



Simplified Data Access
through Everyday English
All You Have to do is ASK



Progress
EasyAsk



| The Benefits of Simplified Data Access |

Enterprises that successfully extend access to their application data to non-technical users accelerate the adoption rate of their applications, lower their user support costs and improve overall user satisfaction. More importantly, they provide timely information to business users that drive effective business decisions.

Most business people do not have a way to easily access the timely, accurate information about products, customers, partners or business performance needed to drive today's business decisions. In fact, 90% of the information end-users need to make operational/day-to-day business decisions is locked inside the repositories of enterprise and departmental business applications.

Unfortunately, the principle gateway into this information has traditionally been through search, query and reporting solutions deployed by IT. But, search is ineffective against enterprise data applications and does not always answer the question. Rather, a long list of keyword matches is returned, forcing the user to search manually for the answer to their question. Further, most users do not know how to use contemporary technical query languages or report writers. These solutions are useful only for IT professionals and, as such, create user frustration and a backlog of unmet reports at a time when IT budgets and capacity are shrinking. Therefore, users return to IT for help and wait and wait and wait. In the end, IT becomes the primary users of the very solutions expected to help business users! Therefore, the quest for timely business data remains unfulfilled.

In many cases, the applications into which vital business information flows provide adequate standard reporting capabilities, but, can executives, managers and professionals get quick answers when needed? In short, can they access the data easily, when and how they need it? If the answer is no, they are not alone. Many businesses are losing ground to information overload and the usual "standard reporting" approach has failed to meet this demand because it is too rigid in scope and too inflexible to support a dynamic business environment. Worse, today's reporting solutions present pretty, but outdated information useless to most users.

| How Can This Problem Be Solved? |

Business users must be able to find the information that is locked inside your applications now so that they can be more productive and make informed business decisions. What is needed is ad-hoc query that is both useful and usable by "all" users; an intuitive information access solution that delivers fast and flexible user access to application data. There are many powerful query languages available today, understood mainly by IT. But there is one language known to all users, technical and non-technical -- everyday English. By asking questions in plain English as they would a colleague, business users can:

- Quickly access relevant and fresh business information
- Accelerate effective operational business decisions

- Use a single point of access to multiple sources of information
- Review answers using intuitive presentation styles
- Remove burden on limited IT resources through self-service
- Accelerate the time to value

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| About QBCon |

QBCon has helped businesses increase productivity and profit since 1992. The company provides its clients with custom developed software applications which are driven by the client's requirements and business needs.

QBCon built a reputation as a business solution provider with custom software applications for various industries such as the retail industry (QBCon Enterprise), manufacturing, production and plant maintenance applications (Q-CMMS), laboratory management systems (Lab-I), import and export management applications (ProdX), query management systems (Query Desk) that are suitable for any organisation and is the exclusive reseller of the business intelligence tool EasyAsk®.