The Essential Tool for Agile BI:

10x ROI in 3 Months (A Case Study)

LogiXML™

the smart choice for business intelligence.

Grand Crowne RESORTS

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Agenda

- Introduction
  - David Abramson, Director of Product Management, LogiXML
- Case study: Resort/Time Share Co.
  - Alicia Loughnane, IT Director
  - Resort demo
- Logi Info demo
- Q&A (+ throughout)

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LogiXML

- Founded in 2000
- First to market with web-based BI
- High customer ratings in Gartner BI Platforms User Survey
- Over 700 customers worldwide
  - Over 50% are ISVs and SaaS companies

Overall Customer Experience

Inc. 500

2007 Software 500

Web Marketing Association's WebAward

TEC

SD Times 100

Our Company

- Branson's only locally owned vacation-ownership resort
- Began operations in Branson in 1981
- 6 resort properties in MO, MS, TN

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Alicia Loughnane, IT Director

- 15+ years designing reports
  - R&R Report Writer
  - Crystal Reports
  - Cognos
  - SSRS

- Moved to Branson in 2004
- Local population: 10,500
- Tourist population: 8 Million

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Branson, MO

- Over 200 shows and attractions

- Over 200 restaurants
  - 1 for every 52 locals

Challenge

- $3 Million in premium transactions per year
- 2009 over $200K adjusted as ‘lost’
- Need to track and account for inventory
- Real time analysis for increased ticket profits

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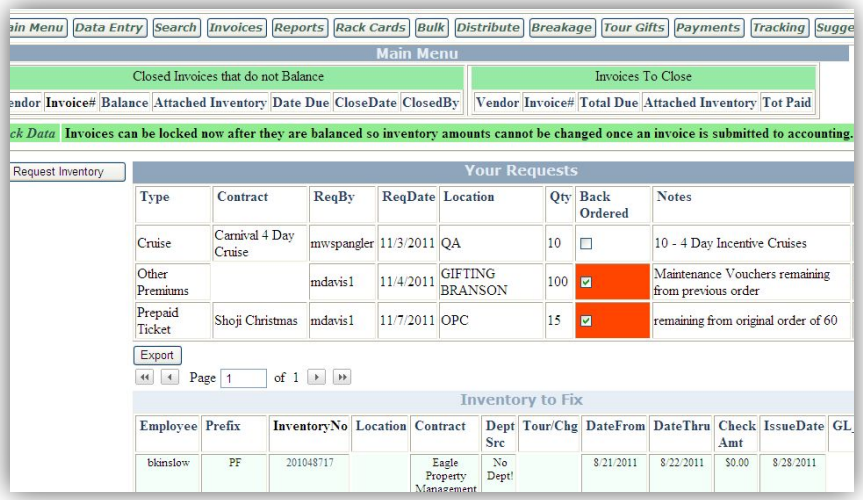
Solution

- Voucher World
  - Developed from scratch in 90 days by 1 developer
  - Real time analysis for data entry errors, process statuses, & ticket sales
  - Views and reports customized based on user
  - **Full integration** between data entry and reports



Results

- Inventory balanced within $400 in 2010
- Accuracy of information increased to 99.998%
- Enabled managers to push specific shows for increased profits

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Demo

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Results Continued

- Audits take hours instead of days
- Marketing campaigns report results in weeks instead of months
- 3 full-time employees freed up

→Total realized savings based on previous periods: ***$250,000+ per year***

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Results Continued

- LogiXML is primarily a BI Application
  - Connects disparate systems seamlessly
  - Customizable dashboards
  - Easy to roll out to all users who need it
  - Automated security and custom views for groups

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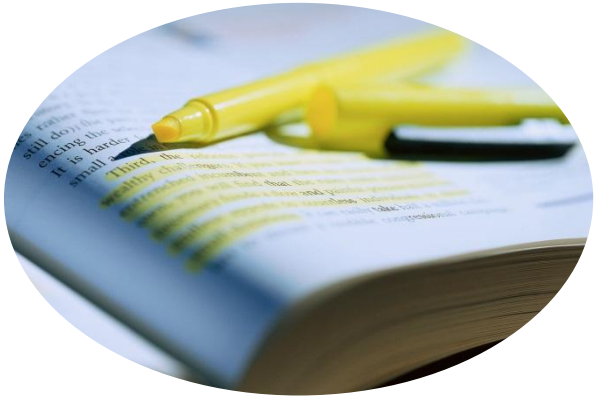
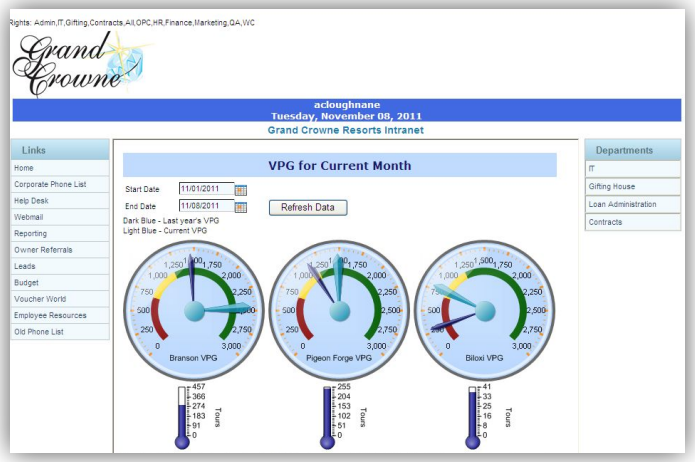
Results Continued

- Application development is the extra edge
  - Ensure the reports are seen every day
  - Encourage everyone to use drill downs and get away from paper
  - Update problems on the fly
  - Quick and easy application development with no additional training





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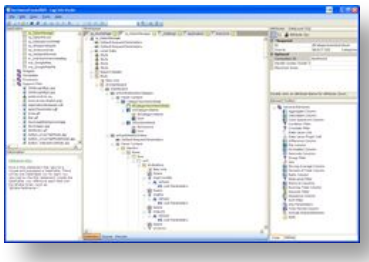
LogiXML – How it works

End User Smartphone or Tablet

End User Web Browser



Logi Info Studio

Web Server

Logi Info Engine

Metadata
Summary Data
Raw Data

Data Warehouse

Internet or Intranet

Web Services Provider

Transactional Data Sources (SQL, XML, etc.)

Report Definitions
(XML Files)

Bi-directional BI

- Write-back directly to data sources
  - INSERT, UPDATE, DELETE
- Alerts, triggers, messaging
  - Email, SMS, notifications
- Manage files and folders
- BI applications integrated directly with operational systems

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Wrap Up, Q&A, and Next Steps

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Thank You

To download a LogiXML trial or schedule a demo:

- www.logixml.com
- sales@logixml.com