

# Information Overload

## Information Overload



*How do you Make the Most of Your Data?*

### How can you make information work for you?

That is a question the team at mLogica has been answering for the past six years. Sometimes, information is difficult to access and to navigate, hidden away in disparate silos where it's unavailable to the organization at large. Sometimes, it simply evolves and changes so rapidly that it's difficult to pin down. Many times, companies don't even know the right questions to ask, in order to get the right answers.

mLogica's business is information; its goal is to access that information and to make it available in a high performance

and efficient manner. The technology and product consulting company – based in Orange, California, with development centers in Scotland, Malaysia and India – offers Business Intelligence and Enterprise Data Management solutions and services to help companies manage and mobilize their data, no matter what their distinctive needs may be. mLogica's Business Intelligence solutions provide companies with ultra-high performance and scalable analytics for disparate environments. The company implements end-to-end Business Intelligence and Data Warehouse solutions, helping organizations through their "too much to do, in too short a time, with too few resources" roadblocks.

### Analytics on Demand

mLogica's Analytics on Demand Appliance is built on the Sybase Analytics Engine and is now standardized using BIRT by Actuate as an analytical and reporting tool. Analytics on Demand is a "Cloud" based Enterprise Class Business Intelligence Platform, with several unique value propositions:

- There's no need to purchase hardware, software or support;
- Customers can choose between a public cloud (at mLogica's datacenter) or a private cloud (behind their own firewall);

- Pricing is as low as a few thousand dollars a month.

Clients typically use the appliance for one of the following implementation models:

- *Analytics Accelerator.* mLogica's customers can add Analytics on Demand as an extra node to an existing enterprise data warehouse for data mining, advanced analytics or high performance ad-hoc queries.
- *Turn-key Analytics.* Clients can directly connect the application to OLTP Systems for high performance analytics, ad-hoc queries and drill-down dashboards.

- *Department Data Mart or Enterprise Data Warehouse.* Through a high-performance enterprise class platform, companies can build their own data mart or data warehouse from multiple data sources.
- *Advanced Analytics.* Over 300 modeling functions are available from Fuzzy Logix for data mining, financial and quantitative analysis.
- *Information Life Cycle Management.* The application offers archiving and cross analytics for unstructured and multimedia data, as well as transactional data.

### How Does BIRT Fit In?

mLogica is a Go To Market Partner of Actuate and a user of its Business Intelligence solutions. mLogica uses BIRT as an analytical and reporting tool for four core reasons:

1. *Open Source.* mLogica's customers were looking for a secured Internet-based solution that could provide executive management with real-time access to the information and data they need, with a large development community adding to the functionality.
2. *Functionality.* BIRT is highly secure, with quick bug fixes available and custom applications easily accessible.
3. *Scalability to commercial products.* BIRT offers an easy upgrade and scalable path to Actuate's enterprise analytics.

## mLogica decided to standardize its application development projects and Analytics on Demand Platform using BIRT.

4. *Pricing.* BIRT's Open Source platform means that there is free support and no software costs for mLogica's customers.

With this in mind, mLogica decided to standardize its application development projects and Analytics on Demand Platform using BIRT. In addition, mLogica now has three clients using BIRT, including a large transportation company, a real estate company – which uses mLogica's Property Management Application Analytics – and a human resource company, which uses its HR Management Applications and Analytics.

mLogica's Analytics on Demand Appliance will soon be available on the BIRT Marketplace.

For more information, visit [www.mlogica.com](http://www.mlogica.com).

The screenshot displays the 'Hayden Properties' management application. At the top, there is a navigation bar with links for 'About', 'Help', and 'Logout'. Below this is a secondary navigation bar with menu items: 'Administration', 'Property', 'Tenant', 'Vendor', 'Purchase Orders', 'Work Orders', 'Finance', and 'Report'. The user is identified as 'Robert Smith | Administrator' and is currently viewing the 'Purchase Orders > List Purchase Order' page. On the left side, there is a 'List Purchase Order' summary table:

Number Of Units Occupied	95
Units Available	4
Total Units	99
30 Days Lease Expiration	86
30 Days Lease Renewal	0
60 Days Lease Expiration	86
60 Days Lease Renewal	0
90 Days Lease Expiration	86
90 Days Lease Renewal	0
This Month Movein's	9
This Month Moveout's	1
This Month Make Ready	0
Open Work Orders	4
Closed Work Orders	3
30 Days Closed WOs	3

The main area is titled 'Add Purchase Order' and features an 'Expand All' checkbox. The form includes the following fields:

- Purchase Order ID\* (text input)
- Date & Time\* (01/28/2010 2:11 AM)
- Employee creating Purchase Order\* (Smith, Robert)
- Purchase Order Detail section:
  - Vendor\* (YYFTL)
  - Capital Improvement (checkbox)
  - Emergency PO (checkbox)
  - Contract or other PDF (text input with 'Browse...' button and 'See All ...' link)
  - Reference # (text input)

A 'NEW' button is located at the bottom left of the form area.

[ Figure 4.1: Enterprise-level properties management application. ]