

WHITE PAPER

Take Your BI Application to the Next Level

Nine Reasons to Upgrade from Logi Report to Logi Info

Abstract

Logi Report is a powerful reporting and analysis application that thousands of organizations are using every day. Sometimes, however, you need more capabilities than the free Logi Report offers. This paper outlines nine important reasons why you should consider an upgrade to Logi Info to expand your reporting and analysis application.

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Executive Summary

Logi Report is a great first step into the world of Business Intelligence (BI). It is a powerful managed reporting product that can be used to build many different kinds of reporting and analysis applications. And, let's face it, it's free. There is not a comparable free product on the market.

Did you know that thousands of people download Logi Report every month?

For all of its strengths, however, Logi Report doesn't do everything. If you are a developer who has built your initial reporting and BI environment with Logi Report, you may be ready to expand it to give your users more functionality. Perhaps you want to give them more advanced data visualization, more sophisticated security or alerts and report scheduling. Perhaps you want to build executive dashboards so that your users can have at-a-glance access to key information. Or perhaps you want the capability to link to a data mart such as the Logi Intelligence Server and capture and analyze historical data or search your report Google-style. These powerful features are available in Logi Info, the flagship managed reporting product from LogiXML.

There are many reasons to upgrade from Logi Report to Logi Info. This short paper outlines nine of the most important ones. All the features listed here are core components of Logi Info. These are not add-ons or extensions: they are part of one simple package. As with the other LogiXML products, Logi Info has a server-based pricing model with unlimited users. Plus, upgrading to Logi Info from Logi Report is extremely easy. All the reports you've built with Logi Report will work with Logi Info.



The Nine Reasons to Upgrade to Logi Info

REASON	BENEFIT
1 Interactive AJAX Dashboards	Ability to view key performance metrics, graphs and charts in a single, customizable multiple-panel Dashboard display.
2 Logi Analysis Grid	Freedom to filter and sort data, change report format, add calculations and charts, and pivot results to get the information you need.
3 Interactive heat maps	Power to view multiple dimensions of dense data in an immediate, color coded map for maximum visual impact.
4 Google Maps mash-ups	Ability to add drillable symbols and metrics to Google Web-based maps.
5 Logi Interactive Data Viewer (IDV)	Capability to slice and dice, compare, summarize data through a flexible interactive tool.
6 Advanced charting	Flexibility to construct interactive charts, cell bars, color bar sliders plus Flash-animated metrics for powerful data presentation.
7 Comprehensive security model	Assurance that the right people get access to the right information.
8 Scheduling, alerting and process updates	Ability to use a number of custom report-automation and delivery options to improve productivity.
9 Historical data capture and analysis, search capability (when linked with Logi Intelligence Server)	Ability to archive and analyze historical data; ability to perform intuitive, Google-style searches

The following pages describe in detail why Logi Report users should consider upgrading to Logi Info.

Reason 1: Interactive AJAX Dashboards



Dashboards (sometimes called enterprise, executive or digital dashboards) allow business users to see reports, charts, graphs and other visual elements in a single, consolidated window.

Dashboards are excellent tools for users to get immediate personalized answers on their own. The individual panes of a dashboard can be easily selected, deselected and moved around by the user; they help track business performance at-a-glance by displaying summarized information, charts, graphs, gauges and alerts. Dashboards enable quick decision-making by presenting all the critical information a user needs in a single, impactful view. Logi Info's interactive dashboards let executives, managers and analysts monitor, measure and share key performance metrics instantly and view the information most pertinent to their roles.

The following are among the many benefits of Dashboards:

- Providing personalized views of complex business information from numerous sources across the organization in one place for quick, at-a-glance viewing
- Providing 'clickable' charts and graphs including gauges and maps
- Enabling users to drill down, explore and analyze data in real-time to determine root causes
- Granting access to key performance metrics that help you monitor performance and processes for a greater understanding of your business
- Being fully role-based and individually customizable so that business users only see the information they are interested in by selecting and deselecting panels as well as modifying the layout on-the-fly according to their own preferences

Dashboards are easy to build in Logi Info. Logi Info Dashboards are built using AJAX (Asynchronous Javascript And XML), which gives you the ability to create fully dynamic and interactive, role-based Dashboards, scorecards and information portals for end users. AJAX is a powerful technology that allows the individual elements of a dashboard to be refreshed, moved, resized and minimized without impacting the other elements and without requiring a refresh of the entire browser window. This gives users a lot of control over their dashboard view while keeping each page light and quick to load

Furthermore, the Flash-based technology powering the charts and the metric panels enables users to see the charts move as they are updated in real time. This adds another powerful dimension to this application, which gives a single, unified and updated view of data previously available only through several static reports.

Dashboards are an important trend in business intelligence. Many companies and organizations are adding dashboards to their existing reporting and analysis environments because of their ability improve end-user productivity and to speed up decision-making.

A key feature of Logi Info that is not available in Logi Report, Dashboards can actually incorporate as panels many of the visual features listed as the other reasons to upgrade.

Reason 2: Logi Analysis Grid

Category Name	Details	Order ID	Freight	Shipped Date	Unit Price	Quantity	Product Name	Last Name
Beverages								
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	Details...	10255	\$148.33	1996/7/15	\$15.20	20	Chang	Dodsworth
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	Details...	10284	\$3.87	1996/8/23	\$15.20	38	Chang	Suyama
	Details...	10294	\$22.98	1996/7/23	\$3.60	15	Guaraná Fantástica	Buchanan
	Details...	10263	\$146.06	1996/7/31	\$3.60	28	Guaraná Fantástica	Dodsworth
	Details...	10275	\$26.93	1996/8/9	\$3.60	12	Guaraná Fantástica	Davolio
	Details...	10281	\$2.94	1996/8/21	\$3.60	6	Guaraná Fantástica	Peacock
	Details...	10281	\$3.08	1996/7/30	\$14.40	20	Steeleye Stout	Peacock
	Details...	10281	\$2.94	1996/8/21	\$14.40	4	Steeleye Stout	Peacock
	Details...	10253	\$58.17	1996/7/16	\$14.40	42	Chartreuse verte	Leverling
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	Details...	10270	\$136.54	1996/8/2	\$36.60	25	Ison Coffee	Davolio
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	Details...	10278	\$92.69	1996/8/16	\$15.50	16	Gula Malacca	Callahan

One of the most popular features of Logi Info is the Logi Analysis Grid. The Logi Analysis Grid allows a developer to quickly create a table of data for the casual business user to query and analyze as needed. It offers a unique option for bringing analytical power to any business user quickly, easily and cost effectively.

- The Logi Analysis Grid enables end users to:
- Filter data based on column values
- Sort data
- Add/remove/move columns including calculated columns
- Change table layout and paging

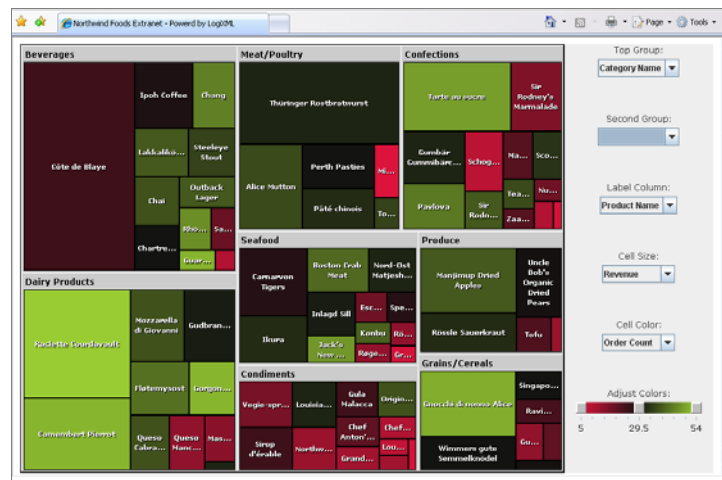
- Group data rows
- Aggregate data
- Create charts

The Logi Analysis Grid is a virtual ad hoc type of query capability for relational databases that gives developers control over the data sources and query functionality that users can access. Developers can actually empower users to run their own queries and then filter and sort data as needed. With the ability to add filters and parameters, reports can be personalized so that a single grid can meet the unique needs of many users. The user interface is very intuitive and end users do not have to know SQL or turn to the developer each time they want to run a different query or look at the data differently.

The key benefits of the Logi Analysis Grid are:

- Transforms standard reports into fully interactive analysis – Quickly extend reporting and analysis features to report consumers (business end users) while still maintaining IT control over access to data and features.
- Puts the power of analysis in the hands of end users with personalized reports – End users interact with and adjust how they see report data – define filters, add/remove/move columns, group and aggregate data and create charts and graphs – all on the fly. They can save these settings for fully personalized reports.
- Takes advantage of fast and easy implementation – The Logi Analysis Grid is quick to create and deploy – you can define an Analysis Grid for business users in a matter of minutes.

Reason 3: Interactive Heat Maps



A heat map is a powerful data analysis and instant-visualization tool. Heat maps let you analyze data visually when users need access to large amounts of dense data and need to quickly visualize trends and anomalies. They offer an ideal way for managers to analyze sales, financial and management data, for example, when you have a large staff of hundreds or thousands of sales people or products across many regions.

The Logi Info Heat Map Explorer lets your business end users analyze critical business data visually using intuitive heat maps. Heat maps in Logi Info are actually a combination of heat maps and tree maps. Heat maps use color on a two-dimensional grid to represent values. Tree maps use the size of the box in a two-dimensional grid to represent values. So, with Logi Info heat maps, you have the ability to instantly visualize and show two-dimensional trends.

For example, you may choose to represent product profitability in shades of green and red and total product sales as the box size. In this scenario, the user's attention will quickly be drawn to large red boxes, representing unprofitable products connected with large sales volumes.

Heat maps provide an ideal way for business users like managers and executives to

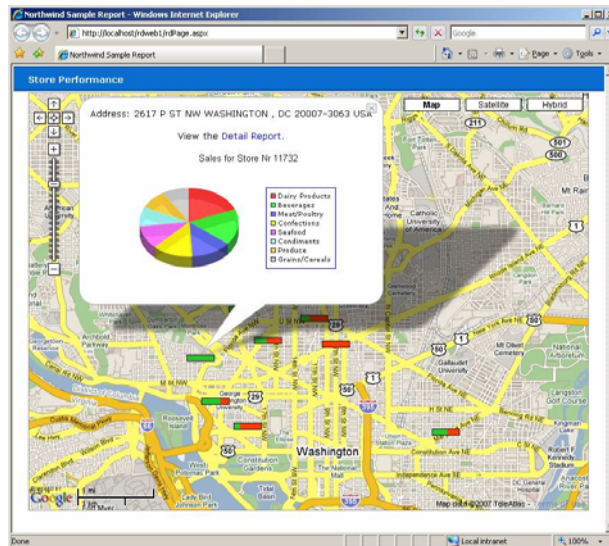
- Quickly analyze sales, financial and management data to:
- Identify emerging trends; by visually representing the structure of your data through groups and sub-groups to spot clusters of trends
- Find new opportunities; by quickly identifying trends and opportunities that may otherwise remain hidden in your data
- Isolate potential problems; by employing easy-to-use filter and search tools to pinpoint problems before they become nightmares.

Logi Info heat maps offer these capabilities:

- Directly import data from Microsoft Excel
- Copy images and data to Word, Excel or PowerPoint
- Export images to PDF
- Directly export images to Outlook
- Interactive search & filtering
- Multiple layout types for viewing data in different ways
- Refresh data anytime
- Drill down with details
- Dynamic data grouping

Heat Maps are fully configurable in Logi Info. You can easily manage settings like color schemes, borders, labels, menus, cell selection and rendering and much more. Users have many flexible controls to personalize their heat map reports: color slider, color scheme selector, data selector, navigation trail, and so on.

Reason 4: Google Maps Mash-ups



Many business intelligence applications involve geographic and spatially-relevant data such as store, sales territory or factory locations. With Google Maps mash-ups, reporting and analysis of geographic information is easy in Logi Info. Using city, state, zip code and latitude/longitude information, you can easily plot the geographic portions of your data onto a Google Map.

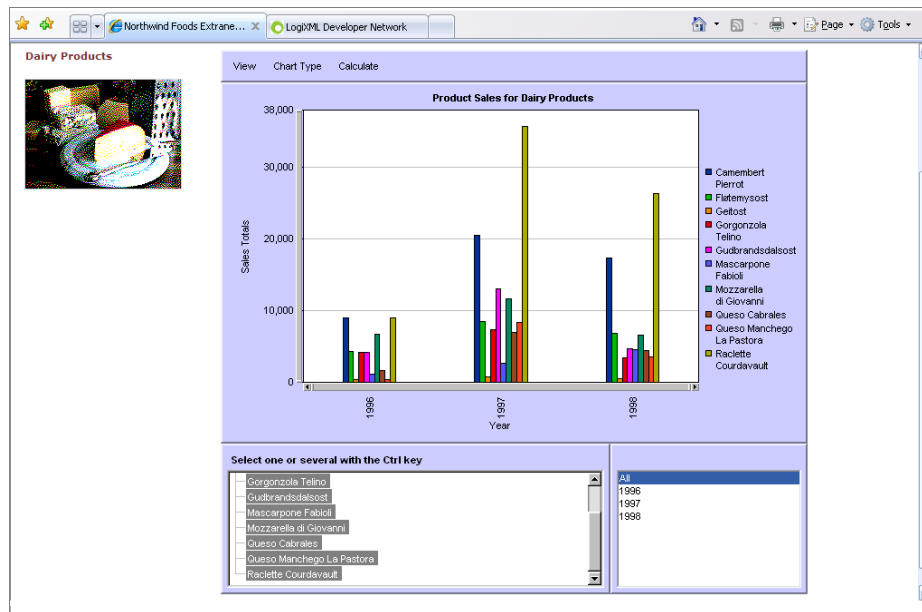
For instance, your BI application may show pins on a Web-based map to represent customer locations. It may color those pins to reflect customer segments or may include drillable charts or graphs showing recent sales activity and customer service information for that location. With Logi Info, you can plot points on a map to show how specific areas are affected by an event—for example, a medical emergency—or to analyze business performance by region or election results by state or county.

Geographic mapping can help you answer questions like:

- What is our market penetration in a certain state, county or zip code?
- What have been our most productive sales regions in the last 90 days?
- Where have we seen reported outbreaks of a certain disease or virus?

Users can then further drill down or drill through to other related reports, to answer questions like "What is the performance and revenue for a particular business location?" Google Maps integration is only available in Logi Info.

Reason 5: Logi Interactive Data Viewer (IDV)



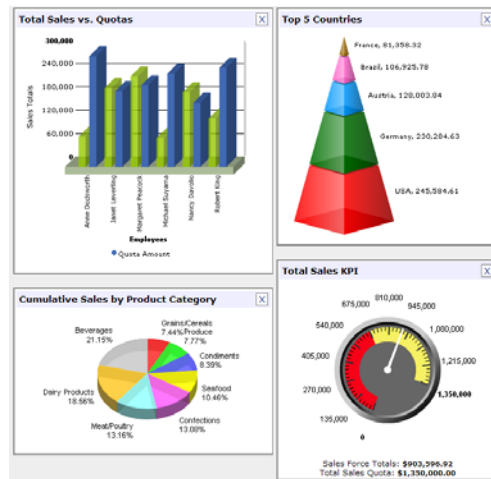
The Interactive Data Viewer (IDV) provides advanced visualization and analysis features for end users right in their Web browsers. The IDV is a client application that lets end users manipulate and view summary results in different ways and by multiple dimensions in chart, graph and table formats, all at the click of the mouse. This tool allows users to quickly follow and explore hunches visually. In the Logi Info environment, developers can easily add IDV functionality to any report they create without extensive coding or scripting.

Users can immediately create pie charts to see proportions or bar charts of actual numbers. Users can switch X & Y axes to see different views of the same data. With the IDV, business users can further explore trends for summarized data and quickly run advanced calculations on that data. For example, a sales executive may want to see how sales revenue percentages have gone up or down year after year and can do that with just a click of the mouse. Calculations can include percent change, average, median, normalize, standard deviation, sort and more.

Using the IDV, business users are empowered to further analyze data and quickly explore trends visually, taking advantage of these benefits:

- Intuitive, interactive user interface. Users can view and interact with key business data from within a single, intuitive graphical interface
- Powerful, detailed visual analysis. Users can easily create visual data comparisons of multiple data dimensions immediately in chart, graph and table formats. They can also drill down into those charts and graphs at the click of the mouse
- Point-and-click for advanced calculations. Users can choose data-sets pertinent to the business at hand, and perform one-click, pre-defined calculations to such data-sets.

Reason 6: Advanced Charting



Advanced Charting

In addition to basic pie charts, bar charts, pyramids and gauges, Logi Info offers several advanced charting options that are not available in Logi Report. Scatter plots, radar/polar plots and Gantt charts are all available in Logi Info and are not available in Logi Report. Also, many charts and grids offer interactive cell bar and color bar sliders. This intuitive feature allows users to dynamically change the colors associated with cells and chart elements as a way to get more insight into the data being displayed. For example, a color slider may be associated with a product profitability metric that, when moved, changes colors to highlight the most and least profitable products.

Flash-animated Charts and Graphs

Logi Info takes charts and graphs to the next level with Flash-animation. Flash brings your charts and graphs to life and adds interest to your report presentations. With Logi Info, you do not need to know Flash to include animation in your reports. Flash animation can be easily added to many different types of charts and graphs in Logi Info, including:

- Animated Pie and Bar Charts
- Animated Grid Charts
- Animated Scatter Charts
- Animated Pyramids
- Animated Gauges and Needle Charts
- And much more

Flash animation is a core component of Logi Info so you don't need to buy any add-ons. It works right out of the box.

Reason 7: Comprehensive Security Model

With the ever-increasing need to share information comes the critical need to keep that information secure and available to authorized users. Logi Info provides comprehensive and flexible security that includes:

- **Report, Element, and Record-level Security** - Permit/deny access to reports at the report-level. Permit/deny access to any element of the report from a link/image/label to a column or the whole table. Show, hide and disable report elements based on user authorization. Filter records based on the user's role(s) and rights.
- **Authorization and Authentication** - Use Logi Info's built-in security or tie into other systems like databases, NT Security, Active Directory, and LDAP. For example, with NT Security Support, users can be authenticated by initial login to the Microsoft NT domain
- **Activity and Event Logging** - Administrators can see which users have run reports. In Event Logs, they can also view several types of events, including session start and end, user authentication, SQL queries, and SQL stored procedure execution to easily track usage and pinpoint issues

Comprehensive row, column and table-level security is only available in Logi Info and Logi Info Lite.

Reason 8: Scheduling, Alerting and Process Updates

Report Scheduling

Report scheduling streamlines and automates information delivery. It optimizes the use of computing resources by moving report processing to off-peak hours. Reports can be scheduled to run on specific days and at specific times. Once scheduled, the reports run automatically, saving time and ensuring that no reports are overlooked. Scheduled reports can be automatically exported to Excel, PDF and other formats. And, once run, reports can be delivered to specific, subscribed users on a regularly scheduled basis.

If sales managers, for example, need weekly sales reports, report developers can automatically schedule the creation and delivery of the reports to sales for every Monday at 9:00 AM. You can also specify that reports be automatically created and delivered to the file system or as email attachments.

Alerts and Notifications

Threshold-based alerting is a powerful feature of Logi Info. You can easily set up custom alerts to get critical information to the right people at the right time. Alerts provide critical information to end users in the event of significant changes that may require immediate response. For example, if inventory levels are critically low, an alert can be sent to the appropriate line manager to take appropriate action. Alerts and notifications can save operational managers a lot of time. Rather than sorting through a lot of reports and spreadsheets, an alert recipient is notified when a value has cross an alerting threshold. When the threshold has been crossed, Logi Info automatically notifies the user by email.

Ability to Send Reports via Email

Logi Info is a great collaboration tool. When one user finds something in a report that is relevant for another user, he can easily email the report to that user. Data access privileges and role-based information security are fully maintained when reports are emailed.

Automated Business Processes and Database Updates

In addition to pulling and presenting information in a report, developers can set up automatic database updates from within a report. For example, developers can build reports that allow business users to update inventory levels right within their inventory reports, or cancel a product shipment if a report shows that a product is out of stock. Developers can seamlessly integrate BI output in any of your other business applications using Web Services. For example, if a customer fills out a form on your Web site and clicks Submit, you can make sure it sends that person's contact information straight to your CRM application.

Reason 9: Linking to Logi Intelligence Server for Historical Analysis, Enterprise Search

Logi Info can be linked to Logi's 'data mart' application, Logi Intelligence Server (formerly called Logi Mart). By virtue of this link, Logi Info acquires some powerful capabilities that are unavailable in Logi Report.

Historical Data Capture and Analysis



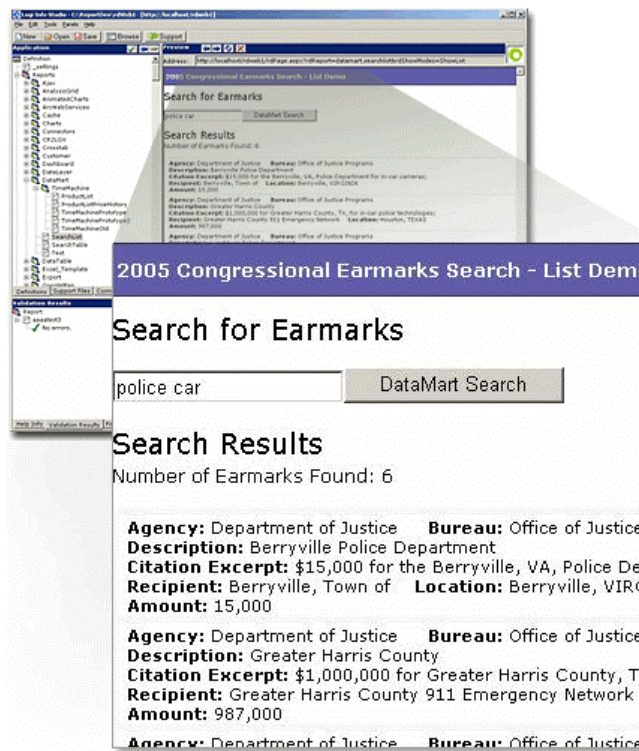
The Logi Intelligence Server gives Logi Info the capability to capture and analyze historical data. This 'time machine' feature automatically captures snapshots of historical data on a scheduled basis, archiving it and enabling you to easily perform historical data comparisons. Once the new historical data layer has been established it can be

integrated into any report in Logi Info. You can easily create trend reports to analyze that data and be notified of any exceptions.

By linking with Logi Intelligence Server, Logi Info can archive critical data over a period of time, enabling you to:

- Compare historical data and statistics
- Receive automated alerts or processes for exceptions in historical data and
- Create powerful historical-trend reports

Enterprise Search Capability



Search capabilities in BI solutions help to extend easy information access to a broader user base across the organization. Search makes it easy for end users to find information most relevant to their needs in a dynamic, free-style and casual way, just like they have become used to in their browsers.

The new search capability fully conforms to the Logi security model. Server administrators maintain control over data connections and security, easily defining the data tables that are searchable for users. They can define how to display the results and further limit which data columns are searchable and which get shown to the user. The search input can come from any user-input type element; for instance, it can be hard-coded (i.e., users select search terms from a drop-down menu) or can allow free text input. The search input can also come from another report or Web application.

In Conclusion

This paper has outlined nine excellent reasons to upgrade from Logi Report to Logi Info. There is one additional reason: Everything you have developed in Logi Report is portable to Logi Info. The upgrade is seamless.

To get a complete demo of Logi Info or to learn more about LogiXML, please visit www.logixml.com.

About LogiXML

LogiXML, the leader in interactive, Web-based Business Intelligence, empowers enterprises to turn data into business-critical information with pure Web-based reporting and analysis products. The Company offers a comprehensive platform that addresses all key areas of BI--managed reporting, ad hoc reporting, analysis and data services. Used by thousands of organizations worldwide, LogiXML products are built on standards-based technologies for easy integration, implementation and upgrade. LogiXML's per server pricing model makes its powerful technology the most affordable BI solution on the market. Founded in 2000, LogiXML is privately held and based in McLean, Virginia.

Contact Us Today!

To set up a live demo via the Web or get more information about our unified Web-based BI Platform, please contact us at:

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