

# AnalytX

New York  
London  
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# OW

## ObjectiveWarehouse™

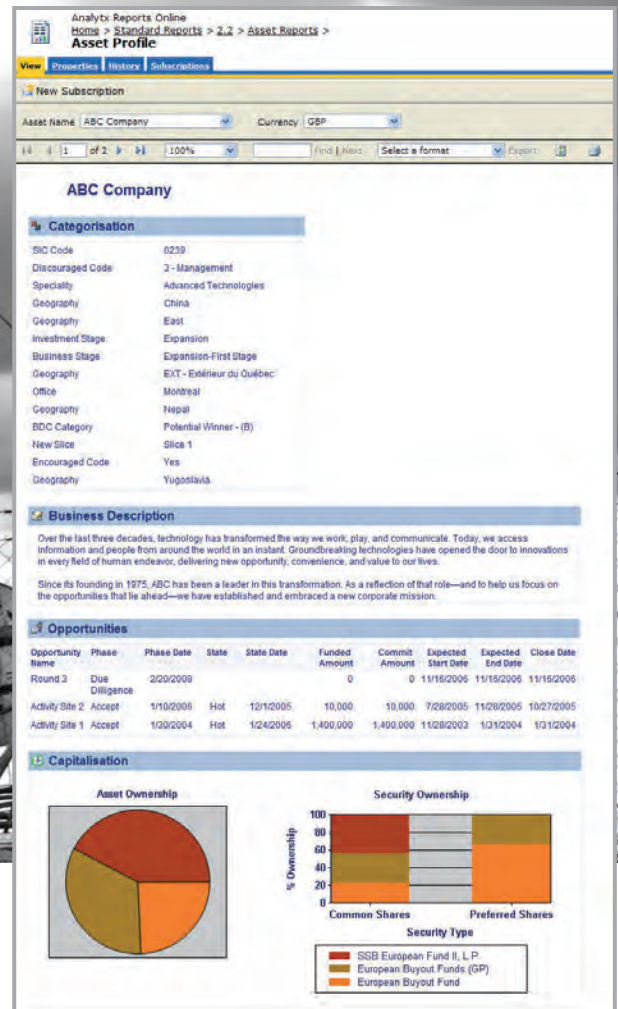
### ObjectiveWarehouse™

AnalytX has teamed with Microsoft™ to create enabling technology and peerless reporting capability for alternative assets. ObjectiveWarehouse™ offers online browsing access for everyone in your private equity organization and includes a powerful, multi-dimensional standard reporting package combined with an ad-hoc report writer.

### ObjectiveWarehouse™ Powerful Surveillance Reporting

An "Easy-to-use reporting tool" is a much-maligned metaphor in today's world. "Ease of use" for reporting tools, should not refer to a Database Administrator, but rather, to the day-to-day user. The paradigms used by ObjectiveWarehouse™ (OW) empower the user to set up templates and have reports ready to print in seconds. OW has pre-assembled logical business views, which remove the need to deal directly with the complicated underlying database.

The ObjectiveAssets family of products uses an extremely efficient, online transaction processing database that is optimized for robustness and efficiency. However efficient these structures are, reporting from these structures can be difficult. OW Simplifies the process of creating your own reports with its powerful, multi-dimensional data warehouse repository.



### Access Reports Using a Standard Web Browser!

ObjectiveWarehouse™ is a firm-wide reporting solution that can be accessed on your Intranet using web browser technology. Further, you can Email reports on a predetermined schedule, set user security to allow read/write and read only access for users and create personal or firm-wide reports and easily post them on your Intranet.

### ObjectiveWarehouse™ Competitive Advantage

Many vendors work with report packages that require a DBA to access the underlying data structures directly. This is simply beyond the ability of most users. Others utilize proprietary report writing technology, which means that you cannot get your information out of the database unless you are using their software. With OW you get the best of both worlds: (1) a pre-assembled data warehouse with business views that permit rapid assembly and instant visualization of your business through reports and (2) an industry standard reporting solution built on Microsoft technology.

# AnalytX

[www.analytx.com](http://www.analytx.com)

# OW

ObjectiveWarehouse™

## **New York**

1359 Broadway  
12th Floor, Suite 1203  
New York, NY 10018  
(P)+1-212-731-2377  
(F)+1-800-816-0763

## **London**

International House  
223 Regent Street  
6th Floor  
London W1B 2QD  
United Kingdom  
(P)+44 207 6 59 59 59  
(F)+44 207 6 59 59 51

## **San Francisco**

101 California Street  
Suite 2450  
San Francisco, CA 94111  
(P)+1-415-738-4938  
(F)+1-800-816-0763

## **Vero Beach**

1880 82nd Avenue  
Suite 206  
Vero Beach, FL 32966  
(P)+1-772-564-8066  
(F)+1-772-564-8254