

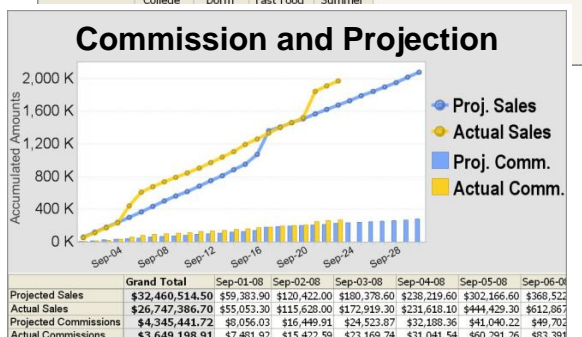
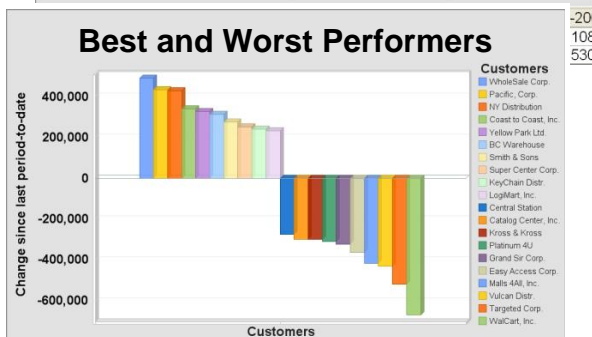
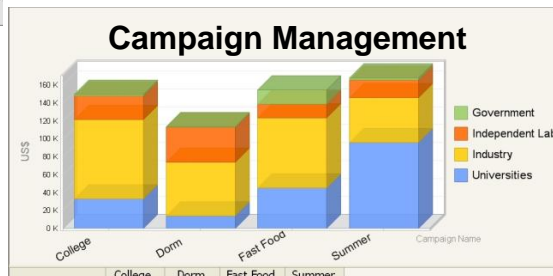
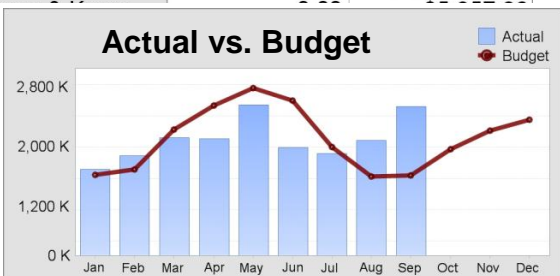
Meet the DONUT CHALLENGE

Users create **their own reports** faster than it takes to eat a donut!



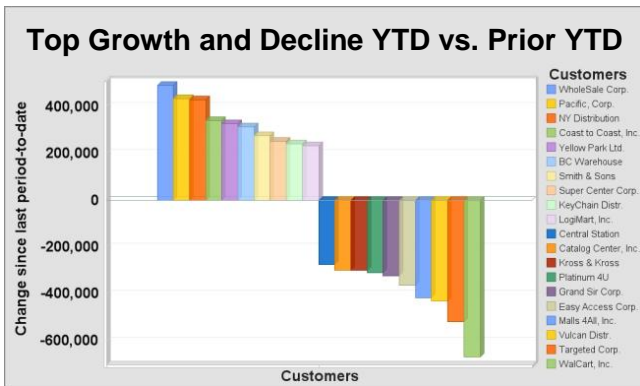
Exception Reporting: No Sales

| | Sales Past 30 Days | Sales Past 90 Days |
|-------------------|--------------------|--------------------|
| Ascending, Inc. | 0.00 | \$87,959.67 |
| KeyChain Distr. | 0.00 | \$99,801.94 |
| Yellow Park Ltd. | 0.00 | \$68,289.22 |
| Nova Distr., Inc. | 0.00 | \$62,186.45 |
| Avitar, Inc. | 0.00 | \$83,140.09 |
| Vulcan Distr. | 0.00 | \$47,958.46 |
| Cage Warehouse | 0.00 | \$35,754.11 |



DataSelf BI helps managers chew through the slump and grow into the recovery.

Library of over 2,000 reports and KPIs predefined. Here are two:



Customers with the largest sales growth and decline this YTD versus last YTD.

Sales Past 90 Days, No Sales Past 30 Days

| | Sales Past 30 Days | Sales Past 90 Days |
|-------------------|--------------------|--------------------|
| Ascending, Inc. | 0.00 | \$87,959.67 |
| KeyChain Distr. | 0.00 | \$99,801.94 |
| Yellow Park Ltd. | 0.00 | \$68,289.22 |
| Nova Distr., Inc. | 0.00 | \$62,186.45 |
| Avitar, Inc. | 0.00 | \$83,140.09 |
| Vulcan Distr. | 0.00 | \$47,958.46 |
| Cage Warehouse | 0.00 | \$35,754.11 |
| Kross & Kross | 0.00 | \$5,957.96 |

Exception reporting — customers (or products) with sales in the past 90 days but no sales in the past 30 days.

A BI Solution for Your Unique Needs

On average, 70% of all DataSelf BI customizing can be done by non-technical users. DataSelf leverages over ten years of experience delivering BI in the mid-market.

What Customers are Saying

*"Being an old dog, I know software that meets one's expectations is rare. DataSelf BI has far exceeded mine. We bought it for its world-class sales reporting, and now I'm **saving up to \$500,000 annually** because I also use it to manage my inventory and purchasing more effectively."*

John Barrett / COO, Wiley X Eyewear

*"DataSelf BI has helped us **save around \$250,000** in discounts on over-stocked inventory. That alone has made the small investment in this enterprise-class software a miracle."*

Kevin Cunningham / IT Director, Scorpion Sports

*"**Forget about eating a donut...**I didn't even have time to take a bite of the donut before I finished my first report. I can't wait to take this Porsche out of the parking lot."*

Robert C. / Controller, Food Should Taste Good

6 more reasons to meet "The Donut Challenge"

- **60-day money back guarantee** — our confidence; your peace of mind.
- No other business intelligence solution is as **easy** and as **comprehensive** as DataSelf BI.
- More than **2,000 must-have reports and key performance indicators** ready to go.
- Users **learn** to use it **with little or no training**.
- **Point-and-click** dashboards, cubes and data warehouse.
- **Rental price** makes it affordable to any organization.

DataSelf Corporation

DataSelf Corporation
111 N. Market St. 6th Floor, San Jose, CA 95113
408-351-3516 sales@dataself.com www.dataself.com