

"DataSynapse has built its business on a grid computing platform that allows customized applications to use virtualization and automation to share IT resources in a heterogeneous environment...as organizations become more mature in managing IT services over time, a natural inclination is to optimize by consolidating and reducing costs."

- Gartner, Cool Vendors in IT Operations, 2006

The Challenge

Almost every large organization struggles with dispersed and disconnected management information. Because applications cannot scale, daily figures may be held separately from weekly or monthly, these numbers may need to be further separated by actuals, budgets and forecasts and, possibly, separated further into divisional, corporate and management data stores.

This leads to significant infrastructure and people cost dedicated to keeping the many performance management cubes or databases in sync, with a large amount of data duplication and risk to the integrity of the data as well as a potential audit trail nightmare.

The ideal solution is to put in place a single database with a single application that will cover all aspects of performance management. The solution needs the ability to upload vast amounts of data from many transactional systems (GL, ERP, HR etc.), consolidate it very quickly across a large numbers of hierarchies in multiple dimensions to reflect the various organizational views of the company and be able to rapidly modify these hierarchies as the business changes. The challenge has always been one of performance and scalability and therefore, for most organizations using performance management tools, this process takes place monthly or at best weekly.

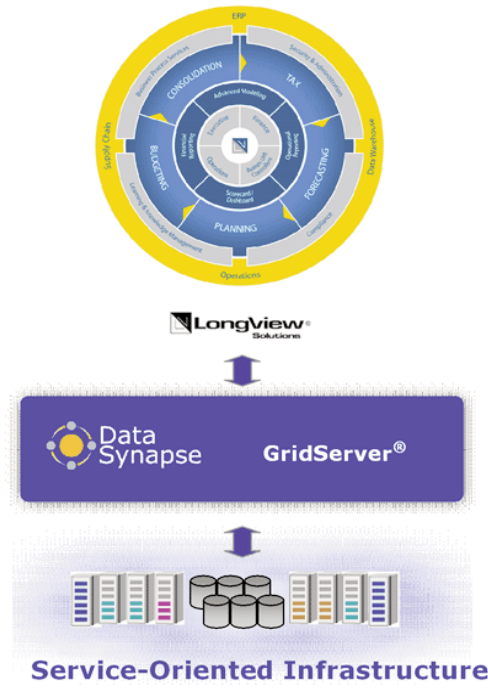
At the investment banking division of one of the UK's biggest global banking groups, daily reporting was a key requirement however it was taking two hours each night to upload and aggregate 500,000 lines of financial transaction data from the bank's General Ledger system into the database to support this requirement. This lengthy process epitomizes the challenge.

The Longview Performance Management Platform

Longview's solutions have been used since 1995 by leading organizations to drive financial performance with speed, visibility, and integrity. The Longview Performance Management Platform is highly scalable, providing a single repository of financial truth from which consolidation, reporting, budgeting, planning, forecasting, modeling, analysis, tax and related learning, compliance, and knowledge management processes can be performed quickly and accurately. Longview's CPM application is used by tens of thousands of controllers, finance VPs, financial analysts, store managers, cost center managers, and accounting specialists worldwide.

Longview solutions focus on finance, and expertise that covers all industry sectors including energy, entertainment, financial services, health care, higher education, manufacturing, pharmaceutical, retail, technology, and utilities. Longview's CPM application helps you to determine where value comes from today, and enables swift reaction to grow tomorrow. You can plan, forecast, budget, and receive reports on daily business information at a high level or in as much detail as required. This information, tracked against key performance indicators (KPI), enables quick business decisions, positively driving your organization's productivity. Financial accuracy, at the right time, improves market insight and creates new levels of competitive advantage.

Joint Solution Benefits



As never before, the finance function is integral to the success of your organization. A successful corporate performance management solution will transform your entire organization, through a single repository of financial accuracy. As data volumes grow, remaining competitive requires more and more granular analytics of the business; most of today's solutions simply can't scale to meet business requirements or increases in user demand.

Using DataSynapse GridServer software, calculations are managed in parallel and run across hundreds or even thousands of processors. These workloads run on multiple CPUs across multiple machines, whether they are dedicated to running the simulations, or machines that are not currently being fully used. The integration between Longview and GridServer is already done, thus there is no additional client side development necessary and very little implementation or configuration work to be done, slashing the total cost of ownership.

This massive potential for scaling the underlying processing power available to the Longview CPM solution means that it can carry out complex calculations, compare budgets with forecasts, and generate reports on the performance of the business on a daily or more-frequent basis. In addition, users can create new views of the performance of the business without degradation in performance. This is especially helpful for large companies with large volumes of data that are trying to become more real-time in their reporting for more accurate decision-making.

Fast and accurate reporting gives executives more time to analyze data. A more thoughtful analysis of the bottom line allows them to monitor results against set objectives and develop more meaningful, long-term strategic plans that are actionable and trackable. It also enables them to peer into the depths of their complex organization and gain an insightful view of its financial reality.

About DataSynapse

Application Virtualization enables organizations to create a real-time infrastructure that aligns IT with the business. DataSynapse software matches application requirements with server capacity on demand to optimize performance and automate service level management. DataSynapse clients document significant benefits, including increased agility, improved quality of service, radically reduced costs and the ability to quickly realize new revenue streams. To learn more, visit www.datasynapse.com.

About Longview Solutions

Longview Solutions helps companies manage the business of finance with speed, visibility and financial integrity. Since 1995, hundreds of the world's most respected companies including Boeing, Cisco, GE Healthcare, Home Depot, Ingersoll Rand, JC Penney and many other industry leaders have used our software to create a single repository of financial truth from which Consolidation, Management Reporting, Corporate Planning, Modeling, Analysis, Budgeting, Forecasting, and Tax processes can be performed simultaneously, enterprise wide. For more information, visit www.longview.com