

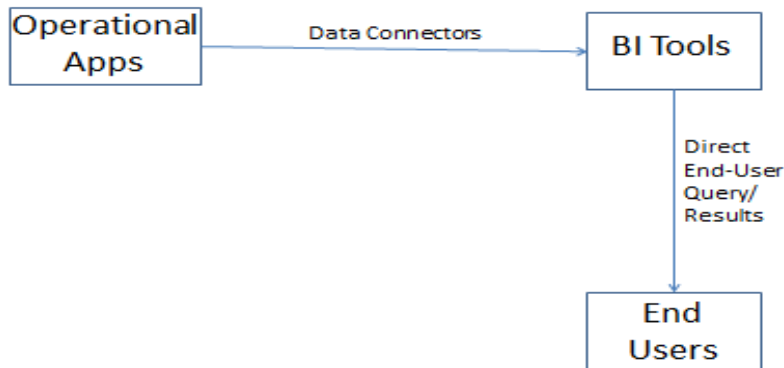
The Truth about Metrics Management

Most organizations these days are developing 'business metrics'. These metrics give managers visibility to performance of key business objectives, helping the managers better run the business. But today metrics implementation is a real challenge – do any of these issues ring a bell with you?

- I need to find a robust & low-cost metric management solution
- My users have requirements for our metrics that are proving difficult to implement
- My users need an easy way to view metric historical trends over time
- I need a central control over exactly when & how we measure each metric
- I need to enforce a central control over which users can see which metrics
- I need a central control over our metric calculation formulas
- I need to combine plan & actual data together to measure metric percent-of-plan attainment
- I need to combine actual & forecast data together to easily view a metric across past, present & future time windows
- I need to tap (large/complex/multiple) event logs to build metrics about workflow elapsed times and/or backlogs
- My users' glitzy display tools need to tap into a reliable metric measurements repository
- My users question our metric calculations because the input data quality is poor
- I can't run/rerun certain metric measurements because they take too long.

Odds are that if you're involved with your organization's metrics measurement, many of the above issues ring true. The reality is that while there are lots of fancy dashboard display apps on the market, these 'eye-candy' visualization tools are pretty much useless without proper creation and management of the underlying metric results being displayed. Most Business Intelligence ('BI') tools today claim a 'real-time linkage' to the detail data required for metric measurement.

Traditional BI Data Flow



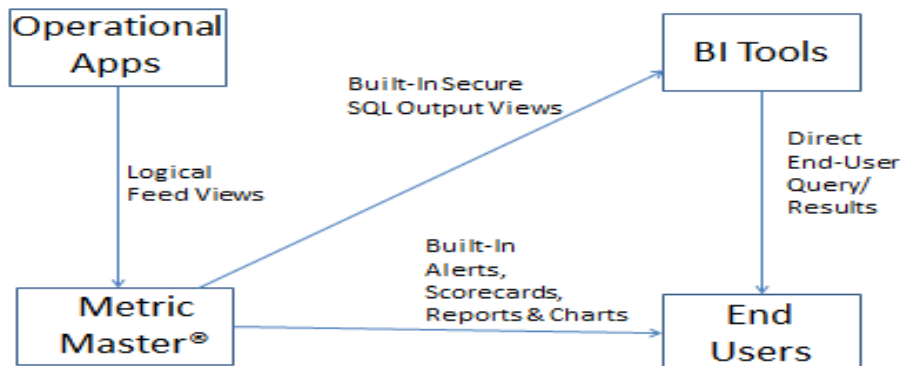
While that may sound appealing at first, once the full set of your users' metric requirements begin surfacing, a large gap appears in the implementation architecture between the detail feed data and the dashboard display. It turns out that many metrics require a large complex of specification options, fine control over when feeds are read and measurements are taken, flexible integration of plan, forecast and actual data streams, multiple performance ranges within plans, automatic construction of current and estimated-end-of-period percent-of-plan results, historical retention of all measurements and easy time-trend analytics, plus a host of additional critical capabilities. And these same capabilities tend to be largely lacking in the 'real-time linkage' architecture typical of today's BI tools.

So what has business been doing to crank out their metric measurements? Well, until now, generally getting bogged down in expensive and time-consuming projects to custom develop their needed metric handling features. But that's all changing now that a fully functional metric management solution has reached the market – namely, MetricMaster®.

The MetricMaster® Solution

MetricMaster® fills in the gap left by traditional BI tools.

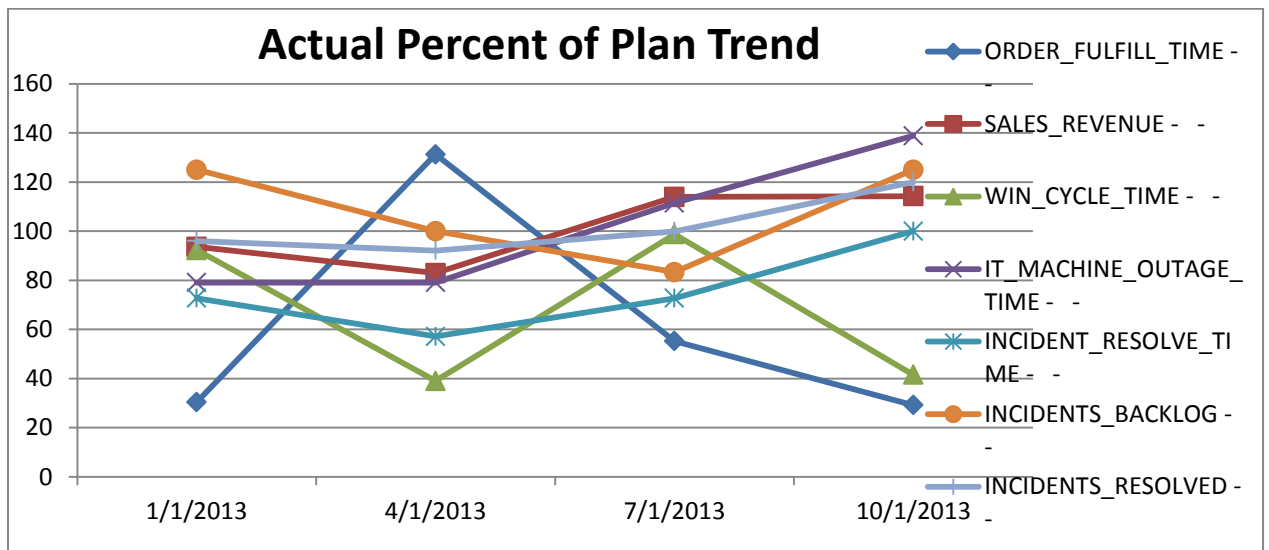
MetricMaster® BI Data Flow



Finally, there is a slot in the data flow for the complete construction, measurement and retention of all your business metrics. And MetricMaster® addresses each of the key user requirement areas so common with metrics:

- Open Interfaces – industry-standard methods are used on both the feed ingest & reporting sides, so MetricMaster® easily fits with whatever combination of operational systems and BI tools you have installed.
- Simple Spreadsheet User Interface – no big learning curve with this UI; MetricMaster® leverages your existing knowledge of spreadsheet navigation.
- Flexible/comprehensive Metric calculation construction – complex calculation formulas, 2,3,4-part components, rates involving multiple other metrics, SLAs involving percentiles – nothing scares off MetricMaster®. Go ahead, make its day – throw your most complicated metrics at it.
- Auto Workflow Time & Backlog extraction within/across Logs – need to measure elapsed times or backlog counts of some complex workflows having their key events buried in large logs and/or multiple disparate logs? Bring it on – MetricMaster® can filter and integrate events from numerous operational event logs.

- Granular Feed/Measure execution Timing Control – so ‘real-time metric calculation’ isn’t quite the nirvana that your BI vendor made it out to be, huh? Fear not! MetricMaster® puts YOU back in control of when each feed is ingested and when each metric is measured. Instead of a bunch of moving targets, your users will have confidence in their stable ‘right-time’ results.
- Feed/Measure execution history Retention/Query – tracking result progress during the current period, trending reports across past, present and future periods to observe effects of corrective actions, complete trace of each feed and measurement execution for audit assist and compliance – MetricMaster® covers them all with a comprehensive retention of all data changes. Not squirreled away in some hard-to-use log, but fully integrated into its database structure for simple user query.
- Built-in Email Alerting & Pre-canned Reporting/Charting – Along for the ride comes several dozen parameterized report templates, including of course a personalized scorecard in both tabular and chart forms (sample below).



Also, MetricMaster® provides a sophisticated set of email alert options, so you ONLY get an alert when the precise condition of interest has occurred. You won’t keep getting those annoying redundant alerts either, because you control the transmission frequency of similar alert content. And because MetricMaster® can alert metric owners when their measurements go out-of-normal, users won’t need to pull as many reports – they’ll already have had alerts sent to them.

- Built-in Secure End User Query Views – perhaps you have several user query/analytic/reporting/visualization tools in your install base. They can all access MetricMaster®’s output views of metric measurements. But that’s not good enough. You’ll also need to control which users get to access which metrics. And that you specify once within MetricMaster®, which then automatically enforces per-user metric security within each of its output views.
- Robust Data Quality with CLCA enforcement – we’ve all heard the story. A project team works feverishly to deliver a new reporting app on time & on budget, only to have its users dismiss the app results as garbage because some of the input feeds lacked the required data quality. MetricMaster® can help you avoid such an outcome – you can easily define custom quality checks on any column of any feed. Subsequent violations are recorded and generate automatic alerts. Pre-defined error-fix time durations are then checked & past-due fixes automatically reported/alerted. Net net, an effective closed-loop corrective action mechanism to insure ongoing high data quality of your metric measurements – and your users’ confidence in them.
- High Performance & Built-in Storage Efficiencies – MetricMaster® was engineered from the ground up to leverage modern hardware architectures, so its performance scales with the hardware it runs on. Got some ‘big data’ feeds? MetricMaster® compresses ingested data as well as measurement results, keeping physical storage size to a minimum.
- Simple Operation & Full-function Support – no dedicated, fulltime app administrator needed here. Most of the typical admin processes are done ‘autonomically’ within MetricMaster®, without any manual assistance. Day-to-day feed, measurement, and report executions can all be pre-scheduled, permitting an ‘auto-pilot’ mode for as much of your operation as you wish. There is customer support available for most any need - from initial setup all the way through to any special reporting needs. And MetricMaster® is fully developed and supported in the USA, by USA citizens. Your support rep is in a timezone close to you, and speaks English that you will fully understand.

- Low Total Cost, Safe & Simple Pricing Model – if you buy software, you know that most vendors try to drive you nuts with all kinds of per-this and per-that pricing. Not MetricMaster®. No per-user, per-concurrent seat, per-metric, per-connector/adapter, per-CPU, etc hard-to-budget moving-target fees. And you assume no big risk of a large upfront purchase investment. Just one simple, low annual subscription fee for each installed copy. Period.

So there you have it. MetricMaster® - the 'new normal' in modern metrics management. Here's how to contact us for more information:

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No pushy sales types, no fake 'buy today' discounts. We want to help you solve your metrics requirements, and we'll do it on your schedule, not ours.