Information Builders' WebFOCUS business intelligence and iWay Software integration technologies provide an end-to-end information management strategy, combining performance management, data governance, business intelligence, and analytics to help organizations make smarter decisions.

# WebFOCUS Active Technologies

## Device Independent, Device Exploitive



Active Technologies delivers analytic dashboards and reports to any device including the iPad/iPhone, Android-based devices, BlackBerrys, and desktops/laptops, without the need for any specialized software.

Years ago, WebFOCUS Active Technologies broke down the barriers to pervasive business intelligence (BI) by allowing organizations to deliver completely interactive reporting and analysis environments to millions of users, without the need for individual licenses or specialized software. Active Technologies leverages the native capabilities of any browser to provide information workers with analytic functionality that can be applied to data from any source. Now, it has been extended beyond desktop PCs, laptops, and e-mail to support the native capabilities of new smartphones and tablet computers, such as Android™-based tablets and the iPad.

It's estimated that the world's mobile-worker population will pass more than one billion by year's end, and will approach 1.2 billion (more than a third of the world's population) by 2013. These mobile workers are using smartphones and tablets from vendors like BlackBerry and Apple (iPad), as well as several manufacturers who use the Android OS, to keep up to date with the critical, timely information contained within their company's website, applications, and databases.

Active Technologies is a device-independent solution that combines data and interactive analytic capabilities into a single document that can be delivered to PCs, laptops, e-mail, or any type of mobile device. Dynamic lists, reports, and dashboards, containing data from any enterprise source, can be made instantly available to these devices. From there, users can filter, sort, calculate, chart, and perform many other advanced functions.

## Empower Your Users, No Matter What Device They're Using

Some approaches to mobile support require the creation of native applications for the most popular devices, which limits information reach if all mobile workers are not on the same appliance or platform. With Active Technologies, companies can deliver device independent – yet device exploitive – content to any mobile appliance. Organizations can create a single web application that, when delivered to any device, leverages the web browser's inherent capabilities to dynamically take advantage of its native look and feel (including gesturing on touch screen devices). Mobile workers can receive automatic real-time updates or retrieve information whenever they need it, no matter which device, browser, or network they use.

The content delivered by Active Technologies empowers new constituencies of business users to access actionable information from their mobile devices, while simultaneously shrinking the cost of BI support. No individual user licensing or specialized servers are required, as companies have unlimited access and distribution rights.

Additionally, Active Technologies makes portable analytics readily accessible to frontline mobile workers, whether they work in connected or disconnected mode. Reports and dashboards – whether delivered to a user's desktop, laptop, or mobile device – combine data and interactive capabilities in a single file, with an easy-to-use interface that requires no training. What's more, significant network cost savings are achieved when users work in disconnected mode.

Data and interactive controls are combined into a single web application, allowing information consumers to manipulate the contents into diverse report permutations on their own. Collaborative decision-making and efficiency is further improved with the ability to forward these reports to other users, without any network or device constraints.

## Flexible, In-Depth Analysis From Any PC, Laptop, or Mobile Device

With WebFOCUS Active Technologies, companies can:

- Minimize the backlog of report requests in IT's queue by delivering a single report that can be transformed again and again, without repeated connections to the data
- Simplify distribution of sophisticated reports using the same delivery vehicle for users inside and outside the enterprise
- Give field workers access to information, at the exact moment they need it, on their mobile device
- Reduce network costs by enabling users to work in disconnected mode
- Empower outside users with access to, and interaction with, enterprise data
- Eliminate dependence on third-party software that may not be available to users outside the enterprise
- Offer an intuitive user interface, enabling data analysis for report consumers not highly skilled with spreadsheets
- Dynamically deliver dashboards and reports with built-in analytics in several formats, including HTML5, HTML, Adobe Flash/Flex, and PDF
- Provide real-time business activity monitoring (BAM) dashboards and reports as well as the ability to refresh content on demand

**Mobile workers can receive automatic real-time updates or retrieve information whenever they need it, no matter which device, browser, or network they use.**

Active Technologies functionality can be applied to just about any report, dashboard, or portable web application, and can be enabled in an existing WebFOCUS application by simply changing the output type. It also offers extensive manipulation options via a pull-down menu from each report column:

- **Sort** – arrange any field in ascending or descending order
- **Filter/highlight** – select any column(s) for complex record selection tests; tests can be on multiple fields with various operators, including equalities, inequalities, and substrings; rows in the answer set of the search can be highlighted or displayed alone
- **Calculate** – apply math functions to the column, such as the sum, the minimum or maximum value of a field, the count of instances, and each value as a percentage of the column total
- **Chart** – create line, bar, and pie graphs displayed in a pop-up window
- **Roll up** – aggregate the values in a column in groups by another designated column, displaying the results in a pop-up window
- **Pivot** – aggregate values in one column and display the results in a cross tab grouped by two or more columns
- **Visualize** – compare column values visually with the bar chart integrated in the report
- **Freeze** – designate a section of a wide report as stationary and the adjoining section as moveable for easy viewing
- **Paginate** – designate the number of records per logical page
- **Export** – extract record rows into an external file that can be imported into other environments
- **Tabbed view** – view reports on a mobile device easily with each chart and roll up displayed in separate tabs

### Full Support for Mobile BI
Active Technologies is ideal for mobile BI implementations. It can be seamlessly embedded into existing websites, native applications, mobile storefronts, and more. This reduces the cost and effort of having to manually convert BI content into native mobile formats or HTML5-based web applications.

Active Technologies delivers scalable, device-independent BI content as mobile web applications that dynamically exploit the gestures, animations, and interactivity of each type of mobile device. Unlike other solutions that require users to create and maintain multiple versions of their BI assets for each mobile platform, organizations can leverage Active Technologies to create BI assets that are automatically transformed into the appropriate format (i.e. HTML5), and made accessible via all the most popular mobile platforms.

### Key Features and Benefits
- **No specialized software, SDK or plug-in required** – Active Technology dashboards and reports consist of data and interactive capabilities bound together in a single file. They can be managed and displayed in any web browser without installing extra software
- **No specialized development skills required** – An easy-to-design interface makes creating new Active Technology dashboards and reports as simple as creating any number of charts and reports with WebFOCUS InfoAssist (Information Builders' ad hoc reporting solution) and selecting Active Technology as an output format

**Active Technologies functionality can be applied to just about any report, dashboard, or portable web application.**

## Find Out More

To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at **informationbuilders.com,** or in the U.S. and Canada, call **(800) 969-4636.**

- **Empower users outside the firewall** – External customers and partners can access dashboards and reports without being a part of the BI system
- **Security** – Active Technologies provides AES-256 encryption and password protection
- **Improve user experience and enhance decision-making** – Active Technology dashboards and reports consolidate multiple charts and reports into a single interactive view, making it faster and easier to view information and perform analysis
- **No connection necessary** – Road warriors and other mobile users without a network connection can use Active Technology dashboards and reports distributed at their convenience – on the road, in an airplane, etc.
- **Guarantee a single version of the truth** – Users can receive updated versions of dashboards and reports on a scheduled basis, ensuring that they always have the latest information
- **Scale to an unlimited numbers of users** – Since all Active Technology interactions are self contained and occur in the browser, they don't burden back-end systems. This means a virtually unlimited number of concurrent users can analyze information in the portal environment
- **Just another output format** – Delivering charts, reports, or dashboards as Active Technology output is as simple as selecting the content's output format: Active Technlogy. It requires no additional customization and is just another format option, such as PDF, Excel, or PowerPoint
- **No training required** – Active Technology dashboards and reports are easy to use and include 95 percent of the most common Excel functions
- **Embedded analytic engine** – By delivering an embedded analytic engine Active Technologies provides enhanced analytic capabilities that include calculations, roll ups, filtering, sorting, interacting with multiple charts/tables across multiple tabs, and dynamic generation of new tables, charts, and pivots
- **Provide a complete view of the business** – Users can compile multiple table and chart components into a single view, and can interconnect all comments so that filters and other functions are added with a single click and applied to an entire dashboard. You can style Active Technologies content to align with your corporate look and feel
- **Supports any device** – Works on smartphones (iPhone, BlackBerry, and Android-based phones), tablets (iPad and Android-based tablets), desktop computers, and laptops. It also dynamically exploits the gestures, animations, and interactivity of each type of device
- **Supports any web browser** – Internet Explorer, Firefox, Safari, Google Chrome, and Opera