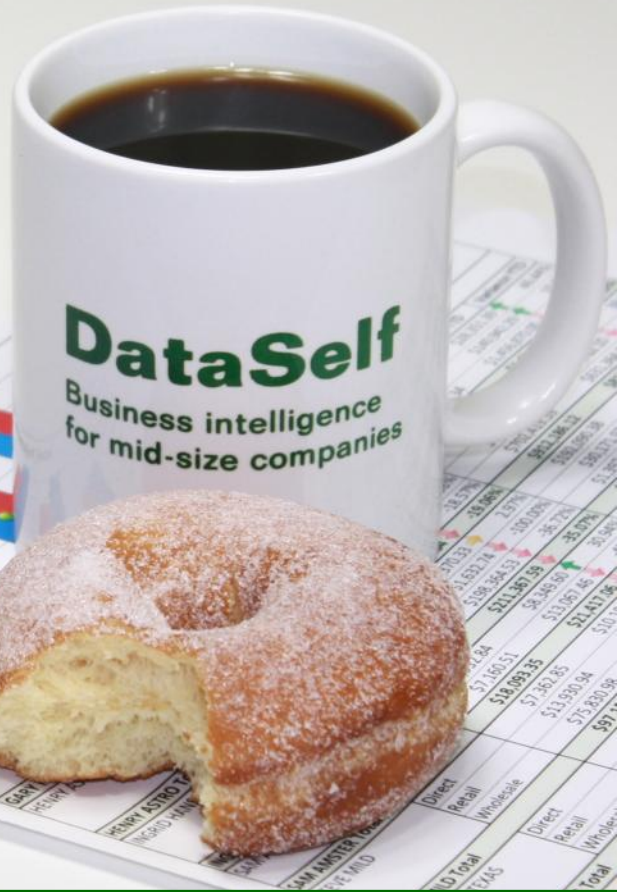


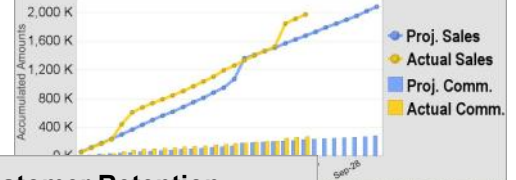
Meet the DONUT CHALLENGE

Empower users to create reports faster than it takes to eat a donut!



DataSelf BI is an affordable business intelligence solution that simplifies and amplifies Microsoft BI. It lets users build reports from scratch or leverage 2000+ canned reports — almost always without IT help — then slice and dice as needed.

Commission and Projection



Customer Retention



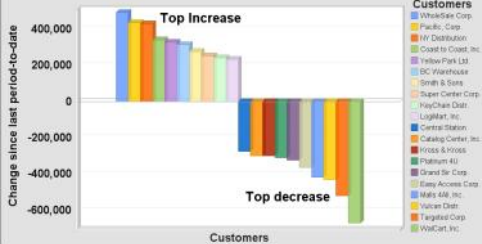
Exception Reporting: Regular customers with no sales recently

| Accounting In... | Sales Past 30 Days | Sales Past 90 Days |
|------------------|--------------------|--------------------|
| | 0.00 | \$87,959.67 |
| | 0.00 | \$99,801.94 |
| | 0.00 | \$68,289.22 |
| | 0.00 | \$62,186.45 |
| | 0.00 | \$83,140.09 |
| | 0.00 | \$47,958.46 |
| | 0.00 | \$35,754.11 |

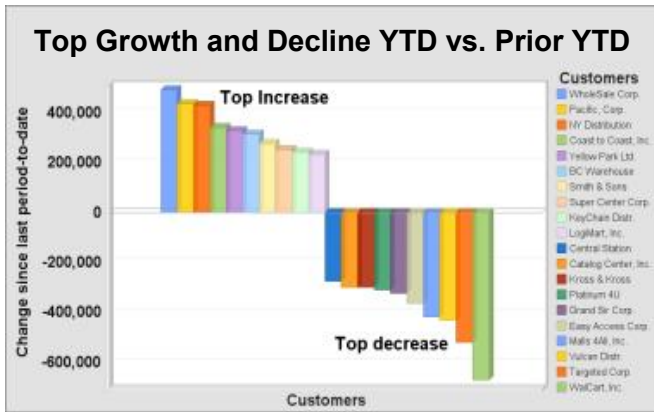
Actual vs. Budget



Best and Worst Performers



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



Customers with the largest sales increase and decrease 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 shows which regular customers have NOT purchased recently!

Self-service BI

On average, users can tackle 70% to 100% of their own reporting needs without IT help.

What Customers Say

"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 at Wiley X, Inc.

"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 at Scorpion Sports, Inc.

"Forget about eating a donut. I didn't even have time to take a bite of the donut before I finished my first report."

Robert C., Controller at Food Should Taste Good, Inc.

3 more reasons to meet "The Donut Challenge":

- Users learn to build reports in DataSelf BI with **little or no training**.
- Point-and-click **dashboards, KPIs, OLAP cubes and data warehouse**.
- **Rental pricing** makes it affordable for any organization.



DataSelf Corporation

DataSelf Corporation
10 South 3rd Street 3rd Floor, San Jose, CA 95113
408-351-3516 sales@dataself.com www.dataself.com