



Virtual Strategy, Inc. (VSI) delivers e-Strategic Enterprise Management (e-SEM) solutions, which — for the first time — enables business decision makers to have a dynamic, personalized view of the entire enterprise, combined with the ability

Executives can analyze their business quickly, as customer and market demands dictate. Profit and loss rollups from disparate systems, mergers and acquisitions evaluations, profit analysis down to the customer level, and scenario management are

## e-Strategic Enterprise Management



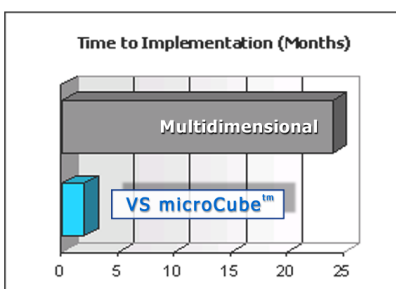
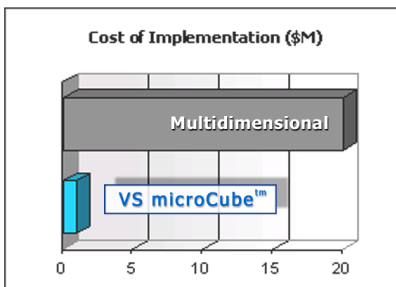
to model and evaluate strategic business opportunities and alternatives. VSI has developed a solution that is superior to existing business intelligence (BI) and data warehousing solutions, in that it is the only true real-time enterprise model for knowledge management and scenario management. VSI's microCube™ technology alters the current BI and data warehousing market from one of excessive amounts of manpower, hardware, and implementation time into: "All the Information, All the Time, Right Now."

A complete enterprise model accessing data from large numbers of transaction systems can be assembled:

- in months rather than years;
- using up gigabytes instead of terabytes;
- with real-time data instead of latent data;
- utilizing individually personalized and dynamic data instead of predetermined and static data;
- on Intel machines instead of a large scale data bank.

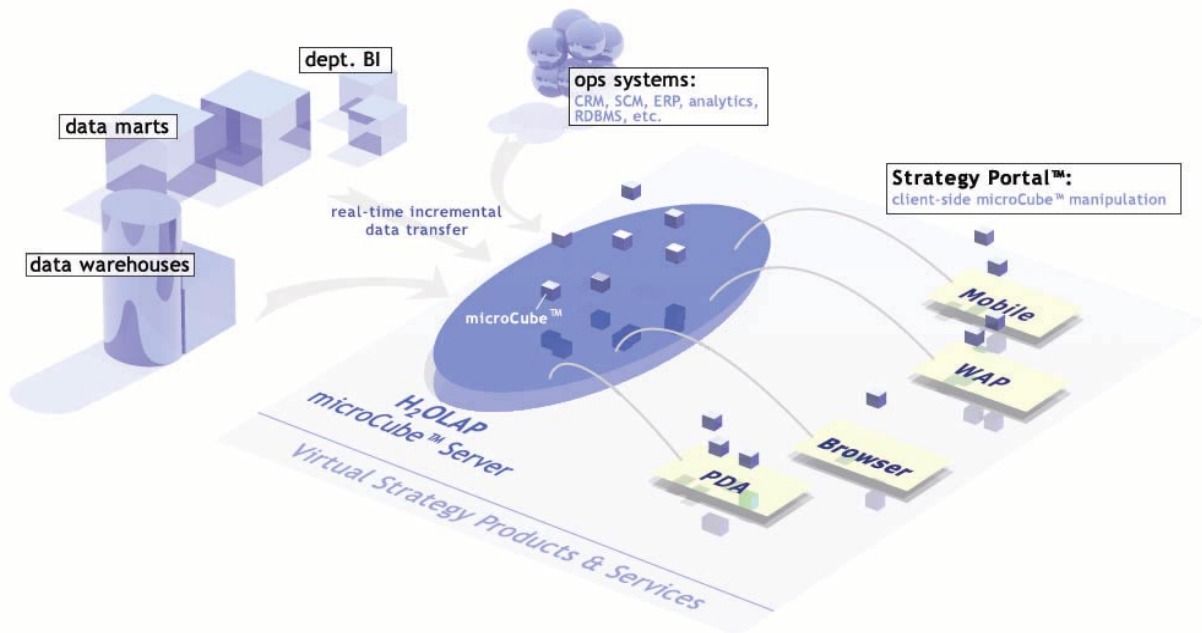
now possible in a drag-and-drop interface. This is the only solution on the market that allows executives to determine what they want, how they want it, and when they want it, with the click of a mouse. Gone are the days when groups of people are cutting and pasting spreadsheets or building complex models.

The resulting ROI is substantially higher, with cost savings realized within months instead of years. Instead of building a large data repository based on the size and number of data dimensions or smaller static, multidimensional cubes, VSI takes data in its existing formats and builds microCube™ models that reflect how users manage their business. Utilizing *Hierarchical Hybrid OLAP* (H<sub>2</sub>OLAP), these microCube™ models are dynamic, personalized, flexible, up-to-date and cached, providing incredible performance and minimum overhead on existing systems. VSI's microCube™ requires only an interface to the data sources for implementation.



**"Business Intelligence allows companies to have a clear vision of where they are going and how to get there. However, traditional Business Intelligence solutions are often expensive and inflexible, ending in failure. Virtual Strategy offers a faster, flexible and up-to-the-minute alternative that delivers better Business Intelligence today."**

**-Lisa Williams,**  
The Yankee Group



Due to this innovative architecture, data is loaded thousands of times faster than conventional solutions. Using a high-end PC, VSI can load all daily operating data required to run the terminals and hubs of a major nationwide trucking company in 15 minutes. Making a business objective change in the microCube™ model takes seconds rather than weeks using a drag-and-drop interface, because the user does not have to recreate the data model and reload it.

**"Virtual Strategy... helps executives determine their strategic goals and objectives by allowing them to perform scenario-based, what-if style analysis dynamically. This enables executives to analyze the costs and benefits of specific actions quickly, simulate potential ROI for any operational activity, and determine the strategic impact of specific decisions immediately."**

**-Lynne Harvey,**  
Patricia Seybold Group

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## Applying Virtual Strategy Solutions

Virtual Strategy's solutions can work with companies' existing BI and data warehousing investments through applications that are tailored to meet each organization's specific business objectives, in areas such as:

#### **Finance and Administration:**

All of the enterprise information from multiple sources is collected and rolled up into one model for reporting requirements. Companies can make quick decisions regarding merger and acquisition opportunities, and can model operational profitability and reorganizations. An accurate view of the enterprise is available to executives for reporting quarterly results, making cut backs, projecting growth, and adjusting operations.

#### **Transportation:**

Gathers and analyzes shipment demands in real-time. Projections of capacity are calculated based on current demands, and as a result, adjustments to schedules and equipment can be made immediately. Integrates with third party data to form a complete picture.

#### **Analysis of Operating Units:**

Managers can plan reports, evaluate scenarios, or analyze the operations of separate divisions independently, or as if they were one company. Acquisitions, consolidations or reductions can be assessed in advance.

#### **Supply Chain:**

Managers have real-time visibility with alerts concerning shipments and other mission critical events, as well as the power to evaluate alternatives to event-driven problems by understanding their impact before they take action.

#### **Financial Services:**

Managers can assess the impact of various scenarios, current or planned, against any internal benchmark. Alerts are delivered about measures important to profitability, such as dramatic change in asset levels.

#### **Marketing and Sales:**

RFIs can be tailored according to inventory availability and pricing constraints. Sales campaigns are evaluated in terms of the target segment, corporate objectives and whether or not an initiative is worth planning out.