

Automated Intelligence®

What if you could get an overview and an analytical insight into your business by clicking **1 button**?

Wouldn't it be smart if computers could **automatically** - help you get the information you need by presenting simple yet relevant responses to your questions?

By Carsten Sørensen, CEO CINTAC A/S, 16th June 2009

AI or Automated Intelligence® is a new concept for functionality introduced to Dynamic AI to address exactly these kinds of requests.

Dynamic AI automatically analyzes a data-source upon simply clicking the AI button which is available on all reports.

AI will then create the most relevant analytical reports presented in a flexible and intelligent dashboard directly for use by the end-users.

Automated Intelligence is useful in many different scenarios:

- “Management” dashboards
- Automated functionality to create reports
- Getting overview of data
- Checking for inconsistencies
- Finding unknown patterns in data

Dashboards for everyone

Previously, dashboards were often only created for management. With AI everybody gets the “management treatment” – and everybody benefits from it.

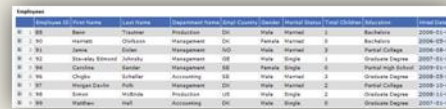
If you look at the reporting tasks in your business or analyze your information needs you'll most likely find that everyone has different needs, functions and tasks to fulfil. Logically this leads to the need for many different types of “interfaces” to the data available in business.

Dynamic AI, whilst taking care of security at all levels, filters and segment data for the individual user as well as offering different levels of

customization features to support the regular or ad-hoc users as well as advanced developers.

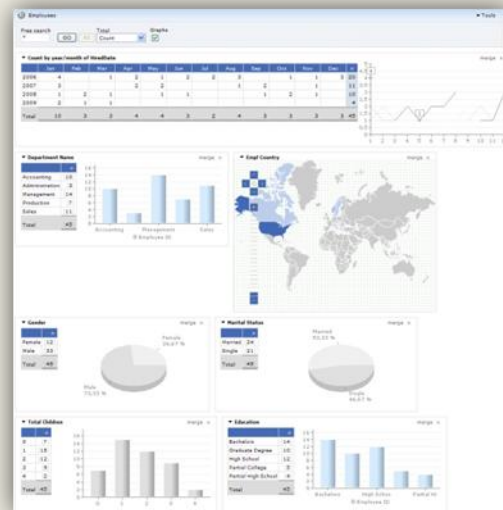
With Automated Intelligence® now being part of the Dynamic AI solution, end-users at all levels can interact with the design of reports – as a natural part of using the information presented – and supported automatically by the “AI-button”.

From a database table or view:



Employee ID	First Name	Last Name	Department Name	Emp. Country	Gender	Marital Status	Total Children	Education	Hire Date
100	Neena	Tyebates	Production	USA	Male	Married	1	Bachelors	2008-02-01
101	Lex	DeHaan	Production	USA	Female	Married	0	Bachelors	2008-02-01
102	Jenna	FULLER	Management	USA	Female	Married	3	Partial College	2008-08-13
103	Shelley	Stevens	Management	USA	Female	Single	0	Bachelors Degree	2007-01-01
104	Clifton	Burke	Management	USA	Male	Single	0	Partial High School	2009-01-01
105	Chandler	Johnson	Accounting	USA	Male	Married	2	Bachelors Degree	2008-08-01
106	David	King	Management	USA	Male	Married	2	Partial College	2008-01-01
107	Ismael	Scudera	Production	USA	Male	Single	0	Bachelors Degree	2008-01-01
108	Paul	Herrero	Accounting	USA	Male	Single	0	Bachelors Degree	2007-01-01

To an interactive dashboard created by Automated Intelligence:

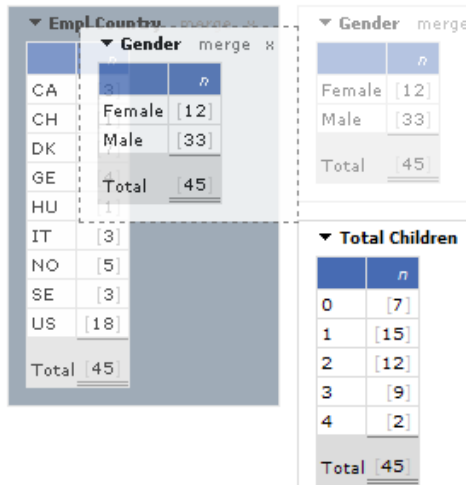


With one click!

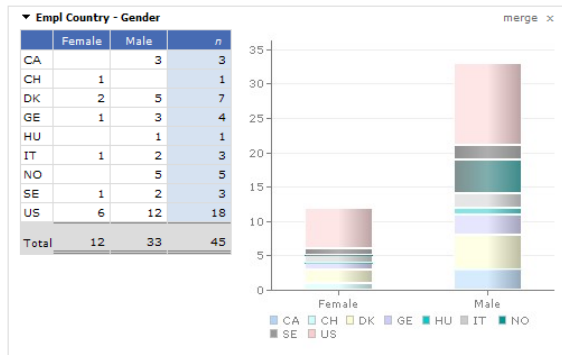
The AI dashboard is GUI centric. I.e. with simple drag-drop operations, end-users can adjust or

expand the dashboard as needed by re-positioning reports, hide irrelevant sub-reports and create new combinations of sub-reports by simply dragging one report on top of another.

Dragging report Gender on top of “Employee Country”:



Will produce a new combined sub-report:



Design by use

One major benefit of the AI dashboard is that users don't bother about design. Just using the dashboard drill-up and -down functionality will automatically re-design the dashboard to the current situation.

Drill-up to make global conditions

Relevant values such as a customers, employee names, departments, products, periods of time, accounts etc. are presented on the dashboard depending on the underlying data, breaking down the measurement selected for the dashboard.

Selecting (by clicking) a specific value, will generate a new AI dashboard re-calculated for that specific combination of filters and automatically adjust the presented reports upon the new conditions.

E.g.: clicking on a customer or product name in a table of sales-transactions will produce a specific AI dashboard for that particular customer or product.

Drill-down to investigate the details

By clicking sub-totals and totals of the dashboard reports, drill-down specifications are generated with the details making up that specific total. The user can freely click on any totals and investigate the various detail specifications.

Getting the details behind specific totals is often enough to answer the questions emanating from reporting data. If further customization is needed the results can be manipulated directly by dropping the columns of the report into new report designs.

At the lowest level of the dashboard Dynamic AI automatically presents individual records in floating forms.

E-mail or save

Having narrowed-down the problems with the AI dashboard using drill-up, drill-down and eventually drag-drop column actions to generate relevant reports, the user can either print, export or e-mail the results of the analyses.

The user can save the dashboard for future interaction. In the Server and Enterprise editions sharing options can be specifically controlled.

Dynamic AI is available as a **free Personal edition** for non-commercial use, a single user **Desktop edition**, a **Server edition** for up to 50 users and in a scalable **Enterprise edition** for more extensive needs.

Learn more about Automated Intelligence® or download Dynamic AI with Automated Intelligence®, visit: www.dynamicaid.com or contact a Dynamic AI partner through Data Access at: info@dataaccess.nl