

# PushBI Mobile: Personalized Business Intelligence.

## Fact Sheet: Retail Industry

### Solution

With PushBI Mobile, the important information you need is always available – anytime, anywhere. PushBI Mobile simplifies the decision making process by providing instant access to mission critical data right from your Blackberry, iPhone, or Windows Mobile device. With its easy-to-understand interface, users can focus on making business decision in real-time. We’ve made it as simple as monitoring a stock ticker!

### Personalized Intelligence

Our solutions are based on the philosophy that Business Intelligence is not about the tools – it’s about the user. We refer to it as ‘Personalized Business Intelligence’ and with this approach in mind, we deliver information to your employees in a way that is consistent with how they perform their jobs – leveraging the tools and software they use every day and allowing them to make informed decisions in a timely manner.

### Common Retailer Quotes

*“86% of District Managers surveyed said they spend more than 75% of their time in our retail stores disconnected from necessary resources.”*

– **Large Retailer**

*“We have the information, but it is not available when and where I need it.”*

– **District Manager**

*“Our reports are static and lack triggers or alerts for areas needing attention...I pull data. It is not pushed to me.”*

– **Store Manager**

### Features and Benefits

- Metrics/KPI’s travel with you
- Quick and easy performance summaries
- One touch access to trends
- Drill-down to view historical trends
- Visually rich and interactive UI
- Custom alerts with instant connect to KPI owner
- One click access to business intranet or extranet site (web links).
- Simple installation with support for Microsoft Outlook 2003/07 and 2010.
- Actionable insights to rich data easily accessible
- Works on Windows Mobile, Blackberry, iPhone and Android

### Products Utilized

- ✓ Windows Server 2008
- ✓ SQL Server 2008
- ✓ SharePoint Server 2007
- ✓ PerformancePoint Server 2007
- ✓ Reporting Services 2008
- ✓ Windows Vista/7
- PushBI Server and Desktop



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## Customer Encore

*"Now I don't have to call or e-mail someone to find out what is going on in the business".*

*"The PushBI Mobile solution brought a complete awareness of the business objectives and metrics to the organizations within weeks of the launch".*



## About Us

Extended Results delivers end-to-end Technology and Business Intelligence Solutions using a proven methodology that combines business knowledge, technical expertise, and in-depth application experience. We help our customers and partners discover and implement high value Microsoft solutions that generate rapid, meaningful, and measurable results. Extended Results enables the successful adoption, deployment, and use of Microsoft solutions and technologies for all customers, from the individual to the enterprise.

## PRODUCT SUMMARY

PushBI Mobile allows you to make real-time business critical decisions right from your mobile device.

## INDUSTRIES SERVED

- High Technology
- Entertainment
- Financial Services
- Gaming
- Government
- Healthcare
- Manufacturing
- Retail
- Telecommunications

## BUSINESS FOCUS AREAS

- Customer Service
- Finance
- Human Resources
- Operations
- Product Development
- Sales and Marketing

## WORKS WITH

- Windows XP, Vista, v7
- Outlook 2003/07/ 2010
- SharePoint 2007/ 2010

## QUICK SETUP AND USE

- IT Supported Deployment Scenarios supported
- Simple install by End-Users