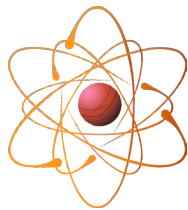


## SPHERE TECHNOLOGY



*Dimensional Insight's data spheres are also referred to as a data Models. Data Spheres allow the user to navigate through organizational data with ease without restriction. DI's entire business intelligence platform, The Diver Solution™, was developed around the philosophy of providing users with a robust analytical tool that would allow them to navigate freely to any point in their data set without the need for complex scripting knowledge or report writing expertise. This inherent flexibility is made possible by extracting organization data and building it into a data sphere (or Model). The Diver Solution interface is powered by the data Model.*

A data Model is a highly indexed data mart that is the direct result of DI's build process. The Builder functionality of The Diver Solution™ exists in different configurations, which can be used alone or in a variety of complementary ways. Models can be built to reflect any data your organization obtains. Data Models are constructed by creating a binary file that indexes a data Dimension with every other possible permutation thus eliminating data hierarchies and other navigational constraints. Because Dimensional Insight integrates data and builds Models from disparate sources, users are able to compare, for example, data collected from transactional systems with information in the data warehouse and legacy data sources.

This unique approach allows for DI's solution set to function without the need for a database layer, thus saving time and resources associated with deploying a data warehouse or additional databases often required by other reporting and analytics

tools. The analysis capabilities that the data Model provides leads to improved decision making that positively impact an organization's performance.

**QUICK RESPONSE RATE** Dimensional Insight offers extremely rapid response due to our patented cross-indexing technology. In a multi-dimensional Model, the information has already been pre-processed, summarized and optimized for business questions and reporting so responses are returned quickly. During the build process, some Dimensions are fully cross-indexed with every other possibility, resulting in great user response time. This also eliminates any need for time consuming creation or administration of hierarchies.

**"DIVING" VS. "DRILLING"** The Diver Solution is unique in its ability to allow users to "dive" in any direction they wish without the limitations of pre-set "drill paths" or hierarchical constraints. "Drilling" denotes a requirement that users must

first know where to drill in order to hit the information they are looking for. With Dimensional Insight, a user can enter a Data Model by any Dimension and freely follow their chosen dive path through any of the other Dimensions. Hence, within a Data Model the user has effectively an unlimited number of hierarchies.

**NO DATA HIERARCHIES** Dimensional Insight allows users to start from any data Dimension, Summary, or Information Field, and dive into the data to any other Dimension, Summary, or Information Field. This capability is available across all data sources that have been fed into DI's solution.

**CREATING MODELS** The Model is the “sea of information” containing the Dimensions, Summaries, and Info Fields defined for an organization's data. Any field categorized as a Dimension represents a different approach to organizing and examining that data. Dimensions created during the

build process can be referred to as core Dimensions. Dimensions are generally the alphanumeric data elements, while Summaries are the numerical elements in the data sets. Info Fields are the additional items of information directly related to Dimension values.

**TRANSFORMING DATA TO MODELS** Application of The Diver Solution™ to your environment requires that all the data elements need to be classified into the three types of Model fields. The Dimensions are the dive fields. The Summaries are the numeric fields. The Info Fields are the elements that further describe the Dimensional values. A data field can be classified as more than one type; in fact the same field can be used up to three times: as a Dimension, as a Summary, and as an Info Field. This provides versatility as most likely your data will come from multiple sources that need to be integrated and visualized from many different perspectives.



DATA → INFORMATION → ACTION

Dimensional Insight  
Corporate Headquarters  
111 South Bedford Street  
Burlington, MA 01803, USA  
Phone: (781) 229-9111  
Phone: (800) 379-5899  
Fax: (781) 229-9113

Dimensional Insight Asia  
Company, Ltd  
Rm 124, 2/F Eton Tower,  
8 Hysan Avenue, Causeway  
Bay, Hong Kong  
Phone: (+852) 2910-7033  
Fax: (+852) 2910-7031

Guangzhou Dimensional  
Insight, Inc.  
Zhongshan 7 Road 85-99,  
Suite 1603-1  
Liwan District, Guangzhou,  
510145, P.R.China  
Phone: (+86) 20-8129-6093  
Fax: (+86) 20-8129-6036