

Business Intelligence Private Branding Solutions for Independent Software Vendors

***Integrating Speedware's business intelligence technologies
leads to increased revenues and competitive advantage***

"In a matter of months, the BI application was ready to go to market and we have already seen an increase in revenues. The response from our customers has been overwhelmingly favorable. We are also very impressed with Speedware's commitment toward making this project a success."

— Cary Anderson, VP of Research and Development, Enterprise Computer Systems Inc.

The Challenge: Delivering Value-Added Features to Increase Revenue

To remain competitive, independent software vendors (ISVs) must strive to deliver value-added features and functionality to enhance their software applications.

Increasingly, there is a strong demand for business intelligence (BI) technologies to be integrated into packaged applications. Designed to allow companies to analyze and report on corporate data, BI solutions easily convert the volumes of data collected throughout an organization into meaningful information – to better understand and manage operations.

The Solution: Speedware's BI Private Branding Program

Speedware's BI Private Branding program is designed to help ISVs increase sales by offering powerful and intuitive data analytics and reporting technologies as part of their own solution offerings.

ISVs may choose to simply resell Speedware's BI tools, or work with us to co-develop a comprehensive BI application designed to suit the particular needs of the customers they serve.

In addition, qualified ISVs may choose to offer Speedware's complementary technology under their own private brand name. In fact, this "white-label" sales model is unique in the industry. Of course, partners who wish to leverage Speedware's established presence in the BI marketplace may wish to choose a more traditional co-branding approach.

Option 1: Add-On BI Tools

Under this agreement, partner ISVs resell Speedware's BI technologies (data reporting and analytics) as add-on component tools. The tools are sold and supported directly by the partner and

may be marketed under the Speedware name or the ISV's own brand.

The benefits of this option include the fact that there are minimal risk and investment required by the partner.

Speedware's business intelligence tools enhance the partner's solution offering. This can lead to an increase in revenues from the sale of software licenses, technical support, professional services and training.

Simply put, it's the power of Speedware's technology enhancing an ISV's packaged application.

Option 2: Co-Development of Customized BI Applications

ISVs that choose to work with Speedware to co-develop a customized BI application can enjoy a significant return on their investments.

Under this program, the ISV and Speedware would invest equal time and resources to build a solution geared specifically to meet the needs of the market niche served by the ISV.

Together, we would develop industry-relevant Key Performance Indicators (KPIs) designed to analyze the metrics that drive performance in a given industry.

These KPIs would then be displayed through an intuitive dashboard – directly on the end-user's desktop or through the Web. With analytical dashboards, it is possible to assess business performance, at-a-glance.

The benefits of this program to an ISV are many, and include the ability to carve a clear competitive advantage by offering a key value-added solution to end-users.

Customers enjoy a seamlessly integrated data analytics and reporting solution that is customized to meet their particular business needs.

Business Intelligence Private Branding

What's more, it is ready to be enjoyed immediately upon purchase – as no end-user customization is required.

Our Commitment to Partners

With over 25 years of experience providing leading enterprise software technologies, Speedware is committed to delivering the best solutions to our customers and business partners.

In fact, we recognize the particular value that independent software vendors (ISVs), value added resellers (VARs) and distributors play in our success and remain strongly committed to developing innovative partner programs.

Partner Profile: Enterprise Computer Systems Inc. (ECS)

Qualifying ISVs who choose to participate in the Alliance ISV Program will enjoy a rapid return on their investments.

For example, Enterprise Computer Systems (ECS), a mid-sized ISV that develops and markets software solutions for the building materials industry, recently began collaborating with Speedware on the development of a customized BI application.

The new components, known as ECS Dashboard and ECS Reporter are designed to complement ECS' flagship enterprise resource planning (ERP) package.

Speedware and ECS invested equal resources (personnel and capital) and within six months, the solution was ready to go to market. ECS has enjoyed an increase in its sales revenues and a return on its investments was achieved in only 9 months. ECS has sold an average of three such solutions per month at a mean price of \$20,000.

About Speedware

Speedware has been dedicated to helping companies modernize their business applications for over 15 years and enjoys a 100% project success rate. The company specializes in developing end-to-end modernization solutions that allow industry and government leaders to increase their business agility and reduce their operational costs. Speedware has been a leading provider of enterprise software solutions since 1976, offering a complete suite of legacy modernization, migration and application portfolio management solutions, business intelligence tools and application development solutions.

Behind the Scenes: Overview of Speedware's BI technology

Speedware's comprehensive business intelligence solution is powered by intuitive OLAP data analytics technology paired with a sophisticated query and reporting tool.

OLAP Data Analytics

Media is Speedware's On-Line Analytical Processing (OLAP) solution that enables organizations to easily analyze complex operational and customer data for improved business performance. Available in both Web and desktop client interfaces, Media rapidly transforms raw data from multiple sources into valuable corporate information.

Through its intuitive dashboards, Media provides an interactive interface with rich graphs and charts that allow users to quickly identify trends and relationships normally hidden in data.

Query and Reporting

Esperant is our sophisticated query and reporting solution that empowers organizations to rapidly query complex data and generate custom reports for improved business performance. Esperant's patented robust query generator uses English language statements to easily generate correct SQL syntax for accurate reporting. Esperant also offers powerful predefined query formats that make complex reports just a point and click away.

Whether sold under the Speedware name, or privately branded, BI technology is sure to add value to existing packaged applications.

Program Benefits

- Proven, leading-edge business intelligence technology.
- Enhanced product offering leads to gain in competitive advantage and additional revenues.
- Power of Speedware's technology carrying your brand name!
- Strong commitment from Speedware toward project success.

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SPE-610PBPAPR20-E2