

Editor's Letter

The Vision of Performance Management

Despite tried and tested software, whose functionality is exponentially increasing, and the undeniable business benefits that they deliver, Performance Management (PM) solutions are still widely regarded as being in an "Early Adopter" phase within industry. Whilst most organisations clearly recognise the benefits of investing in PM many have instead chosen to invest in "quick win" operational applications rather than take the plunge.

Whilst the choice not to invest in PM can be attributed to issues of cost and ROI, cross application synergy, the integration between PM solutions and operational applications, has often been a contributing factor. Whilst our ROI modelling has always allowed us to make a strong financial case to companies looking to invest, application synergy has proved a difficult charge to answer, until now.

As part of the consolidation of the three key BI vendors and products, Cognos, Business Objects and Hyperion, into the larger hardware and software arsenals of IBM, SAP and Oracle we are now seeing the convergence of "pure play BI" and "visualisation, scorecards and dashboards". Front end visualisation tools such as Crystal Xcelsius and Cognos Metrics Manager provide the rich functionality and granularity Executives crave, with the ability to deep dive into underlying data and trends, componentised operational applications and other analysis toolsets with one click. They are now also established, robust and intuitive tools fully integrated into their respective core BI platforms.

The greatest challenge remaining in the new world of visual Performance Management applications is the alignment of users functional needs, their visual design aspirations and how these can most effectively be specified and developed. **visualmetrics** have many years of project experience in these applied technology best practices, assisting clients and prospective new clients to "get it right first time".

To discuss how latest generation visual analysis tools could benefit your organisation please email sales@visualmetrics.co.uk



Relocation! Relocation! Relocation!

Chester office has moved

As most of you are already aware last month our Chester offices relocated from there once rural home in Dodleston, to a new "state-of-the-art" premises in the heart of the bustling Chester Business Park. Despite our fondness for the tranquil Meadows the steady growth of the business, and the space required for planned further expansion, made a move inevitable. **Metrics House** may only be a few miles from the old offices but the size, facilities and technology it encompasses stand it a world apart.

For those who have not already updated their records our new address is:

Metrics House, Hilliards Court, Chester Business Park, Chester, CH4 9QP



Metrics House

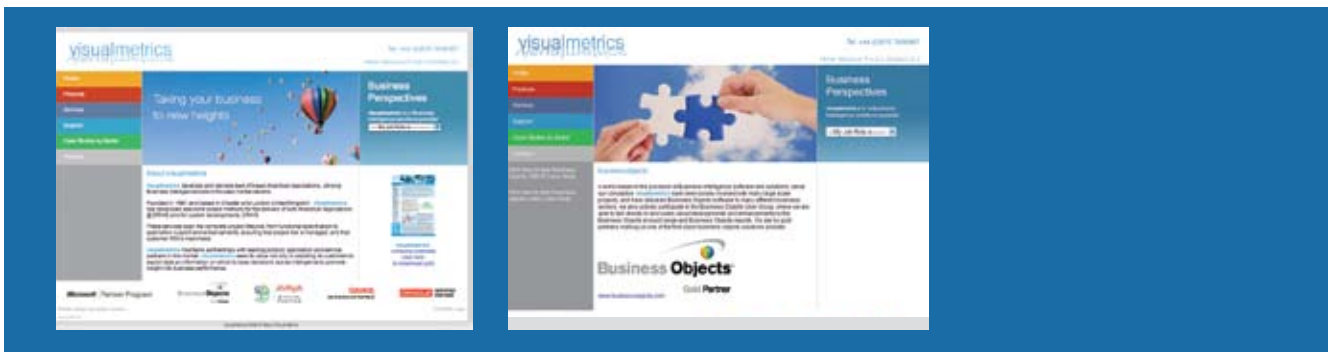
We look forward to receiving you at Metrics House in the near future!

New Website

www.visualmetrics.co.uk

It's a cliché, but in the exponentially advancing world of web technologies if you don't keep up you get left well, well, behind. We can all remember when "dial-up" 56k modems were considered "new-fangled"; streaming media meant "contains more than one picture" and online audio came in formats that sounded like a cat being strangled in a biscuit tin. Nowadays if you aren't downloading youtube videos on your phone, whilst simultaneously buying your car insurance, pulling your emails and dialing your mother through voice recognition, then who are you?

We are pleased to announce the launch of the new **visualmetrics** website, over the upcoming months we will be uploading more and more streaming content and rich media including interactive dashboards, webcasts, product demos and a FAQs section. Please hook on, take a look, and let us know what you think!



visualavenue Housing Solution Seminars

"Know your Tenant, Grow Your Business" Initiative



During the next few months **visualmetrics** will be running a series of seminars and workshops for property portfolio managers. The events will focus on; streamlining compliance reporting, measuring organisational performance through KPI dashboarding, successful budgeting and planning, and understanding tenant trends.

At each event we will demonstrate how customers like Places for People are utilising the **visualavenue** solution to maximise their organisational effectiveness, and thus achieve exemplary results in Housing Corporation Assessment reports.



To register for either of these events please visit: www.visualmetrics.co.uk/events

For more information please contact: **Paul Cotton 0870 7606467**

visualmetrics & General Systems Spring Conference

"Maximise Your Potential"



June 6th saw the return of our annual Spring Conference, held in conjunction with our partner General Systems at Infor's offices in Salford Manchester. We would just like to take this opportunity to thank all those who attended and helped to create a highly focused, enjoyable and successful event.

The event was so successful, and places so limited, that this year we will be introducing an Autumn Conference as well! Date and details are yet to be confirmed, but if you would like to register for updates please email thomas.hughes@visualmetrics.co.uk and we will make sure you are the first to know and be invited.

British Grand Prix



Last month **visualmetrics** took a group of customers and partners to the annual British Grand Prix Tyre Testing day at Silverstone. As per usual all of the main drivers and teams were present including Lewis Hamilton, David Coulthard and Kimi Raikkonen. A favourite event in our calendar, the day was both highly successful and greatly enjoyable and we would like to thank all those who joined us. For those who could not make it we hope you will join us next year.



Welcome New Recruit



Paul Friday

As part of our continuing investment into personnel and skills **visualmetrics** are delighted to welcome Paul Friday into Client Account Management and Development.

Paul has over 30 years experience in the IT sector working with businesses across most industry areas, and expansive knowledge of Retail, Supply Chain & Logistics specifically. Throughout this time he also helped clients deliver new business solutions for CRM, Web technologies and Performance Management.

With a preference for warmer climes Paul can be found exploring coral reefs and wrecks whilst combining two of his interests, scuba diving and photography. When on dry land he is known to hit the odd golf ball in the right direction, although we always stand well back!

In facing a challenge Paul believes that nothing is too big to tackle, "even elephants can be eaten if you can manage the bite size pieces." Needless to say none of us has yet accepted a dinner invitation at Paul's house!

New Customers

Balfour Beatty Group

visualmetrics are pleased to announce the completion of a significant Business Objects software order with Balfour Beatty Group to complement and enhance their existing investment into Business Objects technologies at a group and operating company level.

Balfour Beatty

Places for People

FPF and **visualmetrics** have begun a three year program of work to scope, design and deliver an enterprise wide performance management and balanced scorecard platform, utilising the existing Business Objects platform, complemented by our proven delivery methodology **DRIVE** and best practice data warehouse design principles.



Royal Institute of British Architects

RIBA Enterprises provides effective and established solutions for the construction industry professional, from buying a book or selecting a product to recruitment and targeted marketing. In support of its operations RIBA Enterprises has chosen **visualmetrics** to develop an enterprise wide dashboard and reporting solution capable of delivering a single consistent view of customer and product sales analysis.



New to visualassurance

visualmetrics is pleased to announced that The National College For School Leadership have continued their investment into solutions to support its aim of developing programs and a community of educational excellence. By choosing



visualassurance, **visualmetrics** tailored support service, NCSL have future-proofed their solution and maximised their return on investment by guaranteeing its uninterrupted operation, continued maintenance and optimisation.

New **visualmetrics** products

visualintellect

In a tight economic climate, with increased pressures to minimise project costs whilst mitigating project risk, pre-built solution templates become highly effective. There is no greater asset, and simultaneous greater cost, than Human Capital. To meet with industry demand **visualmetrics** have enhanced their Human Resource Analytical Application, **visualintellect**, inline with latest technical, functional and business-led requirements, providing customers a greater ability to sweat the value of their Human Resource asset.

Please visit our website for more information and to try our visualintellect dashboard demo: http://www.visualmetrics.co.uk/products_home



Partner News Cognos an IBM company

Plug-and-play Performance Management

The assimilation of Cognos and Business Objects into the larger arsenals' of IBM and SAP respectively can't have passed anyone in the industry by, and was not of significant surprise. The bigger question that's been sitting in the back of everyone's minds since has been how will these respective giants of technology market their newly acquired technologies to complement existing solutions.

On 30 June 2008 Cognos announced its Cognos 8 BI software is now available for Linux on System z. This means customers can now efficiently report and analyse transactional systems directly on the mainframe. The solution decreases time to information delivery through

improved application accessibility and significantly superior data centre performance. The mainframe also benefits from low power, cooling and space requirements, as well as unrivalled levels of data security.

Whilst it is unsurprising that Cognos IBM's first manoeuvre was to unify the parent company's hardware expertise with Cognos' software solutions, the closing of the loop between reporting software and purpose built hardware marks the start of a new approach to pre-packaged reporting solutions. Is it the dawn of 'plug-and-play' performance management?

Our Business Partners

To achieve the business objectives of being a premier organisation in the delivery of Analytical Applications, which derive business value for its clients, **visualmetrics** recognises the need to have a range of business partners who fall into three distinct categories:

PRODUCT PARTNERS who develop industry leading BI tools & BI suites. These are core components of the applications which **visualmetrics** already has, or will develop for custom specific reasons.



APPLICATION PARTNERS who have market leading operational applications, in chosen business sectors & operational areas. Their clients have requirements for information analysis, which is satisfied by the applications and consulting services of **visualmetrics**.



SERVICE PARTNERS who are recognised industry experts in management consulting, and technical consulting areas.



NEWSLETTER If you do not wish to receive future issues of the Newsletter, or you know of someone who would also benefit from receiving it, please email your request to: newsletter@visualmetrics.co.uk. If you have any other comments relating to the Newsletter, please address them to the Editor at newsletter@visualmetrics.co.uk.



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