

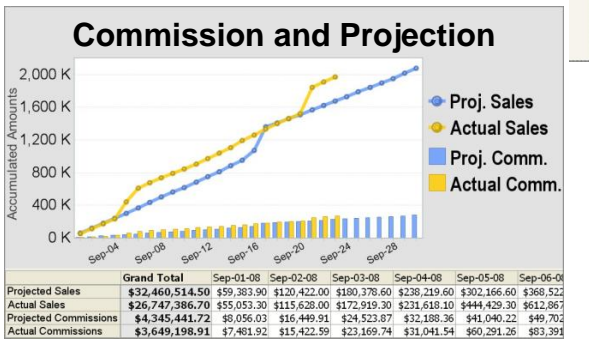
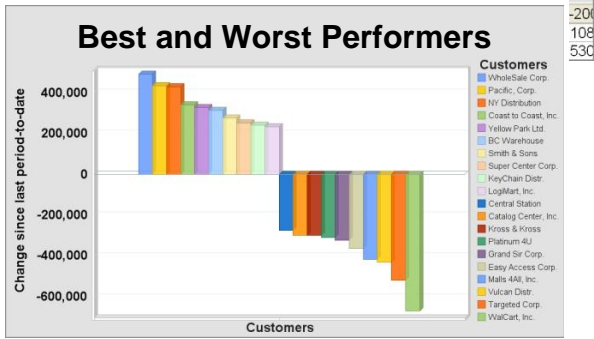
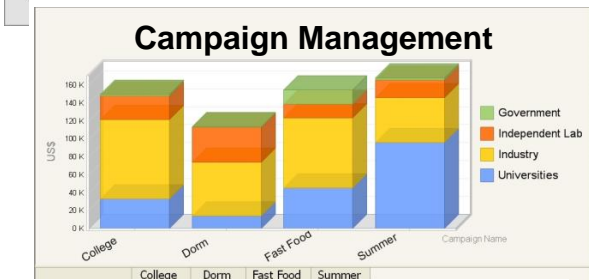
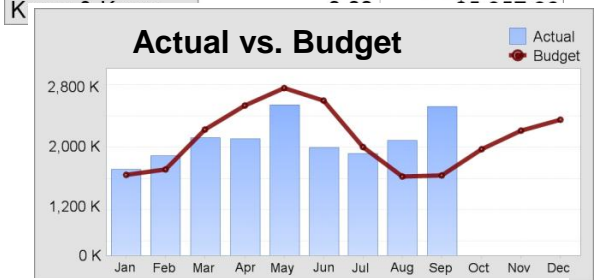
# Meet the DONUT CHALLENGE

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



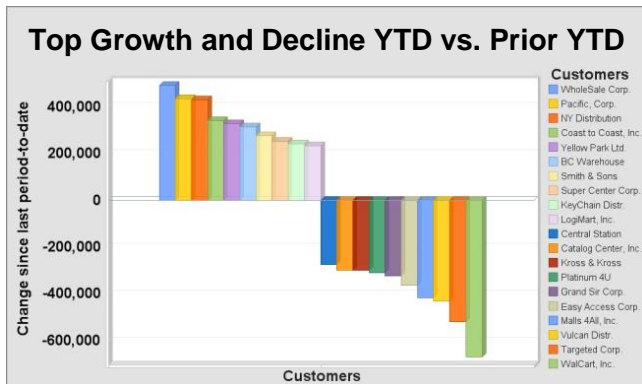
**Exception Reporting: No Sales**

	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		
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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**

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