# IRONSIDE

# AnalyticsUX

Better Outcomes through Better User Experiences

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# AnalyticsUX

Every day in our personal lives we leverage technology to make better decisions. We use applications on our smart phones to check the weather or traffic, and even to make recommendations based on events and information that is evolving in real time. We consume all of our daily news and rely almost exclusively on these applications and devices for communication. The best of these personal tools are designed to do certain tasks incredibly well and they quickly give us the answers we seek in a manner that is both easy to understand and also pleasing to use. We've gone so far as to adapt our lives and behaviors to all but necessitate the use of our favorite applications.

As a result of all of this innovation within our personal world, our expectations within our professional lives have been exponentially elevated. We've come to presume a similarly fast, intuitive and effective user experience within our business intelligence or analytic applications, but for some inexplicable reason we still struggle to evolve beyond simple spreadsheets, and we're forever chained to our PCs in an increasingly mobile work environment.

## The Problem

Even with the best enterprise tools and technologies in place, many organizations still struggle to produce effective, usable and aesthetically pleasing business analytics dashboards and interactive decision making applications. Most organizations will task their IT developers with designing and building these internal applications. The challenge is that these teams and individuals, while technically savvy and talented in their own right, often lack the necessary background and experience when it comes to demystifying the visual representation of information.

## KEY FEATURES

- ✓ Enable IT to build beautiful interactive reporting and dashboard applications without specialized training

- ✓ Mobile-first & touch-optimized design that also works great on the desktop

- ✓ Fully branded and styled for your organization

- ✓ Reusable and repeatable framework

- ✓ Common design language for all business applications

- ✓ Rapid deployment in less than a week

- ✓ Powered by best-in-class IBM Cognos Business Intelligence

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Consider any of the following familiar scenarios:

- Internally developed dashboards or mobile applications take too long to deliver or are too costly to maintain
- When applications are finally delivered, they often miss expectations of performance or usability, or are otherwise difficult to use
- Internally developed applications are not heavily used, and business users often fall back to using old tools with which they are more familiar
- Both IT and Business stakeholders "don't know where to begin" when the agenda is dashboarding or mobile analytics
- Internally developed applications are serviceable, but they lack in terms of visual or aesthetic appeal, and as a result are not perceived to be as trustworthy a source of information
- Internally developed applications require a great deal of training and support resources to be successful

If any of the above are familiar to your organization, take solace in the fact that you are not alone, and that there truly is a better approach available today.

## The Solution: AnalyticsUX

Powered by industry leading IBM Cognos Business Intelligence, Ironside's AnalyticsUX takes all of the pain out of building beautiful, usable, interactive business analytics dashboards and applications for both the PC and all of the leading mobile devices. Ironside has taken a page from the most successful consumer application development companies and applied those techniques to the business world. In working with professional user experience and user interface designers, Ironside has produced a powerful framework for rapidly developing and deploying business analytics applications on any device form factor. By leveraging existing features and functionality within IBM Cognos, we've been able to do this without any custom code or additional special skill sets required. Your IT development staff need only know how to work with IBM Cognos Active Reports in order to begin rapidly

### BUSINESS BENEFITS

- Intuitive mobile applications allow users to arrive at answers faster, wherever and whenever a business questions arises

- Rapid time to value by dramatically shortening custom business application development cycles to days or weeks vs. months

- Increase the satisfaction and user loyalty to internally developed business intelligence applications and recognize ROI on your staff and technology

- Reduce your TCO and risk by avoiding slow-to-develop and costly to maintain custom mobile applications

- Increase the loyalty, trust and confidence of your users and customers with professional looking and aesthetically pleasing results

- Rapidly monetize your data gold mine by converting raw information into interactive analytical applications for sale to your customers

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developing mobile-enabled dashboards. Ironside has taken all of the challenging creative design and development tasks out of the process and replaced them with a repeatable set of building blocks to assemble interactive business analytics applications.
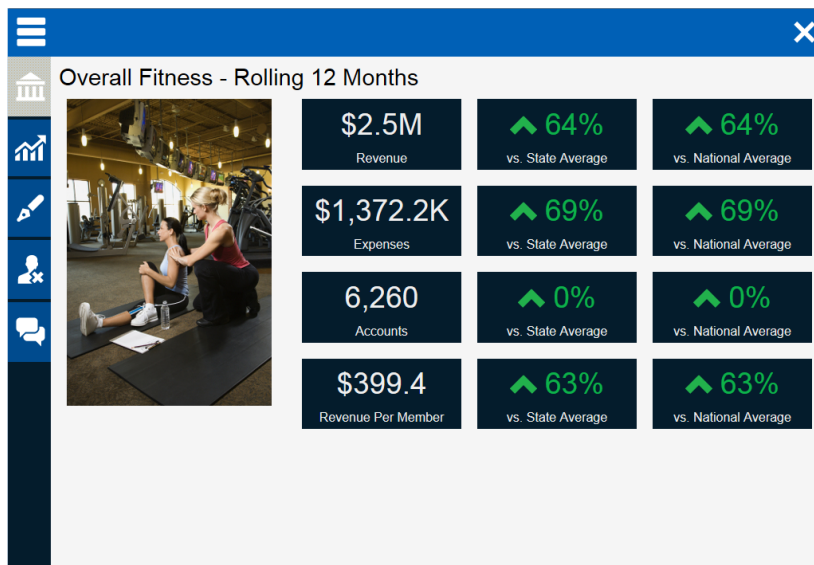
## Powered by IBM Cognos

Ironside's AnalyticsUX is powered by IBM Cognos. If you already own IBM Cognos Enterprise or Express version 10.2 or higher you can begin taking advantage of the benefits of AnalyticsUX today. If you're new to IBM Cognos, dashboarding and interactive visualizations are just one capability of this best-in-class business analytics platform. For more information on IBM Cognos and its many features and benefits, please visit our website.

### CLIENT SUCCESS: BAO INC.

"It was absolutely crucial to get the user experience right. We wanted a look and feel that was intuitive and gave the user an immediate grasp of the overall results – basically, exactly the opposite of the old spreadsheet-based approach! Ironside really did a great job of translating our requirements into a solution that is simple, elegant and easy to use."

JIM HIGGINS, CEO, BAO INC.

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**AnalyticsUX Packaging and Pricing**

Sample packaging and pricing for AnalyticsUX is shown below. For detailed information on pricing and features please contact us at GetInsights@ironsidegroup.com or via phone at 855-447-6674

| AnalyticsUX Core | AnalyticsUX Complete | AnalyticsUX Custom |
|---|---|---|
| ✓ Stylized AnalyticsUX Framework to match your brand or corporate identity with one full design iteration<br><br>✓ Customized library of over 400 icons<br><br>✓ Custom documentation and style guide for using and extending the framework for your apps<br><br>✓ One AnalyticsUX methodology training session<br><br>✓ Access to future updates and new AnalyticsUX templates as they become available | ✓ All AnalyticsUX Core features<br><br>✓ Guided development and implementation of your dashboard application<br><br>✓ Development of customized reusable dashboard widgets and data visualizations for use in your AnalyticsUX template system | ✓ Fully customized AnalyticsUX framework<br><br>✓ Full end-to-end UX design and development process led by Ironside UX/UI specialists<br><br>✓ Includes full UI and creative design work with up to 2 complete design iterations<br><br>✓ Guided development and implementation of your new custom framework with your first dashboard use case |
| Call 855-447-6674 or Email for Pricing | Call 855-447-6674 or Email for Pricing | Call 855-447-6674 or Email for Pricing |

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## About Ironside

At Ironside, we dive deep into clients' core business challenges, emerging with new insights into how to leverage the power of business analytics to help move companies further and faster toward their goals.

We align our expertise in business intelligence, performance management, predictive analytics, information management, big data, and more to clients' business challenges, helping them break through to new ways of looking at their place in their industry and the world.

### Interested in learning more? Contact us.

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