

SYNERGY • 20
13

Embedding Interactive Reports and Charts in Applications

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Interactive vs. Static Reports

- **Pervasive user experience today:**
 - Dynamic, navigable content
 - Hierarchical, Top Down presentation
 - Lateral jumps to related information
 - Graphical: charts and pictures
- **Comprise users' expectations**

Billings-Last Week

\$35,496

Billed Amt.

Jobs 21

Waiting to Cost and-or Bill

\$430,645

Book_Value

Jobs 156

Shipments: Last Week

\$333,932

Book_Value

Jobs 197

Bookings: Last Week

383,018

Book_Value

Jobs 216

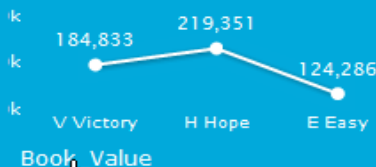
WIP: Active Jobs

\$528,470

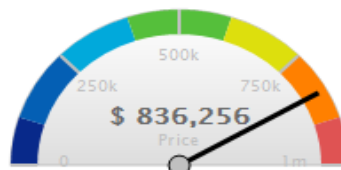
Book_Value

Jobs 213

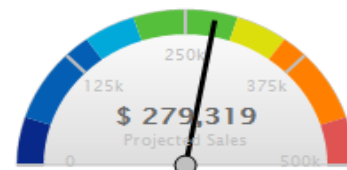
WIP: Active Jobs by Division



Quotes: Last Week



Bookings: Weekly Forecast



Bookings: Daily Count & Value

Click on the day date number to drill down on totals for that day.

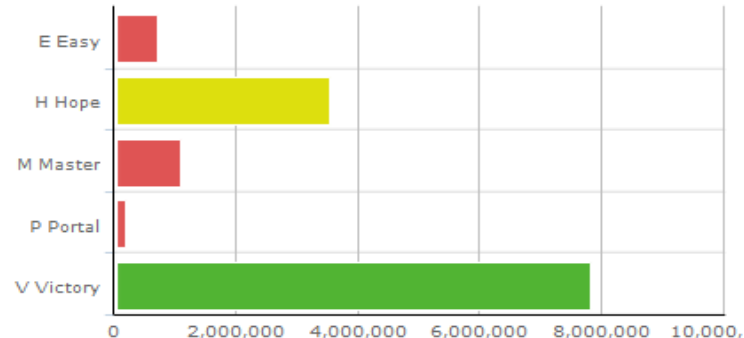
Nov 2012 - Value Target (max:50) /Entered Date							
Mo	Tu	We	Th	Fr	Sa	Su	Week
			1	2	3	4	W44
			\$62K 74	\$59K 37	\$17K 27	\$29K 7	\$167K 145
5	6	7	8	9	10	11	W45
\$19K 7	\$36K 53	\$25K 36	\$25K 25	\$73K 58	\$41K 39		\$220K 218
12	13	14	15	16	17	18	W46
	\$60K 33	\$68K 44	\$100K 43	\$76K 44	\$79K 52		\$383K 216
19	20	21	22	23	24	25	W47
\$7K 3							\$7K 3
26	27	28	29	30			
\$26K	\$96K	\$93K	\$186K	\$209K	\$137K	\$29K	\$776K

Division YTD Sales Performance

Yr. Sold
2012

Division	Billed Amt.	Achieved
E Easy	\$680,225	3.987%
H Hope	\$3,489,358	20.450%
M Master	\$1,056,337	6.191%
P Portal	\$154,335	0.905%
V Victory	\$7,781,260	45.604%
Yearly Goal	\$17,062,579	
Total Billings	\$13,161,516	
% Year Elapsed	88.77%	
% Goal Achieved	77.14%	

Division YTD Sales Performance



Interactive vs. Static Reports

That is not easy programming!

The solution is Dynamic AI.

It will change the way you think about reporting
and what is possible.

Paper-based, scroll through pages to find different subtotals & grand totals.

Page: 240

Account History by Currently Assigned Sales Rep.

Year	Div.	Rep#	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Y.T.D.	PFT. %	V.A. %	NEW \$
97		Dick Ninetys even																
UAIGH UAIGH Company Account																		
2010 M	97		0	16,650	3,099	0	0	0	0	0	0	0	0	0	19,749	-17.61	83.30	
2010 V	97		0	0	0	0	0	698	0	0	783	0	2,860	0	4,341	24.32	79.83	
2011 V	97		0	22,311	1,198	0	0	0	0	0	0	0	0	0	23,509	26.53	88.17	
UAIGH UAIGH Company			0	38,961	4,297	0	23,444	698	0	0	1,770	0	2,860	0	72,030	8.82	85.23	
UAIHG UAIHG Company Account																		
2009 V	97		0	0	0	0	0	0	0	0	0	0	0	0	0	0.00	0.00	
2010 V	97		0	0	0	0	0	0	0	0	0	0	0	1,456	1,456	-10.07	39.68	
UAIHG UAIHG Company			0	0	0	0	0	0	0	0	0	0	0	1,456	1,456	-10.07	39.68	
YAAHFYAAHF Company Account																		
2009 M	97		0	109	0	579	0	0	190	0	0	155	92	0	1,125	12.53	98.70	
2010 V	97		0	0	0	494	0	0	0	0	0	0	190	0	684	0.38	97.18	
2011 V	97		92	0	92	276	0	0	0	0	0	0	0	0	460	45.41	89.21	
YAAHFYAAHF Company			92	109	92	1,349	0	0	190	0	0	155	282	0	2,269	15.53	96.32	
D. Ninetyseven totals:																		
2009 E			0	3,988	1,050	0	665	31	6,775	1,487	-1,400	6,214	0	0	18,810	24.30	93.02	
2009 M			50,730	31,651	60,380	51,665	74,895	48,618	24,157	47,222	111,192	87,371	64,453	48,995	701,328	4.43	60.15	
2009 P			22	0	0	0	0	0	0	0	768	13,278	4,273	3,042	21,384	18.92	87.77	
2009 V			54,839	65,870	92,028	124,170	151,302	97,426	82,623	102,160	113,942	107,493	57,872	72,909	1,122,633	-0.22	62.87	
2010 E			0	0	825	710	5,250	225	0	14,411	9,958	2,345	1,125	15,375	50,224	20.04	83.64	
2010 H			0	0	0	0	0	0	0	0	7,062	18,700	18,725	21,679	66,166	20.74	18.81	
2010 M			68,319	78,654	58,619	71,300	37,435	83,521	90,490	30,055	59,371	67,838	3,470	0	649,072	1.10	64.45	
2010 P			23,315	1,340	611	0	65	18	2,136	377	1,750	227	100	65	30,003	13.98	93.72	
2010 V			53,405	53,209	106,755	79,648	66,566	104,917	84,836	66,635	132,244	99,211	105,877	75,895	1,029,197	5.81	73.32	
2011 E			2,100	0	3,125	0	0	0	0	0	0	0	0	0	5,225	1.24	99.95	
2011 H			5,967	24,671	76,200	47,669	17,436	0	0	0	0	0	0	0	171,943	-28.92	16.97	
2011 P			59	60	76	45	40	0	0	0	0	0	0	0	279	83.53	100.00	
2011 V			44,132	84,630	121,752	86,881	95,203	49,069	0	0	0	0	0	0	481,666	1.83	74.77	

Complex programming using structs & arrays took 2+ days to program, audit and debug. Takes 5-6 min. to run.

▼ Rep Sales History Detail

Year

IN (2010, 2011)

Rep Id	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8	Period 9	Period 10	Period 11	Period 12	Goal Total	Year Totals	%Goal	PFT.%	V.A. %
18 Eighteen	313,028	315,505	449,018	354,331	386,536	228,382	164,374	197,230	139,902	171,745	229,069	137,179	\$3,864,448	\$3,086,298	79.86	-6.15%	62.87%
23 Twentythree	372,915	252,307	439,271	312,368	336,438	250,839	130,352	125,012	186,527	244,468	260,525	83,500	\$4,144,665	\$2,994,522	72.25	10.23%	66.02%
32 Thirtytwo	299,451	264,507	321,555	273,964	274,344	269,004	187,030	114,208	144,758	142,078	196,264	182,430	\$3,858,791	\$2,669,592	69.18	4.88%	61.65%
91 Ninetyone	267,735	331,500	367,220	390,498	179,631	142,312	88,309	140,739	221,987	202,162	133,268	82,739	\$4,028,719	\$2,548,098	63.25	13.27%	60.83%
97 Ninetyseven	197,296	242,564	367,962	286,252	221,995	237,749	177,463	111,478	210,385	188,321	129,297	113,014	\$4,157,774	\$2,483,774	59.74	2.19%	66.44%
55 Fiftyfive	92,765	235,738	298,329	309,790	326,542	131,087	18,891	410,190	126,822	209,348	14,075	81,966	\$2,801,379	\$2,255,542	80.52	-2.11%	49.19%
61 Sixtyone	186,822	179,663	194,225	233,374	215,446	230,903	270,435	57,156	263,382	122,876	65,174	95,513	\$3,927,982	\$2,114,970	53.84	10.19%	65.95%
12 Twelve	160,471	151,221	153,432	140,695	143,208	81,304	50,072	51,182	83,747	162,411	157,314	65,876	\$2,842,071	\$1,400,934	49.29	-15.43%	65.11%
65 Sixtyfive	45,929	37,983	103,671	78,007	22,854	111,653	74,293	218,368	125,155	116,839	35,059	31,847	\$1,600,000	\$1,001,658	62.60	2.61%	70.37%
77 Seventyseven	85,398	79,324	147,681	115,187	115,518	61,554	35,079	52,341	62,008	82,425	51,886	59,405	\$1,934,209	\$947,807	49.00	12.26%	66.38%
28 Twentyeight	45,277	78,867	49,710	48,440	51,591	51,719	24,112	24,617	18,297	48,284	27,507	47,576	\$1,308,136	\$515,997	39.45	12.16%	79.00%
35 Thirtyfive	37,170	12,693	57,947	33,048	62,538	30,323	16,561	17,491	32,721	28,495	17,787	30,718	\$907,715	\$377,493	41.59	1.08%	67.50%
64 Sixtyfour	8,056	23,987	27,657	35,854	50,072	15,019	21,634	17,539	25,974	35,516	35,403	4,313	\$844,661	\$301,025	35.64	-10.22%	69.22%
13 Thirteen	23,064	14,263	39,896	24,458	42,122	25,228	12,674	11,453	30,330	368	18,203	50,395		\$292,454	0.00	31.71%	77.47%
27 Twentyseven	8,882	8,237	20,844	20,361	5,370	19,429	3,618	7,581	48,922	69,595	3,196	8,024		\$224,058	0.00	-6.03%	68.37%
14 Fourteen	23,965	10,548	26,549	13,415	12,822	13,119	5,434	15,097	11,332	60,479	18,499			\$211,258	0.00	-10.20%	95.34%

Full x ▼ Tools

Rep Sales History Detail

Year Rep Id

IN (2010, 2011) 23

Year	Division	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8	Period 9	Period 10	Period 11	Period 12	Goal Total	Year Totals	%Goal	PFT.%	V.A. %
2010																		
	E				3,225		4,818	385		1,013	4,140	940	8,885		\$23,405	0.00	-24.36%	96.57%
	H										23,321	28,633	15,748		\$67,702	0.00	16.35%	28.34%
	M	51,086	22,984	21,111	55,901	60,337	45,771	21,473	8,537	28,997	28,588				\$344,785	0.00	1.94%	68.76%
	P	157	234	195	214	208	207	205	151	373	217	166	713		\$3,040	0.00	-48.15%	68.03%
	V	142,272	98,612	150,376	141,872	94,311	147,640	108,289	116,324	156,145	188,202	230,786	58,154	\$2,072,751	\$1,632,983	78.78	13.13%	67.74%
	Total (2010)	193,515	121,831	171,682	201,212	154,856	198,435	130,352	125,012	186,527	244,468	260,525	83,500	\$2,072,751	\$2,071,915	99.96	10.86%	66.95%
2011																		
	E		2,195	2,675		7,440									\$12,310	0.00	-64.62%	96.94%
	H	43,466	11,052	87,022	900	29,674	871								\$172,985	0.00	-1.46%	24.91%
	P	3,059	2,740	2,809	1,743	1,669									\$12,020	0.00	65.82%	76.46%
	V	132,875	114,489	175,083	108,513	142,799	51,532							\$2,071,914	\$725,292	35.01	11.57%	72.46%
	Total (2011)	179,400	130,477	267,589	111,155	181,582	52,403							\$2,071,914	\$922,607	44.53	8.82%	63.93%
Total		372,915	252,307	439,271	312,368	336,438	250,839	130,352	125,012	186,527	244,468	260,525	83,500	\$4,144,665	\$2,994,522	72.25	10.23%	66.02%

▼ Rep Sales History Yr. Summary

Year

IN (2010, 2011)

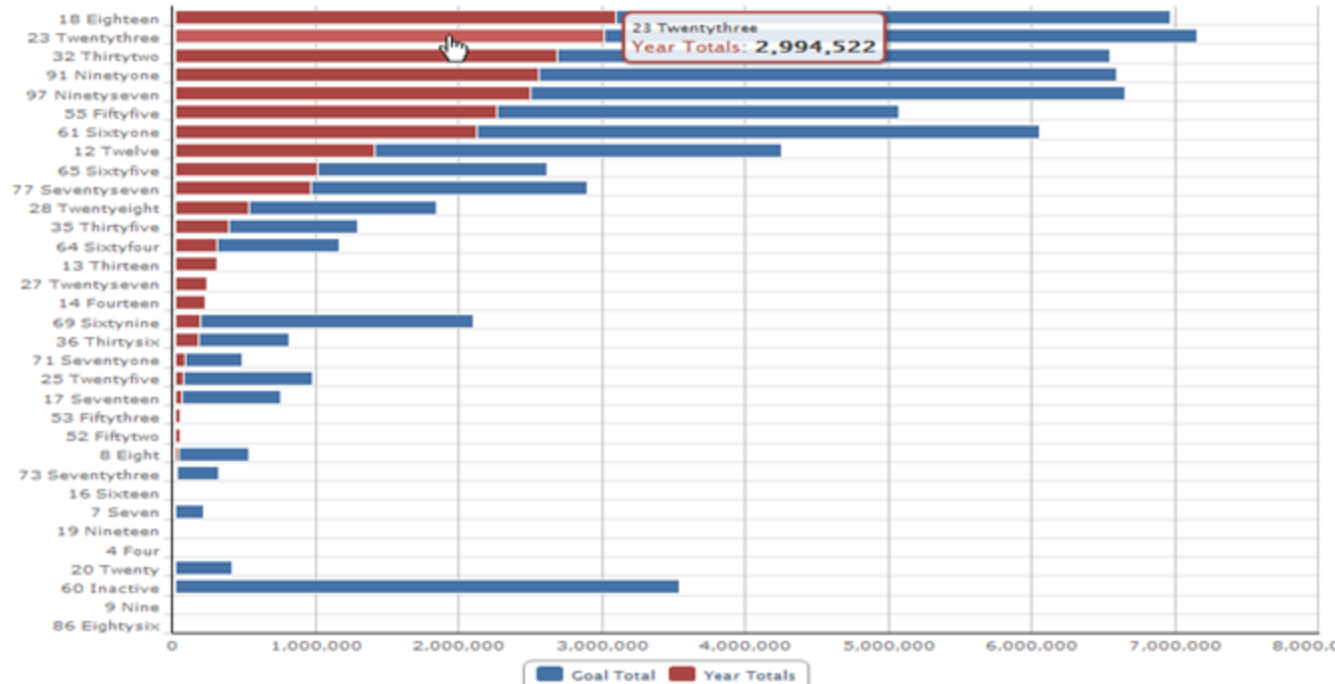
Year	Sales 1	Sales 2	Sales 3	Sales 4	Sales 5	Sales 6	Sales 7	Sales 8	Sales 9	Sales 10	Sales 11	Sales 12	Goal Total	Year Totals	%Goal	PFT.%	V.A. %
2010	1,220,807	1,158,106	1,592,526	1,413,157	1,110,814	1,474,981	1,312,166	1,602,003	1,775,182	1,969,162	1,435,914	1,108,873	\$25,116,796	\$17,173,692	68.38	8.41%	66.30%
2011	1,112,650	1,166,987	1,542,725	1,305,490	1,382,306	421,075							\$20,560,603	\$6,931,233	33.71	-8.72%	57.65%
Total	2,333,457	2,325,094	3,135,251	2,718,647	2,493,120	1,896,056	1,312,166	1,602,003	1,775,182	1,969,162	1,435,914	1,108,873	\$45,677,399	\$24,104,925	52.77	3.49%	63.82%

▼ Rep Sales History Detail.

Year

IN (2010, 2011)

Rep Sales History Detail.



Collection of
interactive, navigable
reports, runs instantly,
offers interactive
charts, and took 2-3
hours to create in
Dynamic AI

Interactive vs. Static Reports

What tools do we have?

Reporting Solutions Compared

Reporting Solutions Compared

- **Winprint:** Windows **print engine** coupled to VDF language
- **CRW / VRW:** Windows **report generators** with API
- **Dynamic AI:** web browser **BI platform** with “API”
- **Complimentary** – some overlap, not duplicative
- **Optimized** for *different* requirements
- You probably need all three in your tool box

Paradigm Technologies

Account # **PAAFE: Paradigm Technologies**
Address: **6890 S TUCSON WAY #205**

ENGLEWOOD, CO 80112

Contact: **ROBERT DCUCTF↑↑↑↑↑↑↑↑↑↑**

Phone: (919) 510-5252

Fax: ,Ext:FAX

Email: **bob@cergol.com**

Due: **07/27/2009**

REP: **70: Seventy**

CSR: **SUP**

Proof Due:

Partial Due:

Entered: **07/16/2009**

Ticket Printed: **12/15/2011 10:52:36.052 AM** of

Recently Worked: Offset Press | 40 5C HEID-M

Recent Instruction: Pre-press | DESKTOP:FM-M

Job Title: **The Miniature Poodle Magazine: July Issue**

8-1/2 x 11 Saddle Stitched publication

Job No: **100009-M**

Revision: 20 as of 02/15/2010

PO #: JIG-MPM-20070716

Prev.Job#:

Ext.# **0**

Est:

ECLIPSE

JOB PARTS:

Part Quantity	Part Title	Product	Trim Size	Stock	Printing
01 10,000	Text: 64 pg. 4 color process	16 Page Signatures	8.5 x 11	(do not use)Porcelain Gloss Text	4 / 4 Hd-Hd
02 10,000	Cover: 4 pg. 4CP/2S, +Aqueous Coat <i>back cover perforates tear-out reply card</i>	4 Page Cover	8.5 x 11	(do not use)Porcelain Gloss Cover	4 / 4 Hd-Hd

General Instructions

PT	Dated	Time	CSR	Instruction
----	-------	------	-----	-------------

PREPRESS SPECS.

PT	Prepress Type	Page Size	Layout	Bleeds & Trims Allowances	Plates
01	Office Suite Filles DESKTOP:FM: Laser Proofs: PROOFING : Content Proof: Large Format: PROOFING : Electronic Proof (pdf File):	8.5 x 11		0.125" bleed 0.125" head 0.125" foot 0.375" face-hi 0.125" face-lo	32 40" Speedmaster
02	Print-ready PDF PROOFING : Content Proof: Small Format:	8.5 x 11		0.125" bleed 0.125" head 0.125" foot 0.375" face-hi 0.125" face-lo	8 40" Speedmaster

PRESS SPECS.

PT	Quantity & Size	Title & Description	Press & Inks	Run Size	Press MR	P-Waste	Bindery	Base Shts.	TTL Shts.	Finish Shts.
01	10,000 8.5 x 11	Text: 64 pg. 4 color process 4 16 Page Signatures, Sheetwise, 1 each, 4 / 4	40 5C HEID Both Sides: 4Cp,	25 x 38	437	536	734	10,000	11,708 x 4	10,734 x 4
02	10,000 8.5 x 11	Cover: 4 pg. 4CP/2S, +Aqueous Coat 1 4 Page Cover, Sheetwise, 3 up, 4 / 4	40 5C HEID Both Sides: 4Cp, Side 1: Aqueous Coating:Gloss,	23 x 35	600	266	54	3,334	4,254 x 1	3,388 x 1

Aqueous Coat: Yes |

STOCK SPECS.

PT	Stock Description	Stock Size	Wgt.	Stock Qty.	Press Size	Press Qty.	Stock ID	Note
01	(do not use)Porcelain Gloss Text	25 x 38	70	46,832 shts.	25 x 38	46,832 shts.	MPT070253802	
02	(do not use)Porcelain Gloss Cover	23 x 35	80	4,254 shts.	23 x 35	4,254 shts.	MPC080233502	

Bindery General Instructions

Dated	Time	CSR	Cost Ctr.	Instruction
07/16/2007	5:52 PM	SUPERPACK/SHIP		Rush pick-up of 1 original art print for hi-resolution scanning.

BINDERY SPECS.

01	Page Size: 8.5 x 11 CUTTING : Trim Sheets: Post-press: Sheet Width: 25 Sheet Length: 38 Pieces Out: 0.125 Number of Cuts: 4 Total Sheets: 46832 FLD2540PIL: Folder Run: # Folds: 3 # Up: 1 Multiples: 4 # Pockets (all job parts): 4 Cover Feeder: Yes Number Up: 1 6P FOX SS : Stitcher Run: PACK/SHIP : Cartons: Standard Size: Pounds per carton: 40
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Reporting Solutions Compared

- **Winprint:** wielding a **stylus / air brush** to stream free-form data/info to X,Y coordinates
 - Extensive, run-time data processing / manipulation
 - Random, complex, logic-dependent precision formatting
 - Simple charts
 - Static output to screen, printer, text file



The Way Business
Gets Communicated™

IKON Office Solutions, Inc - Hayward BDS

ATBB AT & T BROADBAND MANAGEMENT C

Contact: Rose Cuevas-Reyes

Tel: 925-349-1154

Fax: --

cuevas-reyes.rose@broadband.att.com

Please rush, need by 9/19/02, thanks!
SHOP WORK ORDER

Part No./Job Title:

ENT-Headend Fundamentals FG and PG

CSR: CRP
Sales Rep: HOUSE

Created: 2/18/2004 - 14.

Terms: Net 10

PO#: *920* ATBB DX # 399036

Previous Job #: 0

Estimated \$: 522.20

Quote #: 0

Invoice \$: **430.46**

Source Estimate #: 0

Component Qty:

Comp #: **04 Headend Fundamentals PG**

11

1. EDP: Pull From DX # 399036

2. Text: 388 Pg. on 20#

3. Add Covers: Front cover over

4. Wire-O: (White)

EDP DATA PREP

15100 EDP Basic Charge

Hours

Units

Instructions

2

File: 3208_ent_pg

IR -110

50020 Originals 1 Sided
50022 Originals 2 Sided
50100 Setup Hours
50110 Run Hours/Impressions
50310 Inline Covers/Inserts

Hours

Units

Instructions

390

0.25

4,290

0.91

11

Back At&t Cover

COPY PAPER 1

100100 8.5x11 20 White

Hours

Units

Instructions

2,134

COPY PAPER 2

102190 8.5x11 Cust. Inventory

Hours

Units

Instructions

11

**388 pg. 20# white
2 pg overprice on Customer stock: AT&T front
Cover (AT&T1001)**

WIRE-0 BIND

200100 Setup Hours
200105 Hand Punch Hours
200150 Bind 1-1/4" Element

Hours

Units

Instructions

0.50

0.08

0.09

11

White

SHRINKWRAP

260100 Setup
260110 Run Hours/Wraps
260112 Pieces per Wrap

Hours

Units

Instructions

0.05

11

1

Reporting Solutions Compared

- **CRW/VRW:** cutting and placing **stencils** through which to pour structured data to create data/info patterns in precise sections
 - straight-forward listings, banded reporting, forms
 - section-based, complex, precision formatting
 - Sophisticated charts (CRW)
 - Static or minimally interactive output to screen, printer, PDF, HTML

Free search

*

GO

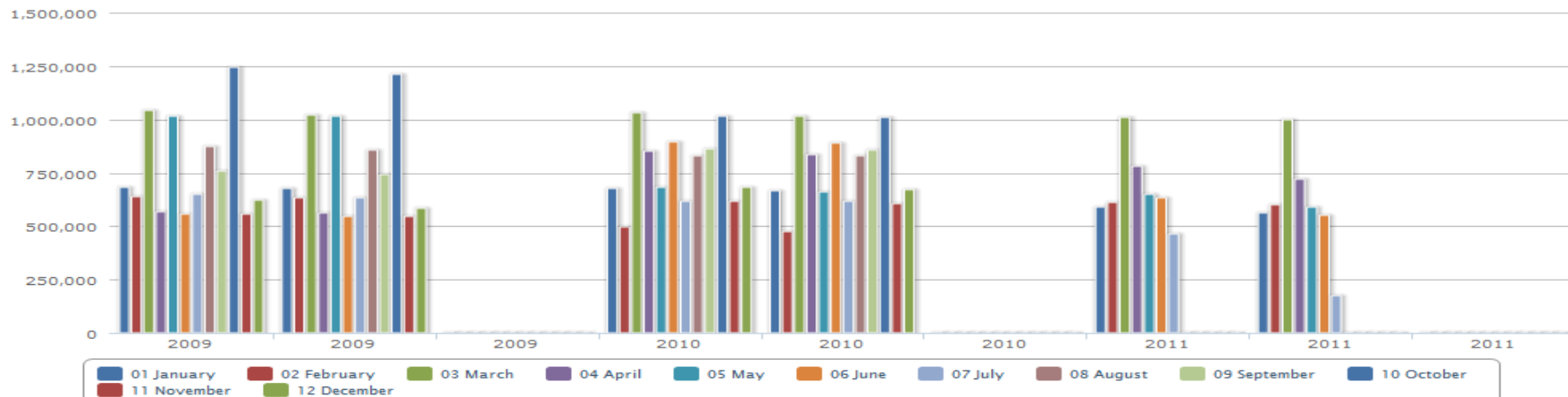
AI

Undo

Sold Month	Sales Rep	2009			2010			2011			Total		
		PRICE	INV AMT	Bill/Price	PRICE	INV AMT	Bill/Price	PRICE	INV AMT	Bill/Price	PRICE	INV AMT	Bill/Price
01 January		686,924.51	681,430.80	99.2%	679,035.14	668,652.84	98.5%	594,397.80	566,914.68	95.4%	1,960,357.45	1,916,998.32	97.8%
02 February		642,275.79	633,395.88	98.6%	501,728.26	478,873.30	95.4%	613,960.18	603,991.35	98.4%	1,757,964.23	1,716,260.53	97.6%
03 March		1,045,212.10	1,020,394.10	97.6%	1,033,132.20	1,014,642.34	98.2%	1,013,089.17	1,001,073.60	98.8%	3,091,433.47	3,036,110.04	98.2%
04 April		568,725.13	563,618.25	99.1%	853,178.69	839,395.12	98.4%	783,786.74	721,131.20	92.0%	2,205,690.56	2,124,144.57	96.3%
05 May		1,019,774.47	1,016,212.91	99.7%	684,876.03	661,714.13	96.6%	651,784.50	590,806.96	90.6%	2,356,435.00	2,268,734.00	96.3%
06 June		558,614.37	547,170.96	98.0%	896,771.34	889,465.90	99.2%	634,510.20	554,825.31	87.4%	2,089,895.91	1,991,462.17	95.3%
07 July		654,303.22	635,456.52	97.1%	621,414.40	621,177.55	100.0%	466,050.16	177,789.29	38.1%	1,741,767.78	1,434,423.36	82.4%
08 August		875,173.43	860,728.69	98.3%	833,302.58	830,488.81	99.7%				1,708,476.01	1,691,217.50	99.0%
09 September		760,659.60	742,557.32	97.6%	861,873.95	860,040.84	99.8%				1,622,533.55	1,602,598.16	98.8%
10 October		1,245,269.92	1,215,839.27	97.6%	1,018,785.58	1,011,633.24	99.3%				2,264,055.50	2,227,472.51	98.4%
11 November		559,040.52	545,571.61	97.6%	617,030.54	605,593.13	98.1%				1,176,071.06	1,151,164.74	97.9%
12 December		624,226.27	584,363.79	93.6%	685,865.07	672,704.64	98.1%				1,310,091.34	1,257,068.43	96.0%
Total		9,240,199.33	9,046,740.10	97.9%	9,286,993.78	9,154,381.84	98.6%	4,757,578.75	4,216,532.39	88.6%	23,284,771.86	22,417,654.33	96.3%

Jcjobs: Demo Result 1

PRICE



Reporting Solutions Compared

- ***Dynamic AI***: invoking an **aggregation engine** that serves up hierarchical, isolated, linked layers of information for dynamic presentation with automatic formatting and positioning
 - Aggregations on many levels/dimensions
 - Consolidate information from multiple data sources
 - Interactive, navigable reports, charts, dashboards
 - hierarchical, layered presentation
 - High level content trumps low-level pixel positioning

Embedding / Integration

VDF WebApp examples

Integrated/Embedded Dynamic AI

www.DataAccess.com/LiveDynamicAI

VDF WebApp Examples

- **Sales Map**

- From web card cWebHtmlBox to DAI report in new browser window
- To WebApp *Customer* view w/embedded DAI dashboard in new tab in previous browser window
- To WebApp *Order* view in new tab

- **Changing Themes (DAI CSS)**

- **Source code**

Calendar Magic

Downloaded from <http://www.sagepub.com> at NANYANG TECH UNIV LIBRARY on June 11, 2015

These exam

These exam

Visual Dataf

The example scenarios in available in

AI dashboard refreshed. Y

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reports. Drill



Full x ▼ Tools

State
OR

[illegible]

File Themes

 Clear all

Customer View using Dynamic AI

Customer Num:

6



Name:

Big River Public Schools



Business Intelligence

Address

Balances

Comments

Customer ID / Name	Yr. Sold	#Orders	#Items	Order Value	Avg. Value	% Customer Total	% All Sales Total
[-] 006 Big River Public Schools							
	2009	18	41	\$90,124	\$5,006.89	24.3%	1.39%
	2010	20	45	\$86,394	\$4,319.70	23.3%	1.33%
	2011	19	42	\$89,033	\$4,685.95	24.0%	1.37%
	2012	18	41	\$105,598	\$5,866.56	28.5%	1.63%
Total (006 Big River Public Schools)		75	[169]	\$371,149	\$4,948.65	100.0%	5.71%

Year Sales Trend Chart

Sales Total M\$



Orders for Selected Customer

Customer ID Customer ID / Name Yr. Sold [yyyy] Order | Date | Customer | Ship Via | Terms

6 006 Big River Public Schools 2012 1754 | 02/05/2012 | Rep: Kellie Smith | Acct: Big River Public Schools | Ship: USMAIL | Terms: COD

	VDF View	Orders	Line No.	Item ID	Item Description	Qty. Ordered	Price	#Orders	#Items	Order Value	Avg. Value	% Customer Total	% All Sales Total
[-]	1	VDF view	1754	1	MENU Menu Planning for the Busy Family	11	129.00	1	1	\$1,419	\$1,419.00	47.1%	0.02%
[-]	2	VDF view	1754	3	MAPS Maps of the National Parks	11	145.00	1	1	\$1,595	\$1,595.00	52.9%	0.02%
Total								2	[2]	\$3,014	\$1,507.00	100.0%	0.05%

Customer Orders Value	\$3,014
All Customer Orders Value	\$6,494,916
All Customers Order Avg.	\$3,052.12

Firefox

Visual DataFlex 17.1 Web Application Fra... xVisual DataFlex 17.1 Web Application Fra... xVisual DataFlex 17.1 Web Application Fra... x+

FileThemes

⏮️⏪️⏩️⏭️🔍✖️ Clear all

Order Entry

Order Number:1754🔍Customer Number:6🔍Order Date:02/05/2012📅

Customer Name:Big River Public Schools🔍

Street Address:P.O. Box 331

City:SalemZip:97301-Ordered By:

State:Oregon📄Salesperson ID:KS🔍

Terms:COD📄Ship Via:US Postal Service📄

Item ID	Description	Unit Price	Price	Quantity	Total
MENU🔍	Menu Planning for the Busy Family	\$129.00	\$129.00	11	\$1,419.00
MAPS	Maps of the National Parks	\$145.00	\$145.00	11	\$1,595.00

Order total:\$3,014.00

Embedding / Integration

VDF Windows examples

To get free Dynamic AI Library visit:

www.DataAccess.com/LiveDynamicAI

(use link on the *HOW* card)

or

Dynamic AI forum on DAW's public forums

(sticky post on *Integration*)

VDF Windows Example

- **Rep. Sales Dashboard for Boss**
 - Yr/Yr sales by Month, Customer, Product
 - Top 10 customers w/Pct. Of Total
 - created for live audience <10 minutes
- Integrated & embedded in Jcreps.vw
- Edit source and compile

ID Number: Division: External ID
 Last, First MI:
 Customers:
 Assigned CSR:

Address | Personal | Sales Goals | Goal History | Sales History | Sales Cost History | Value Added History | Business Intelligence

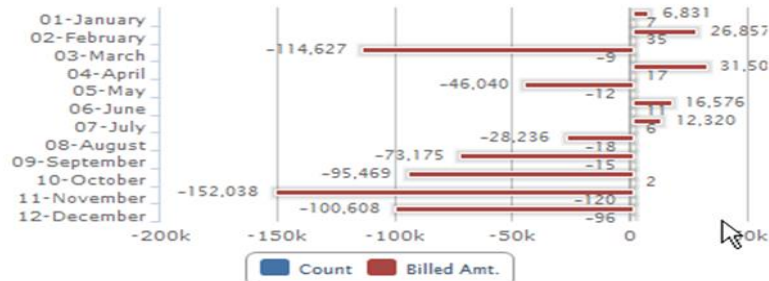
▼ Yr/Yr Customer Comparison

Rep. ID Yr. Sold [yyyy]

23 2011 Compare: 2012

Mo. Sold	2011	2012	Jobs/% chg		2011	2012	Billed Amt./% chg	
01-January	135	142	7	5%	\$217,152	\$223,983	\$6,831	3%
02-February	117	152	35	30%	\$243,783	\$270,641	\$26,857	11%
03-March	111	102	-9	-8%	\$283,379	\$168,752	\$-114,627	-40%
04-April	74	91	17	23%	\$73,533	\$105,034	\$31,501	43%
05-May	119	107	-12	-10%	\$186,566	\$140,526	\$-46,040	-25%
06-June	86	97	11	13%	\$144,157	\$160,733	\$16,576	11%
07-July	109	115	6	6%	\$190,979	\$203,299	\$12,320	6%
08-August	127	109	-18	-14%	\$173,240	\$145,004	\$-28,236	-16%
09-September	123	108	-15	-12%	\$212,457	\$139,282	\$-73,175	-34%
10-October	104	106	2	2%	\$119,685	\$24,216	\$-95,469	-80%
11-November	120	0	-120		\$152,038	\$0	\$-152,038	
12-December	96	0	-96		\$100,608	\$0	\$-100,608	
Total	1,321	1,129	-192	-15%	\$2,097,577	\$1,581,470	\$-516,107	-25%

Yr/Yr Customer Comparison



▼ Top 10 Customers for Rep

Rep. ID Yr. Sold [yyyy]

23 2012

Customer ID / Name	Jobs	Billed Amt.	Pct. of Ttl.
RAJIH RAJIH Company Account	[165]	\$354,394	34.1%
IABDD IABDD Company Account	[76]	\$144,055	13.9%
FAABJ FAABJ Company Account	[31]	\$123,199	11.9%
CCDIC CCDIC Company Account	[14]	\$94,189	9.1%
UAIH UAIH Company Account	[25]	\$83,410	8.0%
LABHG LABHG Company Account	[15]	\$59,344	5.7%
LBDHA LBDHA Company Account	[8]	\$57,606	5.5%
BEEA BEEA Company Account	[54]	\$55,817	5.4%

Top 10 Customers for Rep

Inner: Count, outer: Pct. of Ttl.

IG Company Account

IIH Company Account

C Company Account



RAJIH RAJIH Company

34.10%

34

The Dynamic AI Solution

- **Capabilities that empower you!**

- Interactive reports, charts, dashboards
- Aggregate data from multiple sources
- High-productivity & fast performance
- Quick path to web-based reporting
- Extremely easy application integration

The Dynamic AI Solution

- New VDF Developer Pricing
 - **\$750 Designer license**
(not for deployment)
- Entry-Level Deployment Pricing
 - **\$1825 Named User Server License**
(1 author/viewer + 3 viewers)

The Dynamic AI Solution

- **Step Up Your Game & Innovate!**
 - Increase your application's value and impact
 - Add competitive features to win new business
 - Integrate BI to open opportunities for custom solutions
 - Increase revenue with Dynamic AI consulting and license sales

WHAT ARE YOUR PRIORITIES?

► With IT budgets expected to be essentially flat for the fifth straight year, analysts at research group Gartner say it is time to evolve your IT strategies, priorities, and plans beyond tending to the usual concerns and work to increase technology's potential in the enterprise. "CIOs require a new agenda that incorporates hunting for new digital innovations and opportunities and harvesting value from products, services, and operations," says Mark McDonald, group vice president and Gartner fellow.

Here are the top 10 technology priorities for 2013, according to Gartner:

1. Analytics and business intelligence
2. Mobile technologies
3. Cloud computing (SaaS, IaaS, PaaS)
4. Collaboration technologies (workflow)
5. Legacy modernization
6. IT management
7. CRM
8. Virtualization
9. Security
10. ERP applications

SYNERGY • $\frac{20}{13}$

Embedding Interactive Reports and Charts in Applications

Q & A