



Transforming Intelligence into Profits

## alqemyiQ™ Enterprise suite

### Overview

alqemyiQ Enterprise suite is a powerful DSR, analytics and reporting platform. Its high performance scalable architecture supports real-time data analysis, which is essential for consumer goods organizations to leverage to remain competitive and profitable in a market that is continually evolving. The suite empowers analysts with the tools necessary to quickly generate insight from a wide variety of data by providing a common platform for managing diverse data sources. It includes interactive analytical reporting capabilities that can be delivered in PowerPoint or Excel.

### Enterprise Architecture

alqemyiQ Enterprise's distributed architecture meets a variety of needs, whether you are a small or large organization. The small to mid-size organizations can run alqemyiQ Enterprise on a single server. Larger organizations can scale each layer of the architecture onto its own server (or server farm). It has the capacity to store terabytes of data while serving thousands of users. alqemyiQ Enterprise also has a modular, flexible design, allowing organizations to customize the options to meet their specific needs (see Figure 1).

alqemyiQ Enterprise comes with several application programming interfaces (APIs) that allow organizations to write their own data analytics program, processing agents and reports. It provides interoperability with other enterprise databases, data sources and other software so that organizations can integrate the tools and technology best suited to their environment and business objectives.



Figure 1: alqemyiQ Enterprise suite options

### alqemyiQ™ DSRplus

DSRplus is a high performance database that was designed specifically to store various types of disparate consumer goods demand data including syndicated, POS, shipment and other information. Because it was built from the ground up, DSRplus provides enough capacity to store all historical data in one place, including granular level data such as SKUs, brand, store, division and chain. Its high performance design allows for organizations to add new data streams when they become available. As a result, the infrastructure is in place to accept, manage and distribute the key metrics.

### alqemyiQ™ Inform

alqemyiQ Inform is a DSRplus optional module. It provides access control and monitoring capabilities on a per-user or per-group basis via a web-based interface. Organizations also have the capability to restrict access to data or applications to only authorized users. They may also measure the effectiveness of their investment by measuring usage of an application or data feed. It includes an API which

allows an organization to control and monitor usage of other third-party software applications.

### alqemyiQ™ Processing Agent

The DSRplus software also includes an optional processing agent for each data provider. Each independent processing agent checks for newly available data continuously or on a scheduled timeline. As soon as new data is available, the processing agent normalizes it and loads it into the DSR.

### alqemyiQ™ Insight (Rebranded DataAlchemy™)

alqemyiQ Insight provides a common platform for managing diverse data sources and creates interactive analytical reports, which are delivered in PowerPoint or Excel. With over a decade of development behind DataAlchemy, customers are ensured that there is continued development of the software with an upgrade path to newer technology and features.

alqemyiQ Insight can operate as a standalone application running on a desktop or in a client/server configuration as part of an enterprise solution. As an enterprise solution, alqemyiQ Insight can analyze and report on large volumes of granular data such as SKU or store level data that reside on the alqemyiQ DSRplus.

### alqemyiQ™ Insight Viewer

The Insight Viewer is an independent software program that allows a licensed alqemyiQ Insight user to freely distribute dynamic alqemyiQ Insight reports to non-licensed users. This powerful desktop software tool can be distributed to anyone in an organization. alqemyiQ Viewer gives end-users the power to both view and edit alqemyiQ Insight PowerPoint slides or Excel spreadsheet reports.

### alqemyiQ™ Insight Wizard

A series of wizards allows new analysts to easily perform the basic functions in alqemyiQ Insight right out-of-the-box. The alqemyiQ Insight Wizard guides users through the process of importing data from providers, creating dynamic charts, tables, and worksheets, publishing alqemyiQ Insight results to PowerPoint presentations or Excel charts and distributing them via alqemyiQ Viewer. New analysts are instantly productive, thereby providing an immediate return on the investment.

## alqemyiQ™ Enterprise Benefits

- Offers investment protection by providing a solution that grows with an organization's needs
- Improves profitability and drives growth with a unified view and reporting of all your demand data
- Saves time with fast and efficient data automation and reporting features
- Provides a flexible solution with the option to use either the desktop or client/server enterprise deployment - depending on the amount of data that needs to be analyzed
- Robust business intelligence platform that drives key decisions for optimizing pricing and promotions, monitoring new product launches, gaining store level and SKU level insight, identifying the right product mix, improving on shelf availability and reducing inventory costs.



*Transforming Intelligence into Profits*

A PROCESS SOFTWARE COMPANY

alqemyiQ Corporation • 959 Concord Street • Framingham, MA 01701  
Phone: 877.722.3988 • 508.626.7511 • Fax: 508.879.0042