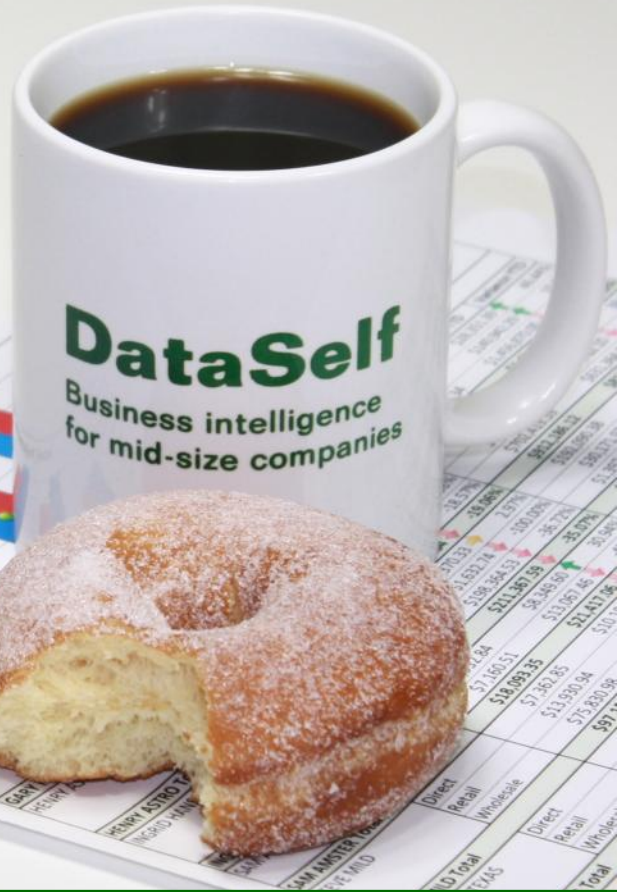


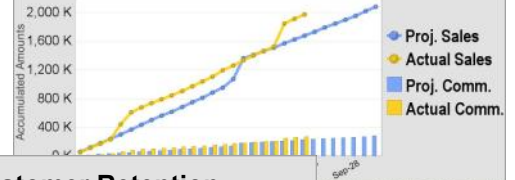
Meet the DONUT CHALLENGE

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



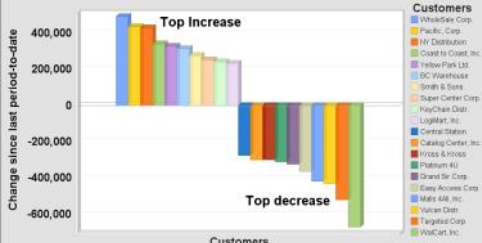
Exception Reporting: Regular customers with no sales recently

Accounting Inc.	Sales Past 30 Days	Sales Past 90 Days
Accordian, Inc.	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

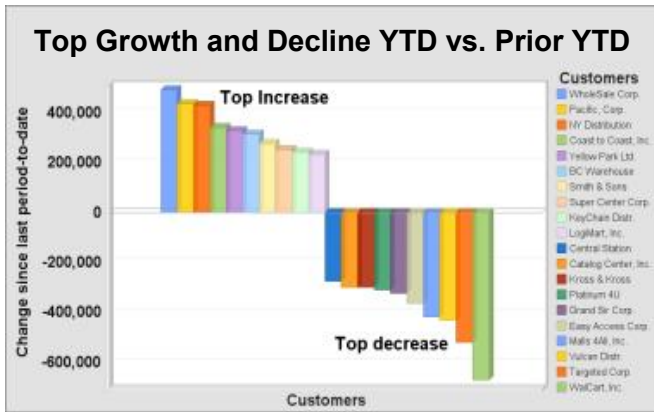
Actual vs. Budget



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