



## Quick, Easy, Affordable Dashboards

VisualCalc™ Dashboard is an easy, affordable management dashboard and analysis software solution. Unlike the expensive, complex dashboard and BI solutions available on the market today, VisualCalc Dashboard is quick-to-implement, easy-to-use, and affordably priced, but at the same time offers the interactivity, customization and “drill-down” analysis capabilities only found in high-end solutions. These characteristics make it the first true management dashboard solution suited for organizations of all sizes, including large corporations, individual departments within companies, and small and mid-size businesses.

## Make Quicker, Better Informed Decisions

VisualCalc Dashboard helps companies monitor and manage their business, allowing them to quickly identify and act on issues and opportunities. VisualCalc Dashboard takes advantage of graphical interface techniques to simplify the process of transforming a company’s complex data into easy-to-understand insight, leading to quicker, better-informed business decisions.



## Monitor Key Business Metrics

VisualCalc Dashboard allows companies to quickly and easily turn their raw business data into key business indicators, such as actual vs. expected sales, or expense trends by department. These indicators can then be organized into customized groups of graphs and charts, or “dashboards”, which provide companies with a visual, easy-to-read view into their key business metrics. Users can point-and-click on any of the graphs to drill-down and analyze the details associated with that indicator. VisualCalc Dashboard reports then allow you to communicate the results of your analysis to others.

## Customization & Flexibility

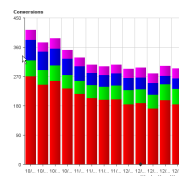
VisualCalc Dashboard offers companies significant flexibility in customizing and managing their dashboards to meet their needs. Users can “slice-and-dice” their raw business data to create an unlimited number of indicators. Each of these indicators can then be converted into a variety of graph formats, such as bar charts, pie charts, line graphs, gauges and heat maps. These indicator graphs can then be combined into an assortment of management dashboards, each of which display multiple graphs. Finally, intuitive application management tools enable users to easily manage and administer their overall dashboard settings.

## Easy to Deploy & Use

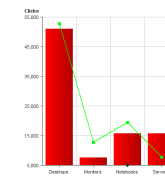
VisualCalc Dashboard can either be hosted by VisualCalc, or deployed on a company’s internal servers. In either case, the process to implement it is quick and easy, and can usually be accomplished in a matter of minutes. In addition, VisualCalc Dashboard is a web-based application, enabling rapid deployment without significant hardware or software investments. Finally, the intuitive nature of VisualCalc Dashboard enables business decision makers to create and customize their own indicators and dashboards, without having to rely on the IT staff or data analysis experts. Net-net, implementing VisualCalc Dashboard is a quick, easy and inexpensive process with a very low learning curve.

## An Embedded Option for Partners

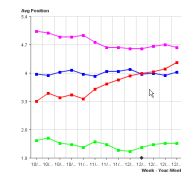
VisualCalc Dashboard’s underlying technology also makes it ideal for software companies to embed as an add-on to existing reporting functionality, or for system integrators to include as a part of a best of breed solution.



Bar Chart



Dual Axis Graph



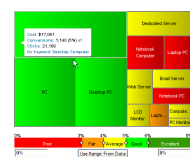
Line Graph



Pie Chart



Gauge



Heat Map

## Product Functionality

### Implementation

The VisualCalc Dashboard implementation process is extremely quick and easy, and can usually be accomplished in a matter of minutes. In addition, unlike other enterprise analysis tools, which require trained analysts and IT staff members for implementation, the entire VisualCalc Dashboard implementation process can be performed by the actual business decision makers in your company.

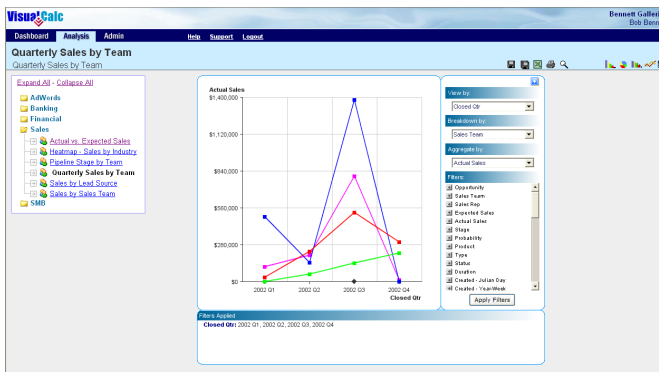
### Dashboard Monitoring & Management

VisualCalc Dashboard contains graphical Indicators that provide a quick, visual view into your key business metrics. These indicators provide clear, graphical answers to your key business questions, such as if your sales growth is on target, or if your expenses are trending unexpectedly.



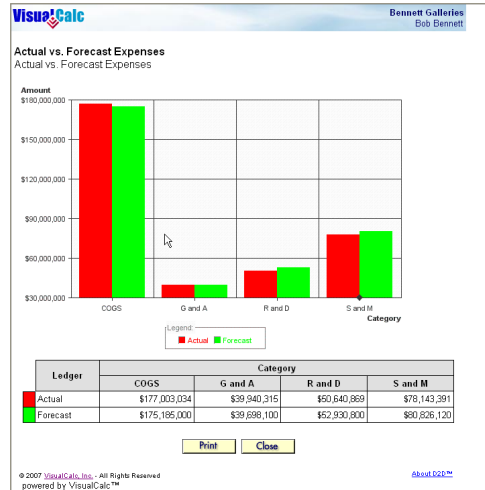
### Detailed Analysis

See something that needs investigation? Just click the “Analyze” button on an Indicator, and you are immediately taken to an interactive analysis tool where drill-downs and slice-and-dice capabilities are only a point-and-click away. Select key variables and filters to get immediate graphical feedback to your specific questions.



### Communication

Find something that needs to be shared with others to trigger action? Communicate your findings by clicking the “Printer” icon to generate a static report, or the “Communicate” tab to see the list of reports available for distribution. The results of your analysis can be broadcast to desired parties as a static report, or as a URL pointer to same dynamic application you were using.



### Administration

VisualCalc Dashboard provides an intuitive administration console that simplifies the set-up and administration process. Wizards assist with administrative functions such as source data selection, datamart creation, user administration, and account management, enabling these tasks to be performed by everyday users with a minimal amount of training.

### Hosting Flexibility

VisualCalc gives you the flexibility of having us host your data, or you can host it on your own internal servers – either way, our software can be accessed from anywhere using standard web browsers.

### Contact Information

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