

KEY FEATURES

- ◆ *Lower operating costs with a 100% browser-based platform that runs virtually on any device.*
- ◆ *100% script-free reporting means you can finally lower IT costs by giving reporting freedom to business users.*
- ◆ *Enable true mobile-bi without added expense with native iPhone and iPad apps that require no chart reformatting and no costly server-side add-ons.*
- ◆ *Increase Return on Investment (ROI) with built-in usage reporting that lets you track who is using the system and at what level.*
- ◆ *Maintain tight control over data security with enterprise-grade data access security.*
- ◆ *Minimize data management costs with direct to source connections and OLAP cube support.*
- ◆ *Reduce operational costs by using selective in-memory caching to speed up only the data queries that need it.*
- ◆ *Lower or eliminate the risk of misinformation caused by multiple report versions through centralized reports that are controlled by user security.*

CONTEXT! 6.0

EASY IS ONLY THE BEGINNING

At EMANIO, we believe that the world is in the state it's in because people make awful decisions.

WE INTEND TO CHANGE THAT.

We do so, every day with powerful, easy to use software that redefines how business users interact with data to make better decisions, faster.

Our Context! 6.0 platform brings a completely redesigned user interface that still leverages the 100% browser-based experience - but brings a

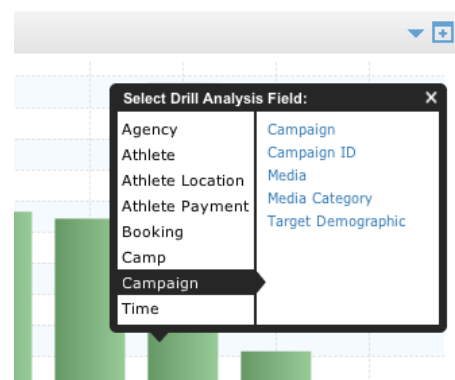


radical new approach to discovering data - all in seconds.

Context! 6.0 also introduces our latest iPad and iPhone apps, which once again redefine the user experience for mobile professionals. Whether you are a business user or an IT administrator, Context! brings powerful features, unmatched ease of use and a dizzying array of visualizations and interactivity to help you make better decisions, faster.

IT STARTS WITH YOU

Context! has always been designed with one goal in mind: to help you find answers and get back to your job quickly. That's why Context! has always been designed to be efficient, easy to use and to hide the complexities of databases. Context! 6.0 once again expands on that



notion with new features that make usability even better and that help you get the most from your data.

FREEDOM FROM THE DESKTOP - FOR ALL

- ◆ 100% browser-based, even for Admin & report writing
- ◆ Selective in-memory for high performance caching

It still begins with a 100% browser-based interface that continues to expand on the promise of platform freedom for all users.

Regardless of your role, Context!, allows all functions to be performed inside the browser. That means no more worrying about upgrading local systems, deploying complicated, platform-specific, software and dealing with lengthy upgrade cycles.

BIG DATA, BIG SPEED

Context! 6.0 provides blazing speed with even the largest of data sources. A powerful “selective in-memory” architecture lets you cache the data you need to cache to optimize performance, without wasting precious server RAM on data you know will be accessed only on occasion.

AGILITY, BY DESIGN

Context! 6.0 continues to expand on its incredible ease of use with an even broader array of supported charts and data visualizations - over 44 in all - while giving you even more powerful ways of interacting with data.

TRUE DATA DISCOVERY

- ◆ Drill-down, drill-through filtering capabilities
- ◆ Drill-Anywhere feature for on the fly discovery

Features like drill-down, report to report linking have always made Context! an incredibly useful



and intuitive product. The new “Drill-Anywhere” feature expands on this by giving users the ability to filter charts based any data element that is associated with that report. Free your users from the confines of pre-defined filters to enable true data discovery - on the fly.

REVOLUTIONARY VISUAL INTERACTIVITY

- ◆ Change metrics on the fly
- ◆ Shrink time lines dynamically
- ◆ Reformat time-based reports with one click

Users want options. A report that was designed to show only revenue might be fine as a starting point, but what is the associated cost picture? How many sales orders made up that revenue? Giving your users the ability to change metrics with a single click means freeing them from the confines of static reports to give them true discovery and analysis freedom.

THE 360 DEGREE VIEW OF YOUR WORLD

- ◆ One-click multi-chart dashboard interactivity
- ◆ Filter entire dashboards on the fly

Getting a full picture of your business, even in a dashboarding platform, used to mean scores of dashboards that had to be analyzed one by one. With Context! 6.0 that changes.

That's because we have extended the flexibility and interactivity of dashboard based analysis to include both filter and metric selection.

With just a few clicks your users can analyze multiple reports across the same metrics and with the same filters. Compare cost and revenue using time lines, column charts, geographic analysis - and change metrics across the entire dashboard with a single click, it's interactivity redefined, finally giving you a true 360 degree view of your world.

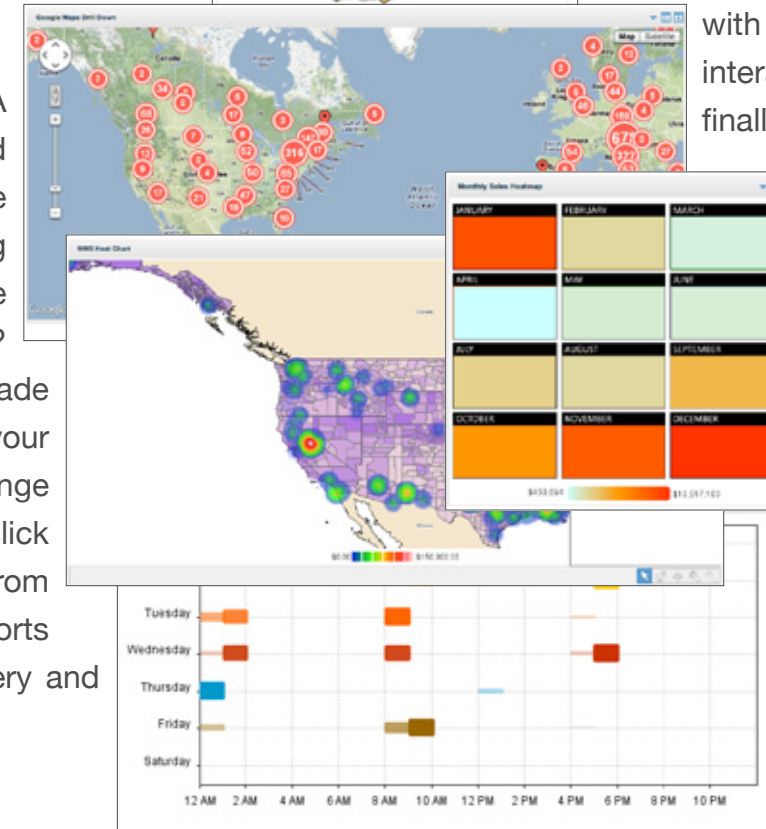
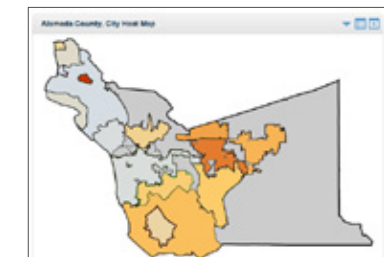
VISUALS THAT COUNT

Context! 6.0 expands on our already dazzling array of available charts and data visualizations. With over 44 different types of charts and visualization options, Context! gives you

the right chart at the right time for the right analysis.

THE RIGHT CHART AT THE RIGHT TIME

- ◆ Over 44 types of chart and report types
- ◆ Spatial intelligence including GIS and WMS



From pie chart and bar graphs to advanced bubble charts, google maps and week-density charts, Context! 6.0 gives you the right chart at the right time, for the right use. With the breadth of charting options available you can create any visual analysis necessary to get to the bottom of your business.

SPATIAL ANALYSIS DONE RIGHT

- ◆ *Google map based reporting*
- ◆ *WMS and GIS reporting with multiple data layers*
- ◆ *Custom data heat maps*

Using geographic information to analyze your business is great, but what's the point when creating the charts is so complicated that you need expert help every time? With Context! whether you are creating custom heat maps, google map reports or using the power and flexibility of WMS charts it's all available with just a few clicks and with the same intuitive ease of use of the rest of the platform and all with 100% point-and-click.

BANISH SQL CODE

- ◆ *100% point-and-click interface for report building*
- ◆ *Advanced formulas and highlighting without SQL code*
- ◆ *Add interactivity with a single click*



The power of any dashboarding system is ultimately directly tied to how easily it allows the IT organization to off-load report generation and creation to business users. The days of “report

specialists” who took user requests to create custom reports is over, the breadth of needs of your business users simply requires that you deploy a self-service analytics solution. Finding the right self-service BI platform, however, is not necessarily the easiest part. With Context! you get the benefit of a 100% point-and-click environment that never requires scripting or custom coding to get the job done. That means your users will get quickly accustomed to the interface and will be creating charts and powerful data visualizations in seconds.

Even adding advanced features like drill-down capabilities, drill-anywhere, advanced filtering, contextual highlighting - all of it is 100% point and click - so you can get the self-service capabilities you've been looking for.

BI ANYWHERE

MOBILE BI WITHOUT SURPRISES

- ◆ *100% native iPhone and iPad apps*
- ◆ *Replicate full functionality in a native gesture interface*
- ◆ *No chart reformatting or customization for mobile*
- ◆ *No server-side add ons or added costs*

Mobile business intelligence is the wave of the future. Devices like the iPhone and iPad have



revolutionized the way business users access and interact with data. Moving your business intelligence infrastructure to the mobile devices, however, can be filled with surprises and costly add-ons that can quickly turn the

promise of mobile-bi into a nightmare. With Context! you get no surprises. That's because every chart and dashboard created in Context! is instantly available to all your mobile clients - no lengthy reformatting of charts and dashboards and no costly add-ons on the server to ensure compatibility for your mobile users. Better

still, EMANIO's revolutionary user interface is designed to take full advantage of the gesture-based user interfaces of mobile devices to ensure your users get the best experience possible - and to ensure that you get the most return from your investment.

COLLABORATION BUILT-IN

- ◆ *Share reports charts and dashboards with other users*
- ◆ *Built-in discussion groups focused around charts*
- ◆ *Comment and notations on charts and reports*
- ◆ *Chart approval workflows*

At EMANIO we understand that decisions are not made in a vacuum. Your BI platform should mirror the way your business operations work - not the other way around. To help ensure that

your teams will leverage your BI investment, we have built sophisticated information sharing, delivery and collaboration capabilities into the platform, giving your users the ability to access charts and dashboards whether or not they are logged in and to collaborate with others on reports in intuitive and web-driven methodologies.

The flexibility of a self-service platform should not force you to sacrifice the need for a “single version” of the truth in your data analysis, however. That's why Context! lets you implement chart approval work-flows that mirror the way your company operates, giving users the freedom to explore while giving your supervisors the ability to monitor and control what information is delivered and how it is delivered.

Getting everyone on the same page can often be a challenge. With EMANIO Context! 6.0 collaboration is as easy as using the tools that are built right in. Discussion groups allow your users to engage in productive conversations using their data, while automated broadcasting allows you to deliver reports to user in boxes automatically and based on event triggers. Add the ability to comment on reports and you get a system that leverages not only your data - but your user base to get the full return on investment on not just your BI software but on your human talent as well.

SHARE WITH THE WORLD

- ◆ *Embed charts and dashboards with one line of javascript*

- ◆ *Export charts and dashboards to XLS, PDF, Word, and others*

Collaboration, however doesn't just stop with your employees. What if you want to engage your customers? your partners? Getting your BI to work with external users can be painful and expensive. Context! has always made sharing your information with the outside world easy and fast with the ability to publish charts using nothing but a single line of Javascript, but now that power has been extended to the dashboard. A single link lets you embed full dashboards into external HTML pages, retaining all interactivity and live links back to your data. Now you can publish your key dashboards to your internal Wiki, Sharepoint® portal or even to your customer-facing web site.

EASY TO DEPLOY

- ◆ *100% Server-based platform with no local applications*
- ◆ *AJAX technology delivered via the browser*
- ◆ *Full support for load-balancing and clustering*

It all begins with a 100% server-based platform built on top of Enterprise Java that serves up its user interface through a 100% AJAX framework. This results in a platform that can be fully deployed in under two hours and that can seamlessly scale from as few as two users to tens of thousands.



Pushing your platform out to your users, of course, is as easy as accessing your web browser. That's because 100% of Context! features are accessible through a browser-based AJAX interface that does not use proprietary technologies or locally deployed applications. Whether you are an Administrator, ad-hoc report writer or consumer, all you will ever need to use Context! is a browser. You can even administer the platform from the built-in browser on your iPhone or Android mobile device!

BUILT FOR MAXIMUM COMPATIBILITY

- ◆ *Connect to data using JDBC or XMLA*
- ◆ *Leverage local data using CSV*

Our core philosophy of creating software that conforms to the way you work begins with connectivity. Context! leverages the power of industry-standard JDBC connectors to provide access to countless data sources while also providing an XMLA interface to help you access data cubes and warehouses in just a few clicks using MDX syntax, all from the same polished user interface that can be learned in minutes and often without manuals. Right out of the box, Context! provides compatibility with a host of platforms, ranging from enterprise relational databases to a sophisticated CSV import model that

empowers users with the ability to use their own data for reporting.

ENTERPRISE-READY SECURITY

- ◆ *Built-in role and group-based security*
- ◆ *Full compatibility with LDAP and AD*
- ◆ *Deep security model for charts and meta-data*

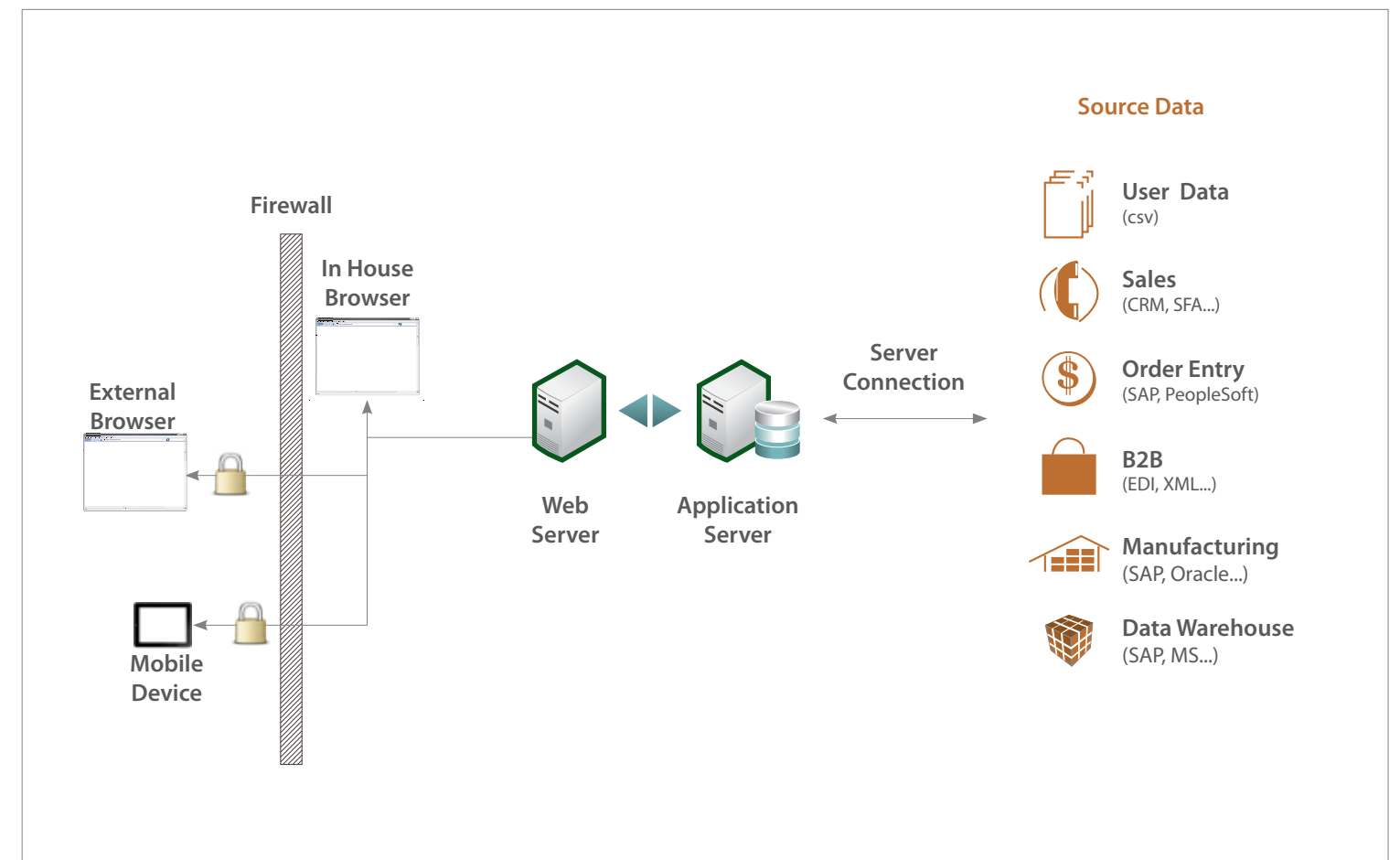
Context! doesn't just satisfy the usability requirements of your business users. Context! provides you with a robust multi-tiered security framework that can be fully integrated into Enterprise security frameworks like LDAP or Active Directory (AD), or that can be deployed

that ensures users will get maximum flexibility without having to sacrifice security. With Context! you get the peace of mind of knowing that users will only see and access what they need, when they need it and where and how they need it.

THE PERFORMANCE MANAGEMENT YOU DEMAND

- ◆ *Manage performance at the data source, view and report level*
- ◆ *Built-in in-memory caching at the meta-data layer*

The very nature of self-service business intelligence demands that you provide as near real-time access to enterprise production



fully on its own merits, giving you the flexibility of a user/role/group based security model

data as possible. But how do you balance the need for up to the minute, reliable, self-

service driven information with your needs for managing performance and production system availability? How do you give BI users what they need without bringing your ERP system to its knees?

Once again, Context! is designed to work the way your business works. We give you the tools to not only manage what data is available to what users, but also to manage how big of a performance impact your BI system will have on production systems.

Control how much data is returned to any single report, how many queries can be sent to any data source and a host of the performance settings and filters designed to help you customize access the way you want it. Add to this a multi-tiered policy and control architecture that allows you to off-load performance management to non-administrator personnel, and you get one of the most sophisticated BI platforms in the business.

THE ENTERPRISE BACKBONE YOU DEMAND

- ◆ *Scale horizontally or vertically with clustering and load-balancing*
- ◆ *Supports any Enterprise-Java app server*

Any self-service focused business intelligence platform, however, is useless unless it can seamlessly scale with the business. Context! is designed to work in conjunction with your favorite application server. Whether it's Tomcat, WebSphere or some other Java application server, Context! lets you take advantage of high availability options like clustering and load-balancing, giving you the ability grow vertically

or horizontally through more servers and faster hardware.

XML-BASED METADATA AND SAND-BOXING

- ◆ *XML metadata can be exported and imported to migrate systems*
- ◆ *Filter data using parameters to control field-level security*

Context! provides you with an advanced and highly sophisticated metadata model that caches data based on settings you control. This gives you greater control over performance, letting you set the data refresh interval you need for each data view. Context! metadata views can also be exported as XML files for re-import into other deployments, giving you the freedom to develop in one environment without impacting your full BI deployment.

In addition, Context! metadata layers give you unprecedented amounts of flexibility and freedom by letting you filter data returned, implement custom security and performance management that is narrower in scope than at the data source and leverage multiple data sources without having to employ ETL tools.

TRUSTED, SUPPORTED

Any product is only as valuable as the organization that stands behind it. For nearly two decades EMANIO has powered supply chain integration and B2B commerce for organizations of all sizes across the globe. With support plans that are flexible and affordable enough for any organization and any budget, EMANIO provides the backing you need to ensure that your system is always available,

giving you peace of mind and security in your investment.

TECHNICAL SPECIFICATIONS		
SUPPORTED PLATFORMS EMANIO Context! requires a Java Application server and comes bundled with Apache Tomcat, but can be run on any compatible app server including WebSphere.	MS WINDOWS NT, WINDOWS SERVER 2000, WINDOWS SERVER 2003, WINDOWS SERVER 2008 MS WINDOWS XP PROFESSIONAL, WINDOWS VISTA, WINDOWS 7 REDHAT LINUX OR OTHER COMPATIBLE LINUX SYSTEMS	
SUPPORTED DATA SOURCES	FLAT FILE	DATABASE
	TEXT MS EXCEL (PRE 2007) MS ACCESS (PRE 2007)	DB2 UNIVERSAL DATABASE 8.1+ , ORACLE DATA-BASE 9i+, POSTGRESQL 8.0, PROGRESS 9.1 MS SQL SERVER 2000+, INGRES MYSQL 4+, HSQL, MDX COMPLIANT CUBES, ODBC, OPENEDGE, AS/400, INTERBASE, UNIVERSE, FIREBIRD, CACHE DB, PERSVASIVE, SYBASE ASE SYBASE ANYWHERE, SYBASE IQ, SQLITE DERBY, TERADATA, H2, FOXPRO, LOTUS NOTES
MINIMUM CLIENT REQUIREMENTS	OPERATING SYSTEMS	BROWSER
	MS WINDOWS 2000 +, LINUX, MAC OS X 10.2+	FIREFOX 2.x+, MSIE 6+, WEBKIT 2.0+ (SAFARI, GOOGLE CHROME)



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