

Fulcrum Analyzer

**Enabling The Critical Shift
to
Flexible Business Intelligence**

Finding meaningful answers with Fulcrum analyzer – an introduction

Globalization and technological advancements have created a demand for analytic solutions that help IT managers build systems that provide key decision-makers with the analytics they need to make better, faster decisions. As an IT manager, you'll be asked to review, design and build analytic solutions that deliver the best insight up, down and across your organization

Introducing Fulcrum analyzer:

A highly scalable data mining workbench for new data miners & skilled analytic professionals that supports the entire data mining lifecycle

The visual interface reduces the complexity of data mining, making the benefits of high-end predictive modeling accessible and reproducible to a wider audience

Sets new price-performance standards with both low cost of entry, with our Desktop Edition, and low total cost of ownership with perpetual licensing rather than annual, subscription-based schemes

Advantage - Data based Knowledge

Most of our knowledge is based on a combination of our experience, perception, and intuition. Business Intelligence and Data Warehousing give us a new kind of knowledge based on data.

Data-based knowledge can have several advantages over experience/intuition-based knowledge:

1. It can be more accurate because it is based on so many detailed facts.
2. It can be more current because the data warehousing and business intelligence tools can so quickly analyze new data.
3. It can be more comprehensive because so many different perspectives are available through the rapid recombination of elements from different dimensions and different levels of the data hierarchy.
4. It can give new insights because there are complex patterns in the data that can be discovered by data mining that would never be detected by human analysis.
5. It can be less subjective because conclusions are tied directly to the physical data.

Data warehousing defined

Bill Inmon coined the term "data warehouse" in 1990. His definition is:

"A (data) warehouse is a subject-oriented, integrated, time-variant and non-volatile collection of data in support of management's decision making process."

Subject-oriented - Data that gives information about a particular subject instead of about a company's on-going operations.

Integrated - Data that is gathered into the data warehouse from a variety of sources and merged into a coherent whole.

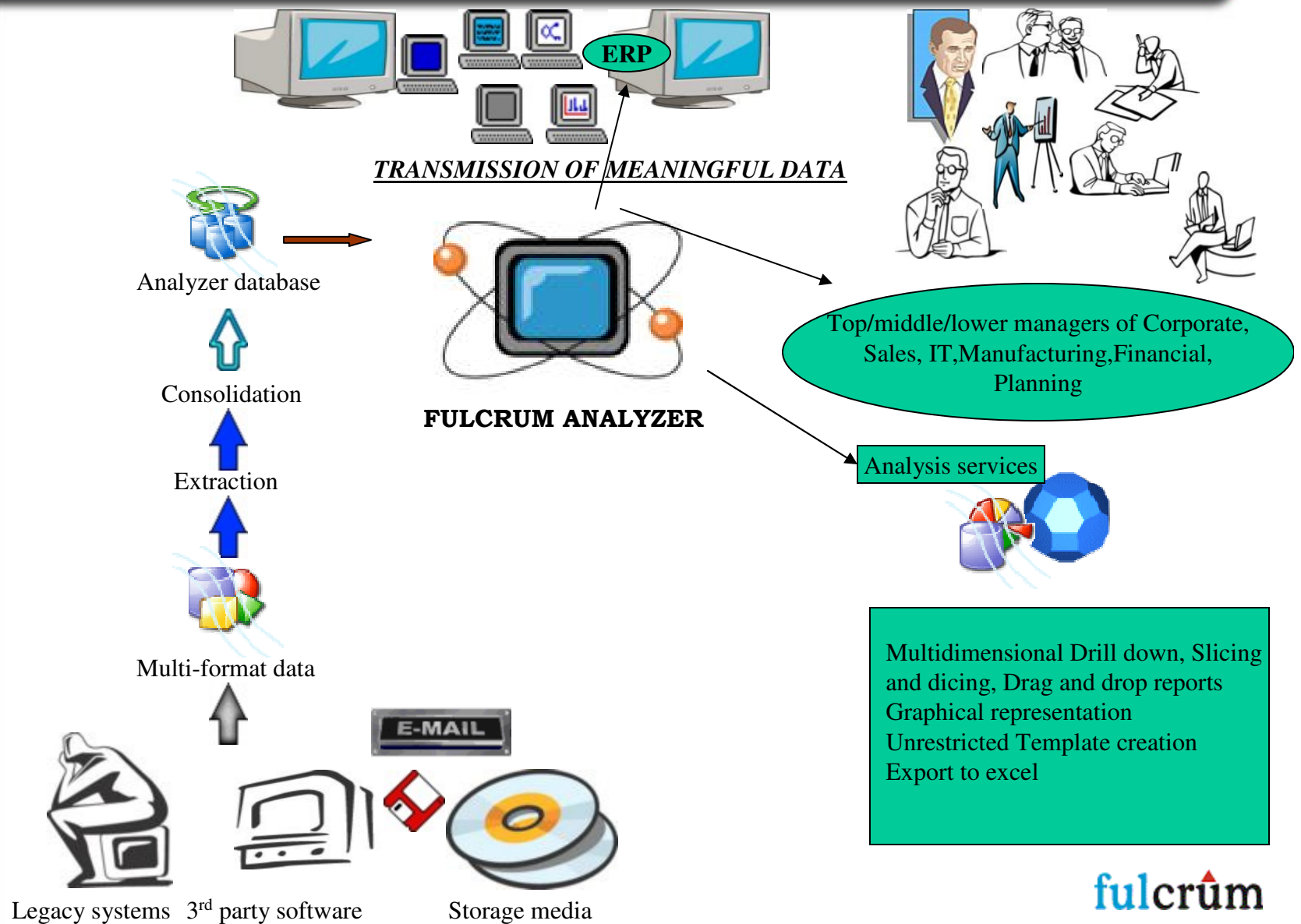
Time-variant - All data in the data warehouse is identified with a particular time period.

Non-volatile - Data is stable in a data warehouse. More data is added, but data is never removed.

This enables management to gain a consistent picture of the business.

Fulcrum's Analyzer is just that !

The solution framework



The solution objective

- To obtain vital information from the various data sources in the organization.
- To maintain data warehouse at the Headquarters.
- To provide inputs to ERP and the top, middle and lower management for better planning and management of the organization.

The process

I. Data Extraction

Data from sources like legacy systems, 3rd party software, storage media (CD, Floppy disk), email etc capturing

- ❖ Purchase Order
- ❖ Current Stock
- ❖ Daily Sales
- ❖ Consumer Feedback, etc. can be extracted.

Interface formats to extract the data from the application. Customized interfaces helps easy extraction of data from source.

The process

II. Data Consolidation:

Extracted files can be consolidated in Fulcrum Analyzer database at the Head quarters.

III. Data Analysis:

From the consolidated data, detailed information in various dimensions and measures can be derived.

All dimensions and measures in Fulcrum Analyzer can be easily customized as per the requirements.

The process

IV. Data Conversion and output reports:

Fulcrum Analyzer converts the multiformat data into meaningful data for ERP and the top, middle and lower management staff in the relevant formats.

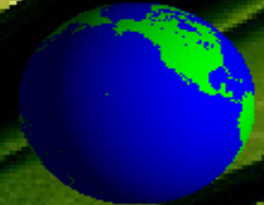


FEW SCREENSHOTS

Welcome screen

FULCRUM Analyzer

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**FULCRUM
ANALYZER**

Powered By FULCRUM Solutions



Main layout screen

The screenshot displays the main layout screen of the FULCRUM Analyser software. The window title is "FULCRUM Analyser - [FULCRUM Analyser]". The menu bar includes "File", "Template Manager", "Chart", "Print Preview", "Print", "Print Chart", "Restore Data", "Backup Data", "Open the Existing File", "Help", and "View". The toolbar contains various icons for file operations and analysis. The main area is titled "Sales Summary" and features a 3D pyramid icon. Below the title bar, there are four designated areas for field placement: "Drop Filter Fields Here", "Drop Column Fields Here", "Drop Row Fields Here", and "Drop Totals or Detail Fields Here". A "PivotTable Field List" dialog box is open on the right, showing a list of fields under the "best1" data source. The fields include "Totals" (with a collapse icon) and a list of invoice-related fields: "invoice_basicvalue", "invoice_commission", "invoice_ed", "invoice_finalvalue", "invoice_materialcost", "invoice_others", "invoice_qty", "invoice_rate", "invoice_totalgm", "invoice_totalgmperc", "invoice_totalqty", "invoice_totalvalue", and "invoice_unitmaterialcost". The dialog also shows a "Channel" field at the bottom. The "Add to" button is highlighted, and the "Row Area" dropdown is visible.

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Drop Filter Fields Here

Drop Column Fields Here

Drop Row Fields Here

Drop Totals or Detail Fields Here

PivotTable Field List

Drag items to the PivotTable list

best1

- Totals
 - invoice_basicvalue
 - invoice_commission
 - invoice_ed
 - invoice_finalvalue
 - invoice_materialcost
 - invoice_others
 - invoice_qty
 - invoice_rate
 - invoice_totalgm
 - invoice_totalgmperc
 - invoice_totalqty
 - invoice_totalvalue
 - invoice_unitmaterialcost
- Channel

Add to Row Area

Drill Down and Drill Up

The ability to move between levels of the hierarchy when viewing data with Fulcrum Analyzer.

Drill Down - Changing the view of the data to a greater level of detail.

Drill Up - Changing the view of the data to a higher level of aggregation.

Drilling down and drilling up allow an analyst to move down and up the hierarchies to see how the information at the various levels is related.

Drill down screenshot

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Drop Filter Fields Here

Drop Column Fields Here

Year	Salesperson	Region	invoice_basicvalue	invoice_commission	invoice_ed	invoice_finalvalue	invoice_material
2002	Manu Gulati	North	719200	0	0	719200	5
		Total	719200	0	0	719200	5
	Venkatakrishnan	South	480159.98	105720	0	480159.98	2763
		Total	480159.98	105720	0	480159.98	2763
Total		1199359.98	105720	0	1199359.98	8419	
2003	Bharat Kumar	South	918000	0	0	918000	7022
		Total	918000	0	0	918000	7022
	General	South	310344.8	0	49655.2	360000	251
		Total	310344.8	0	49655.2	360000	251
	Manu Gulati	North	128000	0	0	128000	
		Total	128000	0	0	128000	
	Sayeed Khan	West	2713781.22	0	69404.98	2783186.2	27436
		Total	2713781.22	0	69404.98	2783186.2	27436
	Sonal Adbhai	West	300000	0	0	300000	2
		Total					

Slice and Dice

The ability to move between different combinations of dimensions when viewing data with Fulcrum Analyzer.


Slicing and dicing refers to the ability to combine and re-combine the dimensions to see different slices of the information..

Slice and dice screenshot

FULCRUM Analyser - [FULCRUM Analyzer]

File | Template Manager | Chart | Print Preview | Print | Print Chart | Restore Data | Backup Data | Open the Existing File | Help | View

Sales Summary



Drop Filter Fields Here

Year	Salesperson	Region	State	Product	City	Segment	Drop Column
2002	Manu Gulati	North	Delhi	PILOTs E	Delhi	Others	invoice_totalc
					Delhi	Total	
				Total			
				Total			
	Venkatakrisnan	South	Tamil Nadu	Mamba	Trichy	Sheet Metal Fabricators	
					Trichy	Total	
				Total			
		Spares	Trichy	Sheet Metal Fabricators			
			Trichy	Total			
		Total					
Total							

Create your own templates

The screenshot displays the FULCRUM Analyser software interface. The window title is "FULCRUM Analyser - [FULCRUM Analyzer]". The menu bar includes "File", "Template Manager", "Chart", "Print Preview", "Print", "Print Chart", "Restore Data", "Backup Data", "Open the Existing File", "Help", and "View". The toolbar contains various icons for file operations and data analysis.

On the left side, there is a form for creating a template:

- Template Name:
- Template Description:
- Author Name:
- Created Date:
- Buttons:
- &Update

On the right side, there is a data table with the following structure:

Drop Filter Fields Here

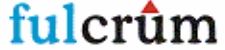
Year	Salesperson	Region	State	Product	City
2002	Manu Gulati	North	Delhi	PILOTs E	Delhi
				Total	Total
Total					
	Venkatakrishnan	South	Tamil Nadu	Mamba	Trich
				Spares	Trich
				Total	Total
Total					

Predictive analysis

FULCRUM Analyser - [FULCRUM Analyser]

File Template Manager Chart Print Preview Print Chart Restore Data Backup Data Open the Existing File Help View

Sales Summary

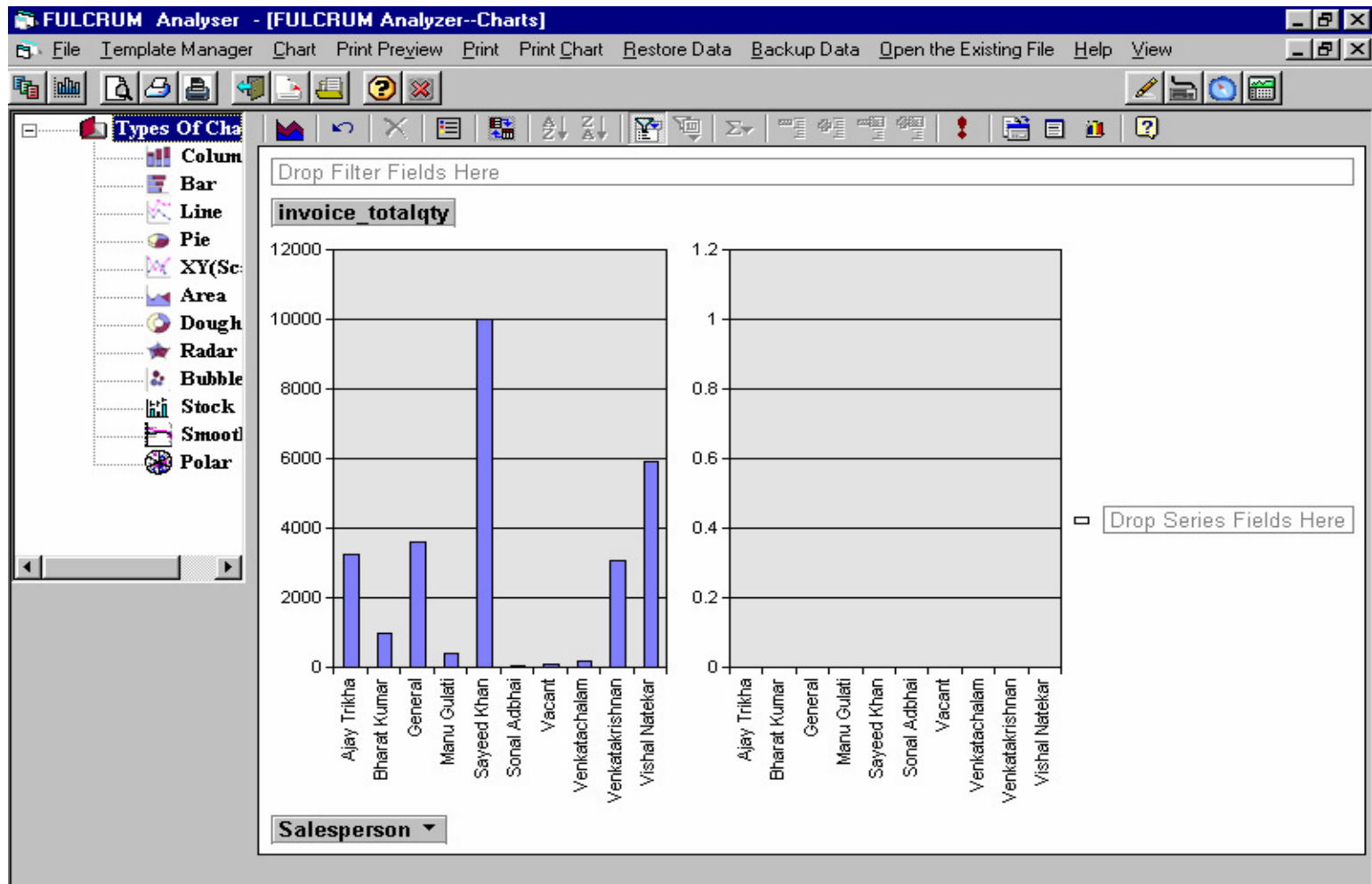


Drop Filter Fields Here

Drop Column Fields Here

Salesperson	Product	invoice_basicvalue	invoice_commission	invoice_ed	invoice_finalvalue	invoice_materialcost
Ajay Trikha	AM 180/200	289256.72	0	46743.25	335999.97	236961.7
	AM 250	465088.2	0	74909.3052	539997.51	360083.9
	KMI 400/600	249327.21	0	35092.35	254419.56	207662.0
	LTE 200	55880.33	0	9119.67	65000	59512.8
	Mamba	128000	0	0	128000	10302
	MIG 305	270710.05	0	43473.68	314183.73	236347.8
	PDX	146000	0	0	146000	11681
	Service Income	385	0	0	385	
	Spares	197387.48	2575	9461.4344	206848.9	150969.0
	Torches/Accessories	30736	0	2310.2616	33046.26	26075.8
Total		1802770.99	2575	221109.9512	2023880.93	1497451.8
Bharat Kumar	AM 180/200	44255	0	0	44255	29881.1
	AM 250	751554.97	33978	121313.3818	872868.35	587170.2
	KMI 400/600	558835	0	91201.8696	650036.86	585960.8
	Mamba					

Multiple graphical formats



Take back-ups

The screenshot displays the FULCRUM Analyzer application window. The main window has a menu bar with options: File, Template Manager, Chart, Print Preview, Print, Print Chart, Restore Data, Backup Data, Open the Existing File, Help, and View. Below the menu is a toolbar with various icons. The main area shows a 'Sales Summary' report with a table of sales data. A dialog box is open over the table, showing the file path 'c:\Documents and Settings' and a list of folders including 'All Users' and 'Fulcrum'. The dialog has 'BackUp' and 'Exit' buttons at the bottom.

Sales Summary

Salesperson	invoice_totalqty	invoice_totalvalue
Ajay Trikha	3239	2750555.37
Bharat Kumar	997	4392720.99
General	3587	14183031.72
Manu Gulati	404	11061325.39
Sayeed Khan	9981	11061325.39
Sonal Adhkar	55	11061325.39

Drop Filter Fields Here

Drop Column Fields Here

Value: 11061325.39
Total: invoice_totalvalue
Row Member: Manu Gulati

c:\Documents and Settings

c: [DISK1_VOL1]

e:\

- Documents and Setting
- All Users
- Fulcrum

BackUp Exit

Export to Excel

The screenshot displays the Microsoft Excel interface with a PivotTable. The PivotTable is located in the range A3:C15 and is based on the Salesperson data. The PivotTable Field List task pane is open on the right side of the window, showing the available fields for the report.

PivotTable Data:

Salesperson	invoice totalqty	invoice totalvalue
Ajay Trikha	3239	2750555.37
Bharat Kumar	997	4392720.99
General	3587	14183031.72
Manu Gulati	404	11061325.39
Sayeed Khan	9981	12082685.95
Sonal Adbhai	55	2528192.29
Vacant	90	3700304.22
Venkatachalam	181	738925.4
Venkatakrisnan	3062	20002613.33
Vishal Natekar	5905	7482748.62
Grand Total	27501	78923103.28

PivotTable Field List:

- Channel
- City
- Customer
- Period
- Product
- Region
- Salesperson**
- Segment
- State
- invoice_basicvalue
- invoice_commission

Summary

The ability to establish and understand the correlation between activities of different entities within the organizational hierarchy is the single biggest advanced feature of the Fulcrum Analyzer.

As the complexities of detailed data are interpreted for an end user and the summarized views perform the most time-consuming data analysis before it is needed, Fulcrum Analyzer is a major step forward in enabling profitability, customer service, decision-making and planning.