

# 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. The term 'easy to use', in reference to reporting tools, should not refer to ease of use for a Database Administrator, but rather, it should fully empower the day-to-day user to easily create reports. The paradigms used by ObjectiveWarehouse (OW) empowers 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 E-mail 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 abilities 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.

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AnalytX presents new adventure of  
**Frank & Harry**

in episode  
**DATAWAREHOUSE**

