



# DBNEWS™

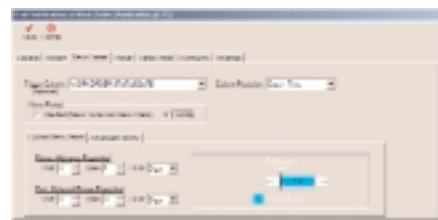
BUSINESS ACTIVITY MONITORING FOR THE REAL-TIME ENTERPRISE

## Expect More From Your Data

Your company is storing operational data in many systems across multiple departments, but staying abreast of important information buried in all of that data is more art than science. Wouldn't it be great if every database you use could actively contribute to the productivity, efficiency and responsiveness of your organization by ensuring that relevant information is communicated to the right people at the right time?

## Proactive Event-Driven Alerts

Staying competitive means staying on top of critical business developments. Whether the event is a new customer order, a manufacturing problem, or a business transaction requiring your review, dbNews actively monitors your data and keeps employees informed with timely alerts so they can be responsive. dbNews also makes it easy to keep customers, suppliers, and business partners aware of important developments, whether you want to notify customers when their order has shipped or alert suppliers when inventory is nearing critical events or automate any other event-driven communications.

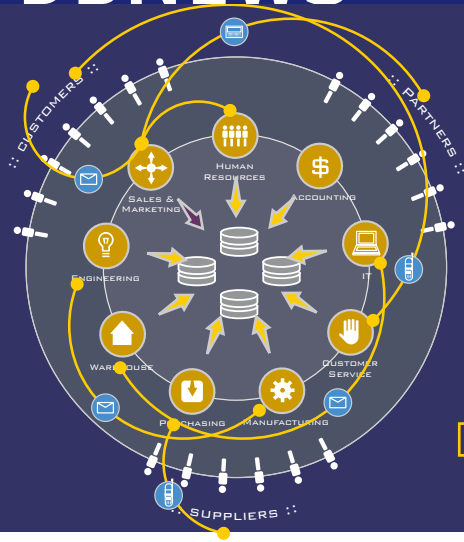


## Build automated news publications for any scenario

Use dbNews Studio to easily create automated messaging solutions in minutes without custom programming. dbNews Server takes over from there, taking action when specified criteria occurs to extract and transform relevant data and send personalized content to the appropriate people via email, pager, handheld, web page, or other channel.

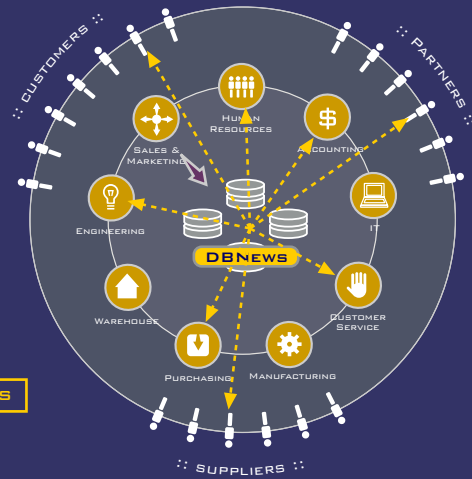


# DBNEWS



TYPICAL INFORMATION FLOW

INFORMATION FLOW WITH DBNEWS



## Scheduled Information Broadcasting

dbNews also allows you to schedule periodic information delivery so employees get the information they need to do their jobs without having to waste time hunting for data. Improve productivity by keeping people informed automatically with personalized content such as a weekly listing of active projects that are over budget to appropriate managers, daily work lists delivered each morning to maintenance workers, an excel file with financial transactions sent to accounting personnel at month-end, and countless others.

## Transform Data Into Actionable Information

dbNews Business Activity Monitoring enhances your in-house and commercial enterprise applications such as CRM, ERP, CMMS, MRP, and other decision support systems by giving them the ability to communicate problems or key events proactively. It also increases the productivity of knowledge workers from sales staff to warehouse personnel to customer service representatives by giving them the specific operational performance indicators they need in real-time.



## Eliminate critical information lag time

dbNews provides timely exception-based monitoring of any transactions or business events, enabling process owners to act as events occur.

## For the Workgroup or the Enterprise

With support for industry standard web and communication protocols and a low cost of ownership, dbNews is a smart choice for organizations of all sizes. And because it's built with a component-based, scalable architecture, it can handle your intelligent messaging and alerting needs now and in the future.



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