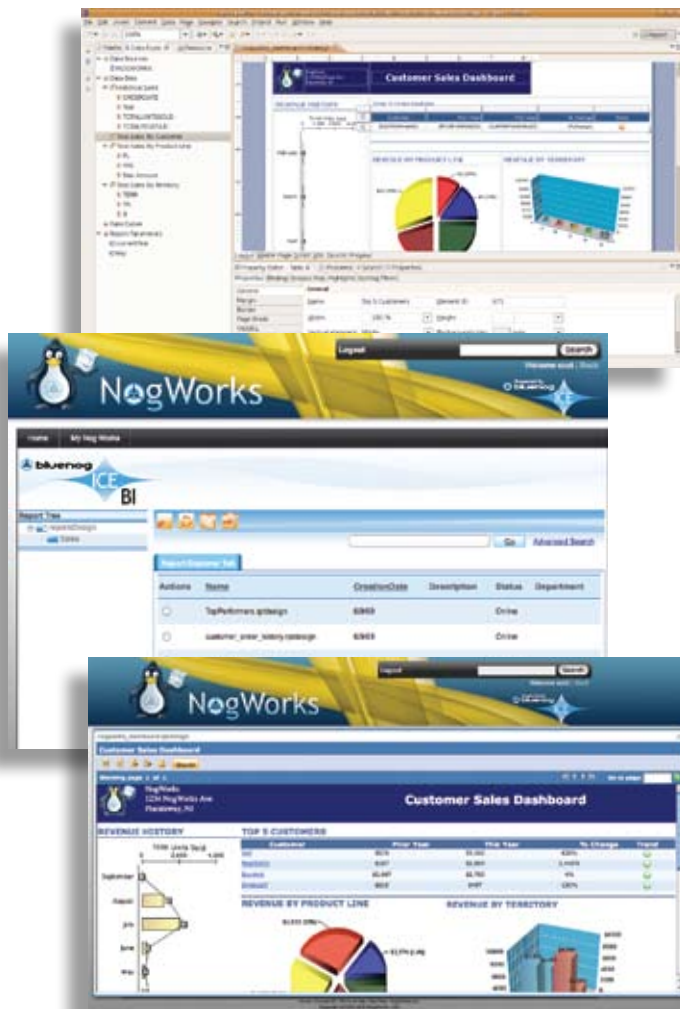
Users define reports in ICE BI's powerful Eclipse-based Report Designer. They can choose from a comprehensive library of existing report types, drag and drop the elements that they wish to include and then adjust the design using familiar web page constructs. Reports can also be fully customized with Javascript and eventing.

Using ICE BI's Report Manager, designers and administrators can set reports to run on a schedule. Notifications of report availability can be received automatically via email or web portlet as appropriate. Results can be sorted and filtered on multiple criteria and aggregated as the creator sees fit. Choices of output type include crosstab, compound or nested, dashboards, forms, lists, tabular and graphs/charts, which can all be dropped into existing JSR-168 compliant portal applications without additional coding.

ICE BI offers administrators centralized enterprise-wide control of reports and security. From this single interface, they can take advantage of AJAX and Web 2.0 controls. Using ICE BI's LDAP-compliant security framework, administrators can define access levels and degrees of interaction with reports for individual users as well as groups. ICE BI also includes full versioning, allowing users to maintain and roll back to different report iterations. They can then export those results in a range of formats including Microsoft Word and Excel, Adobe PDF, CSV and HTML. Administrators can also publish these results in dedicated interactive web portlets and as paginated versions in brochure-quality presentations.

Users access the finished reports via ICE BI's built-in interactive Report Viewer. The viewer's home screen shows a dynamic table of reports for which each individual user has distinct permissions. Those with appropriate permissions can drill down into reports to sort, filter, show and hide the results in multiple ways. Users can schedule reports to run on a regular basis.

ICE BI is a commercially licensed product that leverages the extensive development efforts of several respected, well-documented open source projects, including BIRT. Configuration is simple and straightforward, with no risk of hidden extra costs as your needs grow and change. Priced on a per server or per user basis, rather than by CPU count, and offered with full source code and indemnification, ICE BI offers an enterprise-class solution at a fraction of the cost of traditional products.



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

### ICE BI: A Key Component of Bluenog ICE

ICE BI is available as a stand-alone solution, and also as the business intelligence module of Bluenog ICE™, a comprehensive and tightly integrated suite of content management, collaboration, portal and business intelligence software. Bluenog ICE is an Integrated Collaborative Environment that leverages the latest Web 2.0 technologies and accelerates Enterprise 2.0 web application development and deployment, at a fraction of the cost of traditional alternatives. Its unified framework simplifies security, administration, workflow and scheduling. It also provides ready integration with third party commercial and open source projects.

Bluenog ICE significantly cuts the time and cost of development, implementation and maintenance compared with integrating stand-alone solutions. It leverages existing investments in software and expertise, reduces the burden on IT and improves data security.

### In addition to ICE BI, Bluenog ICE includes:

- **ICE CMS™**  
an Enterprise Content Management (ECM) system that securely creates, manages, publishes and repurposes a wide range of content for web, print and application access.
- **ICE Collaboration™**  
feature-rich Wiki and group calendaring software that enables enterprise-wide content sharing and event publishing through a secure, intuitive portal interface
- **ICE Portal™**  
a Rich Internet Application (RIA) portal development environment that gives users a highly customizable, interactive experience with secure access to dynamic content, reporting functionality and enterprise applications.

### Supported Configurations

ICE BI is designed to adapt easily to existing environments. It runs equally well on Linux, Solaris and Windows, and integrates seamlessly with a wide range of application and database servers such as Tomcat, WebLogic, Oracle and MySQL. Please visit [www.bluenog.com](http://www.bluenog.com) for the latest list of supported configurations.

### 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, NJ, Bluenog is also a Red Hat, Oracle and Actuate reseller.

**For more information, visit [www.bluenog.com](http://www.bluenog.com).**

**ICE BI Features**
**ICE BI Functions**
**ICE BI Resulting Benefits**

Single product incorporates design, charting, viewing and distribution capabilities	<ul style="list-style-type: none"> <li>- Comprehensive solution for all aspects of reporting lifecycle</li> </ul>	<ul style="list-style-type: none"> <li>- Saves time compared with separate designer and viewer components</li> <li>- Delivers complete BI solution at a fraction of the cost of traditional alternatives</li> </ul>
Powerful and easy-to-use Report Development interface with Eclipse-based designer	<ul style="list-style-type: none"> <li>- Define reports using 'drag and drop' functionality and familiar Web page design constructs</li> <li>- Broad range of report types (e.g. crosstab, compound or nested, dashboards, forms, list and tabular reports, graphs/charts - pie, line, bar, scatter)</li> <li>- Sort, filter and aggregate reports and data</li> <li>- Supports Javascript and eventing ("if-then") report customization</li> <li>- Drop reports into existing JSR-168 compliant portal applications without additional coding</li> </ul>	<ul style="list-style-type: none"> <li>- Scale to meet changing needs</li> <li>- Non-technical users can manage and interact with their own reports</li> <li>- Speeds IT's report development</li> <li>- Reduces development time required to add reports to existing portal applications</li> </ul>
Centralized report administration and security control	<ul style="list-style-type: none"> <li>- Define enterprise-wide security controls, presentation preferences, etc. once and enforce across entire reporting lifecycle</li> <li>- Define what level of access (define, manage, publish or view) users or groups have on reports</li> <li>- Define how each user or group can interact with a report (drill-down, sorting, etc.)</li> <li>- Leverage AJAX and Web 2.0 controls</li> <li>- Integrate with corporate identity management solutions (e.g. LDAP)</li> <li>- Manage entire report inventory from a central console; sort and search report definitions and instances</li> </ul>	<ul style="list-style-type: none"> <li>- Enables a rich user experience</li> <li>- Speeds report deployment by plugging into existing defined security model and data sources</li> <li>- Reduces risk, ensures compliance with security controls</li> <li>- Easier to maintain</li> </ul>
Ability to 'mash-up' content from a variety of enterprise data sources	<ul style="list-style-type: none"> <li>- Automatically find all related items from different content sources (e.g. newsgroups, wikis, databases, Java applets, websites, applications)</li> <li>- Server-side component virtualizes data access needed to "serve-up" the report</li> <li>- Create much more complex reports than just a pivot table on a master data set by compounding multiple reports into another report</li> </ul>	<ul style="list-style-type: none"> <li>- Easier to maintain reporting environment that's independent of changes to underlying content sources</li> <li>- Adapts to changing reporting needs</li> </ul>
Interactive Report Viewer	<ul style="list-style-type: none"> <li>- Dynamic table of available reports based on user's role or responsibility</li> <li>- Interactive drill downs, sorting, filtering, show/hide results</li> <li>- Export report results to a variety of formats (Word, PDF, XLS, CSV, HTML)</li> <li>- Customizable portlet interface for standalone reports, executive dashboards, and full report definition capabilities</li> </ul>	<ul style="list-style-type: none"> <li>- Empowers users, alleviates drain on IT resources</li> <li>- Eliminates need to define custom, one-off reports</li> </ul>
Flexible scheduling and distribution	<ul style="list-style-type: none"> <li>- Define simple (e.g. daily) or custom scheduling (e.g. run report based on events or Javascript results)</li> <li>- Notify users/administrators of successful completion or failure, unexpectedly lengthy runtimes</li> <li>- Results stored for quick retrieval</li> <li>- Tailor report notification and distribution mechanisms (e.g. receive notice within report portal inbox, email to personal inbox) based on user's role or group</li> </ul>	<ul style="list-style-type: none"> <li>- Easier to maintain, reduces burden on IT</li> <li>- Gets report results to users faster and on regularly scheduled, timely intervals</li> </ul>
Enterprise versioning capabilities	<ul style="list-style-type: none"> <li>- Rollback to previous report versions with a single click</li> <li>- Audit trail for all changes to report definitions</li> </ul>	<ul style="list-style-type: none"> <li>- Improves report quality and accuracy</li> <li>- Gets reports designed and into production faster</li> </ul>
Heterogeneous operating system and input platform support	<ul style="list-style-type: none"> <li>- Supports integration with a wide-range of platforms (e.g., Linux, Solaris, Windows and MacOS), Java Application Servers (e.g., Tomcat, Weblogic, GlassFish, jBoss) and Database Servers (e.g., MySQL, Oracle, Postgres)</li> </ul>	<ul style="list-style-type: none"> <li>- Maximizes existing hardware and software investments</li> <li>- Easily adapts to changes or additions to OS and infrastructure environment</li> </ul>
Commercially licensed product based on open source projects	<ul style="list-style-type: none"> <li>- All products backed by 9x5 (standard) or 24x7 (optional) support, maintenance updates and professional services</li> <li>- Customers provided source code with product</li> <li>- Leverages extensive development efforts of respected, well-documented Eclipse and other open source projects</li> <li>- Bluenog offers customers indemnification for all its products</li> </ul>	<ul style="list-style-type: none"> <li>- Lower cost, enterprise-caliber solution</li> <li>- More power and control for the software developer who has access to the source code</li> <li>- Reduced maintenance costs, lower overall TCO</li> <li>- Innovate without the burden of maintaining and supporting open source projects yourself</li> <li>- Reduced risk and liability</li> </ul>
Simplified pricing model	Pricing based on number of servers or users rather than CPU or user counts	<ul style="list-style-type: none"> <li>- Easier to configure and administer licenses</li> <li>- Pay only for what is needed</li> <li>- No hidden or extra costs</li> </ul>