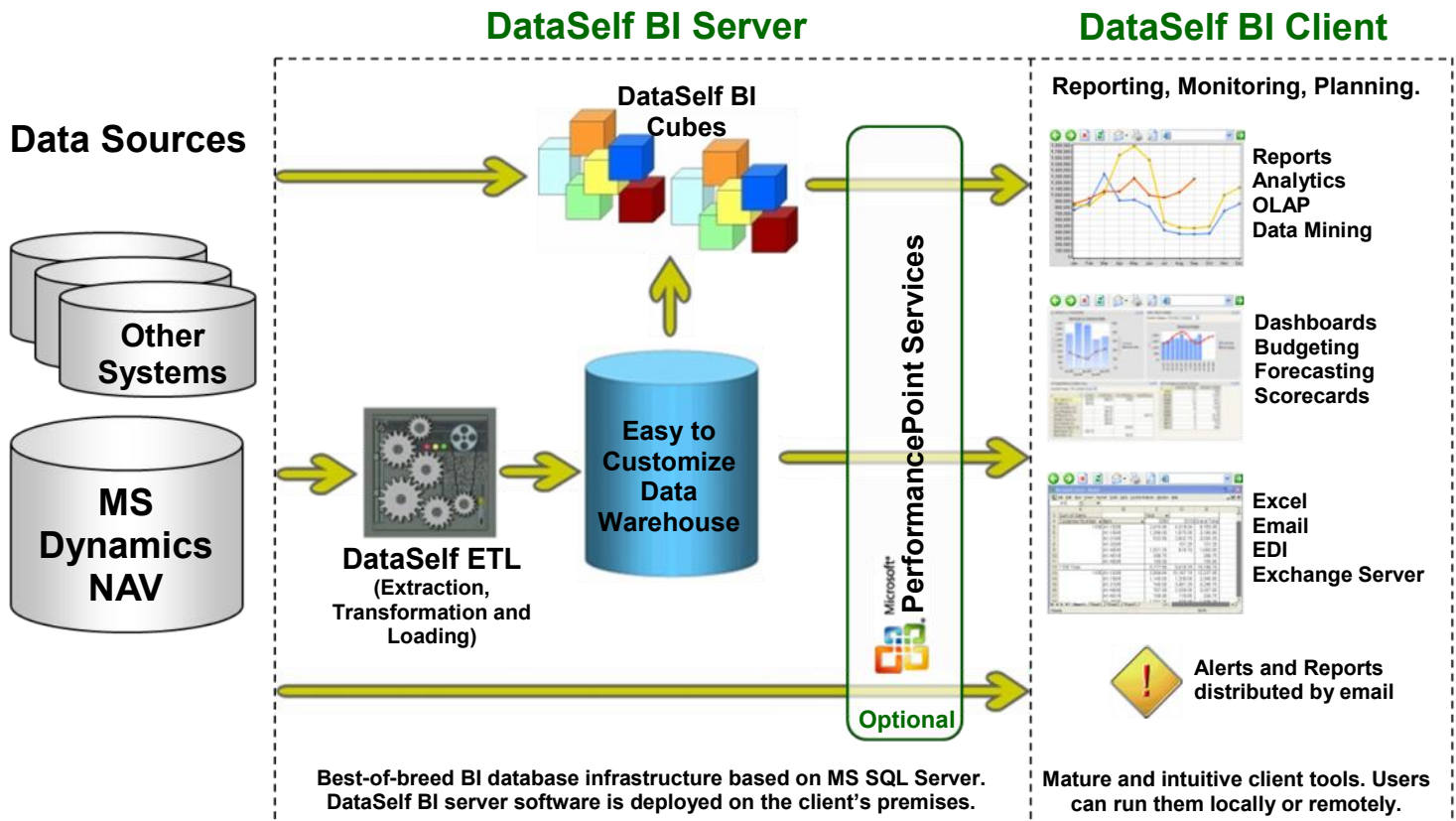


DataSelf BI Software Architecture



DataSelf BI's simple yet powerful solution is comprised of three main components:

- Server software** extracts data from your MS Dynamics NAV and other source databases and transforms it into clean and simple data structures—making it quick and easy for business people to generate reports. About 40% of DataSelf BI deployments require absolutely no server-side customization. In the remaining deployments, customization on the server-side components can be done quickly—usually in hours or days. The server software is usually deployed on the client's local network environment. The server's data can be refreshed on a schedule, manually or with triggers.
- Client software** uses intuitive and industry-standard tools for analyzing data. Users can access client tools over a local network, a WAN and the Internet, and they can receive reports and dashboards via email. Users can also download data for offline analysis. Data analysis is easy and even eye-opening with DataSelf BI's 2,000-plus reports and KPIs pre-mapped to MS Dynamics NAV. This rich solution usually provides a quick return on investment plus a solid, flexible foundation for further customization.
- Pre-built templates** save users valuable time and headaches of creating a BI infrastructure from scratch — learning about data warehouse and OLAP best practices, building KPIs and reports from scratch. A team of business analysts, BI experts and MS Dynamics NAV experts would take more than a year to build a set of templates equivalent to what DataSelf BI provides out-of-the-box.

DataSelf simplifies and amplifies Microsoft's BI technology for mid-size organizations.

DataSelf simplifies Microsoft BI by adding its own DataSelf ETL technology to eliminate most of the programming required in Microsoft BI solutions, and by providing comprehensive out-of-the-box solutions for popular mid-market business applications such as Microsoft Dynamics GP, Microsoft Dynamics NAV, Sage Accpac, CRM, MAS 90, MAS 200, MAS 500, Sage Pro, SalesLogix and SAP Business One.

DataSelf amplifies Microsoft BI by deploying the optimal set of BI tools for each set of needs and by helping clients maximize their BI return on investment. DataSelf BI uses proven, best-of-breed BI tools including DataSelf ETL, MS SQL Server, ProClarity and MS Excel — optional: MS PerformancePoint Services - PPS, and MS SharePoint.