



# Aruna Companion

## *The Fastest Return on Investment for Business Intelligence*

### Powering the Next Generation of Business Intelligence

Aruna Companion is a next-generation Business Intelligence software solution that applies breakthrough search engine technology to dramatically reduce total cost of ownership and time-to-benefit while providing improved flexibility and 10-1000+X improvements in performance.

Aruna Companion is a cost-effective, easily implemented software solution for organizations:

- »» that need to integrate large amounts of structured data from multiple sources.
- »» that need to make it easy to quickly answer critical, complex, ad-hoc business questions.
- »» with users who need extensive interaction with data.

Time-to-benefit and total cost of ownership for Aruna's software are typically reduced by over 75% when compared with earlier generation products, as the Aruna solution can be in production in 2-4 weeks, rather than many months or years - as is normally required for competing technologies. Our customers typically recover their investment and experience positive returns in less than six months.

**Aruna Companion** gives users rapid, easily implemented, cost-effective access to integrated data to support the decision making that improves organizational performance and profitability. Aruna Companion enables:

- »» business users to get the answers they need - using natural language capability or any third party query tool.
- »» the integration, exploration and cleansing of data from disparate systems.
- »» dramatically improved response times for new as well as existing reports and queries

By leveraging patented technology, Aruna Companion is able to provide business users with the answers to their queries between 10 and 1000+ times faster than traditional technologies. All while leveraging industry-standard commodity hardware.

*“The ease and speed with which Aruna Companion was installed was impressive and the immediacy of its business benefits was even better than we expected.”*

**William Hoyle**  
Sr. Vice President  
Global Product Management  
Cable & Wireless

### **Aruna Companion is ideal for high-value applications:**

- Revenue Assurance
- Market Analysis and Customer Acquisition
- Compliance and Corporate Governance
- Fraud Detection
- Mergers and Acquisitions
- Operational and Business Risk Management



ACCELERATED THINKING™

**Aruna Solutions, Inc.**

### At a Glance

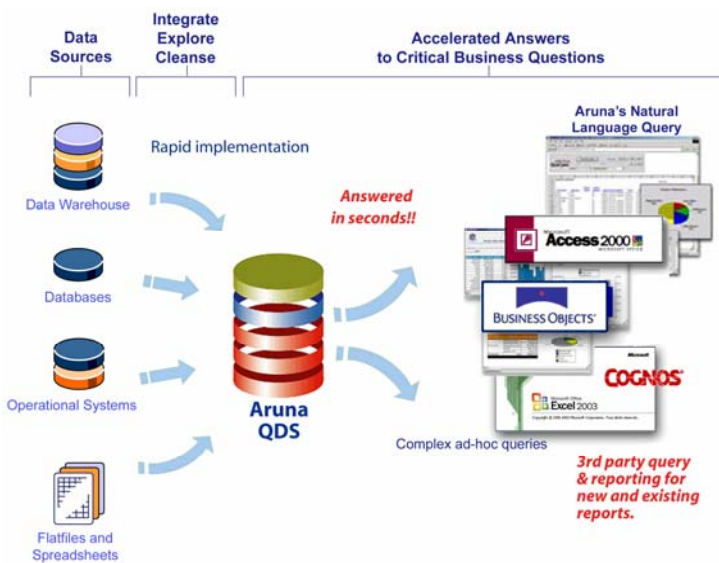
- Reduce TCO by 75% or more
- 10 to 1,000+X the performance
- Time-to-benefit 4 to 40X faster
- Positive ROI 6 to 60X faster

## Aruna Companion

Aruna Companion is a next-generation business intelligence solution that integrates disparate data, and allows business users to get answers to critical problems themselves – typically ten to over one thousand times faster.

Unlike all other business intelligence products, which are based on older technologies such as RDBMS or OLAP “cubes”, Aruna Companion is a next-generation product based on search engine technologies and advanced mathematics. These technologies were pioneered by the Aruna scientists who developed the original Yahoo! search engine, did the first indexing of the Internet, and who are world-renowned experts in symbolic mathematical computation and data structures.

Aruna has taken these capabilities, and for the first time, applied them to business intelligence. By using patented symbolic optimization, vector mapping and patented mathematically-enhanced indexing technology, Aruna Companion provides an exceptionally high-speed, rapidly implemented, scalable platform for ad-hoc analytical queries.



This is accomplished without the need for programming, database administrators, costly computer hardware acquisitions, or lengthy implementation cycles.

### Fast Answers to Critical Business Questions

The Aruna “QDS” data store not only provides business analysts with access to all the relevant data they need but also enables ad-hoc querying across huge data sets at speeds 10 to 1000+ times faster than current database technologies provide, while running on significantly less hardware. These capabilities enable “train of thought” data exploration with queries not possible in less flexible systems.

### Data Exploration

Aruna’s unique ability to search an entire database with a single command, along with massive speed improvements



## Key Enabling Functionalities for Next Generation Business Intelligence

### Search Engine Technology

- “Content Aware” indexes
- Compressed vector encrypted indexes
- Virtual data cleansing
- Instantaneous text search



### Advanced Symbolic Mathematics

- “Zero Tuning” mathematically enhanced data structures
- Symbolic Mathematical SQL optimizer

### Order(s) of magnitude:

- Faster performance
- Faster implementation
- Less maintenance
- More flexibility

allow Aruna Companion to assist greatly in the data exploration process and assessment of data quality.

Fully understanding the data, including assessing the level of quality and consistency, presents a major hurdle to integration - Aruna provides powerful search and group by functionality to accelerate this process by an order of magnitude or more.

### Data Cleansing

Aruna Companion provides powerful parsing and transformation capabilities for cleansing data within a single column, or even data that spans columns.

Aruna’s Search Expressions can do “virtual cleansing”, where data in the QDS remain unchanged but a mapping to a standard value is created, which allows existing reports and queries which have “coded around” the data defects to run unmodified, while newer reports can benefit by a cleaner and more efficient system. This proved to be of tremendous benefit when an Aruna customer discovered over 60 variants for the same product code.

### Integration

Aruna Companion’s unique and patented technology enables the rapid integration of disparate data sources using a point-and-click interface. With Aruna’s powerful data transformation capabilities, this can be accomplished even where no common attributes exist to directly link the data.

### Existing Reporting & Query Tools

Aruna Companion fully supports popular reporting and query tools such as Business Objects, Cognos, Microsoft and others. Existing reports and queries can run unchanged, but an order of magnitude or more faster. Aruna fully supports both ODBC and the full SQL select statement.

### Natural Language

Aruna’s natural language interface empowers the business user to directly ask questions of the data in plain English, and thereby considerably broaden access to the data, while reducing training costs and time-to-benefit.

