



# interactive edge

turning data into revenue

## WHAT'S NEW IN XP3® SUITE v5.3

### XP3: Turn Your Data into Revenue

**Flexible** - XP3 Suite works with nearly any data source and can be configured to provide as much or as little functionality as your business needs.

**Scalable** - XP3 will handle your needs: large or small. XP3's field-proven capacity automatically develops and populates presentations against data sets as large as hundreds of gigabytes, with hundreds of thousands of dimension members, then distributes these to any number of remote users. XP3 iterates presentations across multiple dimensions (e.g. products, geographies, time periods, etc.).

**Easily Deployable** - No need to twist the arms of your sales team to effectively use this technology; XP3 leverages Microsoft Excel's powerful charting and graphing functions seamlessly within Microsoft PowerPoint.

**Dynamic** - In addition to freeing up valuable resources across the enterprise, PowerPoint presentations generated by XP3 provide field users and management with the latest information, as well as the ability to customize on-the-fly.

**XP3®** from Interactive Edge is an enterprise solution that puts vast amounts of data at the fingertips of distributed sales, marketing and management teams in a user friendly, intuitive environment. Tightly integrated with Microsoft Office, XP3 makes it not only possible, but easy for executives to leverage business intelligence assets to create visually compelling, data-driven presentations directly in Microsoft PowerPoint. XP3 puts the right information in the right hands at the right time.

Combining a powerful data analysis engine with flexible end-user tools to summarize and illustrate the right data for the right audience, XP3 helps users leverage their business intelligence resources to develop concise and actionable presentations. The incisive summaries, and illuminating charts and graphs XP3 creates, help users clearly underscore key messages and drive compelling insights home with almost any business audience.

### Powerful New Functionality

#### Take full advantage of Microsoft® SQL Server™ 2005 Analysis Services (SSAS)

XP3 Suite v5.3 features seamless front-end and back-end integration with Microsoft SQL Server 2005 Analysis Services (SSAS). On the front-end, this makes it possible for users to easily pull and display data from SSAS through the XP3 Presentation Builder and XP3 Presentation Viewer. On the back-end, users can leverage real-time analytics, new and improved integration of multiple data sources, enhanced data enrichment, and the ability to build complex business analytics with Analysis Services. Plus, you can choose between these integration points or implement them both. XP3 flexibility is second to none.

#### XP3 Suite v5.3 supports your web service and business process management initiatives

The new XP3 Service Bus is a set of web services designed to expose business-specific functionality to automate XP3 business processes.

#### Consolidating and integrating your enterprise applications?

Implementing your Service Oriented Architecture initiative? XP3 Suite v5.3 is SOA-ready and fully capable of contributing to your success.

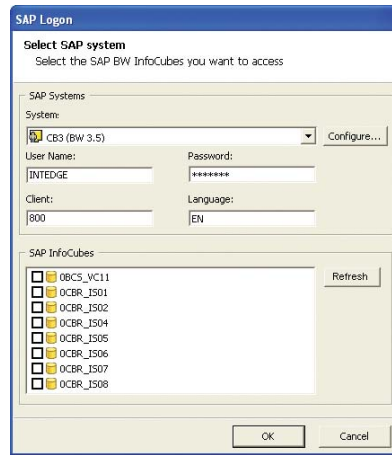


### Microsoft MapPoint Support

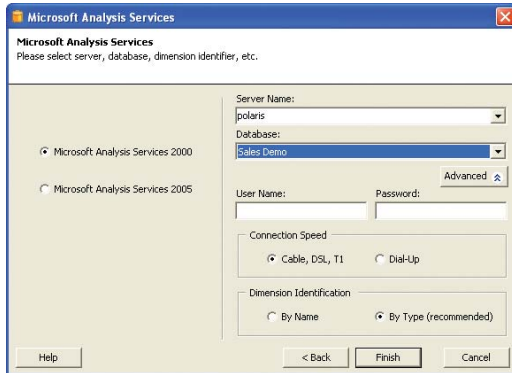
XP3 can now display a data driven MapPoint object in Microsoft PowerPoint. If you have Microsoft MapPoint 2004 North American Edition and the XP3 MapPoint Integration license installed on your machine you can now incorporate data driven maps into your presentation and source them with the XP3 Selector.

## Support for SAP Business Warehouse

XP3 Presentation Builder and XP3 Presentation Viewer can now connect directly to SAP BW 3.1 and SAP BW 3.5 database. Also, users of XP3 Presentation Builder and XP3 Presentation Viewer are able to perform analysis against the Cubes found in the SAP BW database.



## Microsoft Analysis Services Cubes More Accessible



The process of accessing Microsoft Analysis Services cube has been streamlined. Users of XP3 Presentation Builder and XP3 Presentation Viewer can now leverage this technology more readily than ever.

## XP3 Technology

We continue to automate all aspects of XP3, from the data load process to creation and distribution of presentations. XP3 Suite v5.3 includes the same technical capabilities you have come to count on from Interactive Edge.

- Load any data into a robust data warehouse without coding or reformatting data (ETL)
- Integrate disparate data sources
- Manage large data -- over two hundred thousand members per dimension
- User friendly, robust point and click database administration
- No-code automation for distribution
- Centralized OLAP or distributed cubes for online and disconnected data access
- Our solutions are standards-based
- XP3 Suite is Microsoft certified and SAP certified for NetWeaver integration

## The XP3 Advantage

Business Intelligence simply isn't intelligent unless it makes information available, usable, insightful, productive, understandable, and strategic. Enhance your Business Intelligence initiatives with XP3 Suite and begin turning your data into revenue.

- Make better decisions faster
- Ensure data consistency, keep everyone on the same page
- Access the information you need - even from multiple sources
- Discover and analyze trends
- Find answers to important questions
- Share important insights easily and understandably through charts and graphs in Microsoft Office
- Present one face - one brand - to the customer and prospect

## CUSTOMERS

American Italian Pasta Company  
 Anheuser-Busch  
 Briggs & Stratton  
 Cadbury Schweppes Americas Beverages  
 Colgate-Palmolive Company  
 ConAgra Foods  
 Diageo PLC  
 E. & J. Gallo Winery  
 Energizer  
 Hormel Foods  
 Mattel/Fisher-Price  
 Oberto Sausage Company  
 PepsiCo  
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