

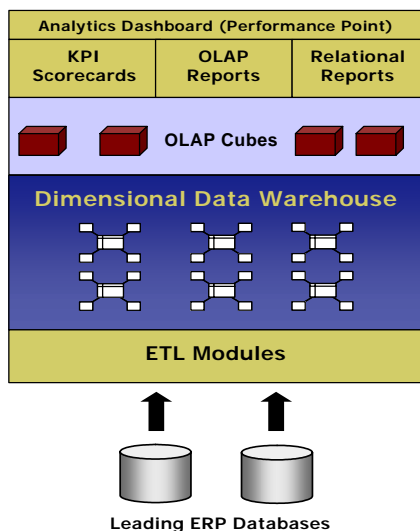
Technology Overview

Product Modules

- Student Analytics
- Financial Management
- Human Resources
- Advancement

ERP Integration

- Oracle PeopleSoft
- Datatel Colleague
- Sungard Banner



Key Features and Benefits

- Pre-built higher education analytic data models and industry metrics
- Out-of-the-box integration to leading ERP applications
- Baseline modules installed and functional data warehouse built in 1-2 days, instead of years
- Self-service access to institutional information and powerful analytics
- Executive Dashboard with Key Performance Indicators

iStrategy's **HigherEd Analytics Suite™** is a packaged data warehouse and analytic reporting application designed specifically for colleges and universities. Our **pre-built interface to leading ERP Systems** enables building robust dimensional data warehouse in **days instead of years**. We challenge you to find a solution that can be implemented and deployed as quickly as HigherEd Analytics.

Our analytic reporting platform provides intuitive, secure, self-service reporting and analysis capabilities to a broad spectrum of information users across an institution. Our embedded library of industry standard metrics and dimensional attributes provides an analytic platform that will support the challenges consistent with best practices in higher education management.

Why is iStrategy Different

Other vendors offer BI reporting tools, data warehouse toolkits or consulting service based solutions. HigherEd Analytics™ is different – it's a complete out-of-the-box analytic application. The HigherEd Analytics™ removes the excessive development time, cost and complexity from the process by providing all of the application components necessary to deliver a robust and extensible analytical reporting platform. Each iStrategy product module is comprised of the following components:

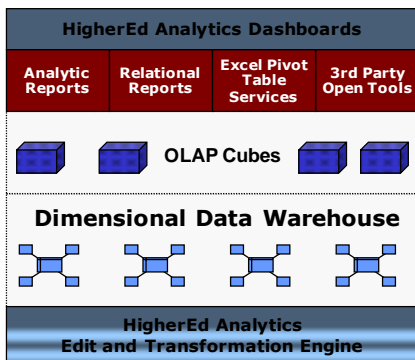
- **Data Warehouse** - a two tiered data warehouse consisting of a **dimensionally modeled relational warehouse** based on Ralph Kimball's methodology, as well as a multi-dimensional **OLAP** database for high performance analytics;
- **Open Analytic Reporting Application** – use our pre-delivered web based reporting capabilities, or alternatively, leverage any open BI technology platform of your choose. iStrategy provides starter content including a personalized dashboards, scorecards with key performance indicators, guided analysis and a library of interactive reports; and
- **ETL Module** – our pre-built extraction, transformation and load (ETL) modules integrate directly into leading ERP application databases to build robust dimensional data models. All of the complex extractions, mapping, edits and transformations are pre-built and install in a day. The result - process maps relevant PeopleSoft data to staging tables in the HigherEd Analytics™ data warehouse. The ETL process is configured to automatically run the DW build process on a scheduled basis.

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Architecture Highlights

- Open extensible technology platform
- Extensible product architecture enabling each custom to tailor business rules and extend the baseline data model
- New product version upgrades path: easy to install and preserves customizations.
- Scheduled daily DW load cycle with comprehensive audit trail reports
- Integrated technology stack
- Highly efficient and scalable reporting environment



Implementation

- **Install and Build Baseline DW (2 days)**
- **Business Rule Validation and Fit/Gap Analysis**
- **Final Business Rule Configuration**
- **Data Validation**
- **Train, deploy and extend**

Technical Architecture

iStrategy's technical architecture is open, scalable and cost effective. We utilize the leading data warehousing methodology called "dimensional modeling" which has become the defacto standard in higher education.

The 2005 ECAR Study entitled "**Academic Analytics**" highlighted two key strategic enabling technologies that substantially improve the effectiveness of reporting solutions and enable institutions to achieve better results:

- **OLAP Technology** – providing speed, easy of use and powerful analytics, and
- **Dashboards** – providing intuitive and simple access to key performance indicators, scorecards, trends and key management information.

Value Proposition

- **Highly Cost Effective**
- **Low Risk**
- **High Value**
- **Quick Deployment**

iStrategy incorporates both of these technologies as core components of our solution.

Below is a summary of the core technology components:

- **Microsoft SQL Server 2005**, including SQL Server Integration Services (SSIS)
- **Microsoft Analysis Services OLAP Server** (included with SQL Server), which enables 50+ dimensional OLAP cubes. OLAP technology provides speed and powerful analytics – most reports run in 1-3 seconds.
- **Analytic Reporting** – we embed a pre-built library of reports and a Dashboard framework based on Microsoft's Performance Point technology. Our dashboard includes higher education key performance indicators (KPI's), pre-built scorecards and a comprehensive guided analysis platform. We also provide pre-built transactional reports using Microsoft Reporting Services; however, our customers can leverage investments in other open BI tools such as Crystal Reports, Business Objects, Cognos and Brio.

Edit and Transformation Engine

The key to successful analytic reporting is the ability to turn data into information. Key features of iStrategy's edit and transformation engine include:

- Event driven design built to support pure dimensional modeling
- Extensible architecture that enables our customers to tailor, extend and enhance our product
- Comprehensive data integrity methodology with thorough logging and audit trail reports for reconciliation and problem identification.