

## The Challenge

Business Analytics environments are known to be difficult to implement, maintain, develop, and use. But thanks to Cloud services, something else is now known - that these obstacles are no longer true.

For many small and mid-size companies, the term "business analytics solutions" had been synonymous with the word "complexity." It's the major reason why Business Analytics isn't deployed in many of those firms. Furthermore, additional costs that come with complex systems also made it cost prohibitive.

FYI Solutions' Cloud services now allow small and mid-size companies to take full advantage of opportunities that Business Analytics can bring to an organization by making the following possible:

- ▶ More affordable solutions
- ▶ Faster implementations
- ▶ No longer necessary to purchase your own infrastructure
- ▶ No longer necessary to have your own BI staff
- ▶ Ability to grow the infrastructure based on business demands.

## About FYI Solutions



FYI Solutions is an innovative, US-based IT consultancy that delivers better results through closer relationships with our clients and consultants. We specialize in business

analytics solutions, software, and staff for the financial services, insurance, life sciences, media & publishing, and automotive industries.

Founded in 1984, FYI Solutions has a long track record of creating lasting value through lasting relationships. The average FYI Solutions client relationship is 15 years. Even more telling, the average FYI Solutions consultant relationship is 9 years. We believe that the longevity of these relationships is the best validation of the value we create.

Our open and timely communication, responsiveness, accountability, and reliability have made us a trusted and respected partner. The company is still led by its founders, who have over 25 years of experience in business technology.



Start Maximizing Cloud Computing for the Midmarket!  
Contact FYI Solutions to learn more about FYI's Cloud Solution.  
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## FYI's Cloud Solution for the Midmarket Featuring IBM Cognos Express

## FYI's Cloud Solution

Introducing FYI's Cloud Solution featuring IBM Cognos Express, a private cloud offering that provides Business Analytics services to small and mid-sized companies. All the benefits of integrated business intelligence and planning solutions become rapidly available by turning data into actionable insight. Notably different is that companies can now access their array of Business Analytics services without new infrastructure set-up or IT complexity.

FYI Solutions is uniquely qualified to meet the demands of small and mid-sized businesses looking to deploy Business Intelligence into their firms.

- Business Analytics is a core competency of FYI Solutions, whose history of delivering powerful systems has provided clients with a comprehensive understanding of factors affecting their business performance.
- FYI Solutions specializes in IBM Cognos Express, a leading solution among business analytics tools for small to mid-sized businesses.
- Cloud Hosting is provided via one of FYI Solutions' hosting partners.

Secure communications is a key component of our private cloud architecture. Data travels between your company's database and the hosting provider through a Virtual Private Network (VPN) connection.

Dashboards and reports, which are developed exclusively for your business within Cognos Express, transform the "data" into "information" and are then transmitted back to your company through the VPN connection. The results are clear insights that help guide businesses down the paths they need to take.

If your company doesn't already have a database ready for reporting, FYI will design and build one that is customized specifically to meet the reporting and analysis needs of your company.

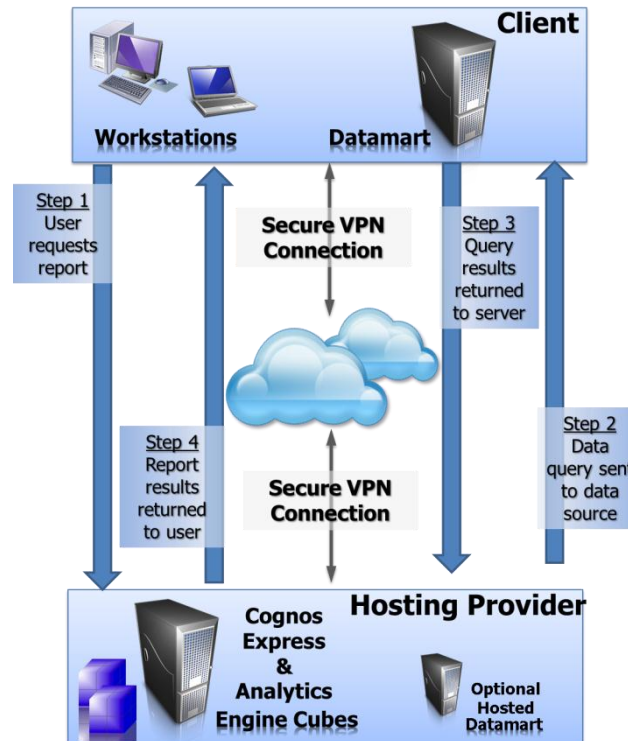
## The Cloud Solution Benefits

**Timeliness:** Dashboards and reports can be created without a long lead-time to get the necessary resources and architecture in place.

**No Infrastructure Build-Out:** No new server hardware to purchase and install. No additional burden on facilities and existing infrastructure support staff.

**No New Resources:** Business Analytics solutions can be complex. FYI Solutions will take care of all installation, configuration, and implementation tasks, as well as end user training. Advanced power user and report developer training is also available.

**Financial Advantages:** There is no long-term commitment, although longer-term commitments can result in significant cost savings. Our offering will also allow you to shift expenses from capital expenditures to operational. Low-cost financing is also available.



## Frequently Asked Questions

### Q: Where do I start?

**A:** FYI Solutions will provide the IBM Cognos Express product and supporting services tailored to meet your company's needs. Think of it as one-stop shopping for clients, as we guide you through the processes of purchasing the software licenses from IBM, fully implementing the system, and training your staff.

### Q: Does it perform?

**A:** Our testing confirms that FYI's Cloud Solution can perform at near-LAN speeds. Performance levels, however, cannot be guaranteed due to the dependence on a variety of factors. But FYI Solutions is committed to providing the best experience possible for your environment.

### Q: Where will my data reside?

**A:** If you have existing data sources already on your premises, we can configure a solution to leverage your current data infrastructure. Clients without a data store must have one created and can choose to have it located on premises or at the hosting provider's site. If you choose to utilize the Cognos Express Analytics Engine, the data cubes will be stored on the hosting provider's site.

### Q: Is my data secure?

**A:** With Private Cloud architecture, data is transferred securely. The data is encrypted to and from the hosting provider and the client site. The hosting provider is certified SAS70-Type II and is compliant with SOX, HIPAA, and other standards.

### Q: How will I be supported?

**A:** FYI Solutions provides the initial point of contact for all FYI Cloud Solution related issues, including interfacing directly with IBM if necessary.