

YALE UNIVERSITY

YALE UNIVERSITY WORKS SMARTER WITH BRIO



"At the core of our business intelligence initiative, Brio enables us to be more sophisticated in marketing efforts based on the individual interests of our donors. Brio ONE has made a strategic impact on Yale's revenue stream."

You'll find a lot of smart people at Yale University. Which makes them a prime candidate for Brio Technology's business analytics tools. Yale's Office of Development deployed Brio ONE to help its 160 fundraisers create targeted, one-to-one marketing campaigns using its sizable database of donor information.

Prior to choosing Brio for its strategic business intelligence initiative, Yale staff filled out paper forms, which were input using up to 60 prompts and a booklet of special codes. Fundraising campaigns often lacked focus, took too much time, and failed to target the right donors.

Now even staff with little computer experience can use Brio to access important donor information and quickly act on it; the information is delivered via a standard Web browser across Yale's multi-platform (Mac, NT and UNIX) system.

Brio ONE allows users to segment alumni, parents or friends of Yale by criteria such as interest in a specific program; this allows them to intelligently target donors based on interests and prior behavior.

"Brio enables our managers to analyze donor affiliations, contribution history, and specific academic and personal interests to develop campaigns around each donor segment," said Marcia Schels, senior IT project manager at Yale. In addition, IT staff have been freed from repetitive, low-value query work by Brio's enterprise reporting solution.

"In a matter of minutes our developers can build Web-based, interactive reports that empower users to personalize their view of the information they need," said Schels.

Now, thanks to Brio ONE, Yale University's Development Office is working smarter instead of harder.

At Brio, we think that's very, very intelligent.

WORKS.COM

WORKS.COM NEEDS TO KNOW...NOW!



"Brio.Enterprise enables us to look at every aspect of our online business—from system performance and load balancing to customer usage and purchasing trends."

Works.com is one of the new breed of Internet companies—a thriving organization that needs to know what is happening with its system and its customers—in real time.

"We need the ability to always keep our fingers on the pulse of every customer activity purchase, as well as analyze and understand their buying preferences and anticipate their evolving expectations," said Frank Goldsmith, Works.com's technical director.

They use Brio.

While many view business analytics as a task performed "after the fact," Works.com realized that Brio's solution was ideally suited to meet the nearly real-time business analytics needs of a fast-changing e-commerce world. "With Brio, we're able to easily analyze and quickly report on exactly where our customers are in the sales funnel, and then make real-time business decisions based on that knowledge."

Now Works.com can determine who is making it all the way through the sales funnel, how long it is taking them, and where others are dropping out.

How? "We're using Brio to create the 'dashboard' for monitoring the engine of our business. Now, the drivers of our business can keep an eye on this dashboard and course corrections in real-time. That's critical in the Internet space," said Frank Goldsmith.

We couldn't agree more.

Brio Technology is perfectly positioned to meet the needs of the e-business world—where the ability to react quickly to information is also king.

ALASKA AIRLINES

"THE BEST DOMESTIC AIRLINE" CHOOSES THE BEST BUSINESS ANALYTICS SOLUTION



"We are now able to not only identify trends, but also compare the regional profitability of all our market segments, leading to more informed decision-making and increased revenues."

Alaska Airlines was voted "The Best Domestic Airline" by Travel & Leisure magazine. They've built a world-class reputation atop stunning service. In short, Alaska Airlines is a leader.

And when they needed a powerful business intelligence solution, they turned to another leader. Brio Technology helped them solve a common problem—too many data processing demands being placed on too few resources.

"Brio ONE has enabled our marketers, planners, and yield analysts to quickly access and analyze customer and flight data, ranging from information about frequent flier miles to passenger booking data," said Nancy Colbert, focus development director at Alaska Airlines.

Alaska's review process focused on a key requirement; they needed a solution that would allow users to perform their own analysis—allowing limited IT resources to focus on infrastructure.

Alaska Airlines determined that Brio ONE flew the highest of all the contenders; it was the most robust, scalable solution, and provided the greatest ease-of-use across the widest range of users.

It also integrated with their existing systems.

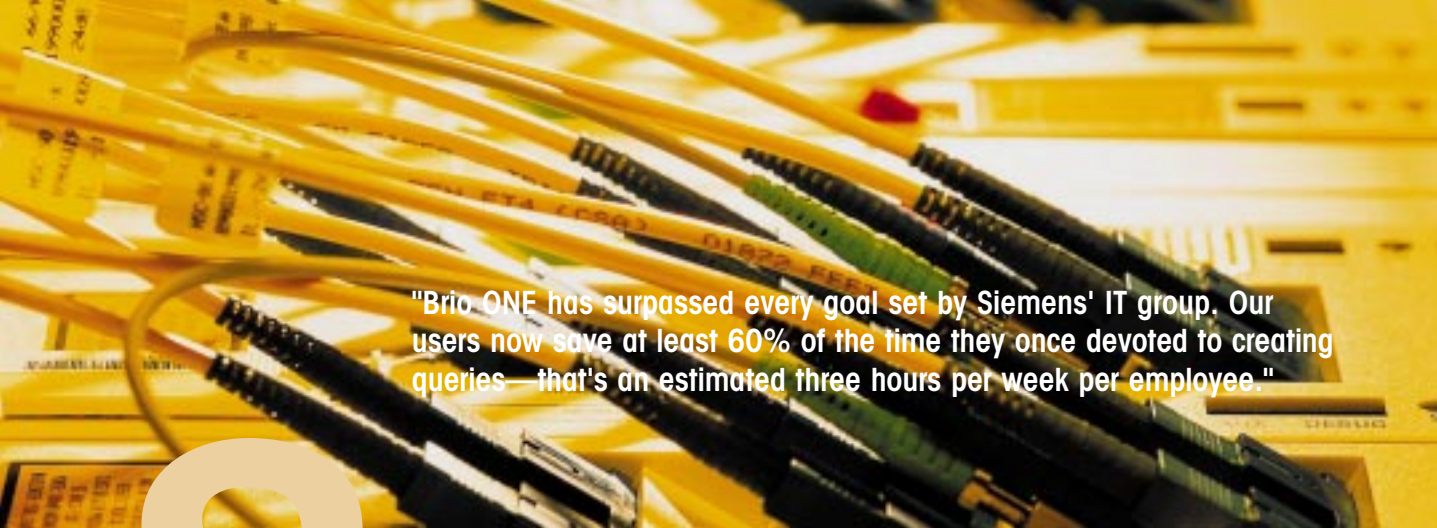
"Brio is designed to work in conjunction with the technology infrastructure that we had established, preventing the need for costly and complicated measures to ensure conformity," said Colbert.

Now Alaska Airlines employees can quickly produce breakdowns of regional and market segments, and perform in-depth analysis as required. Now they understand their business—and their customers—much better.

We say "bravo"—from one leader to another.

SIEMENS

BRIO ONE SAVES SIEMENS 60%



"Brio ONE has surpassed every goal set by Siemens' IT group. Our users now save at least 60% of the time they once devoted to creating queries—that's an estimated three hours per week per employee."

Siemens faced a not-so-unique problem in today's high technology markets. They were facing major competition from other firms in the customer call center business, and were looking for ways to establish and maintain their early mover advantage. They decided they needed a solid, robust, fast-implementing business intelligence solution, and began an extensive review of products.

They turned to Brio Technology.

"Brio gives all our users immediate access and query of multiple data sources, enabling real-time business decisions," said Ernie Phipps, Siemens IT Engineer. "It allows ubiquitous access to our corporate data warehouse running on an IBM DB2 database within an MVS environment—and it also supports access to critical data on all of our Oracle databases and the SAP-based business warehouse currently under development."

Siemens uses Brio ONE for integrated data access, ad hoc query and analytical reporting. And it's worked so well, other Siemens executives are requesting copies of Brio for their employees.

Now Brio ONE has become Siemens' corporate standard—and it's seeing extensive use across a broadly dispersed group of sales and marketing staff both inside and outside the firewall. They're making better, more informed business decisions. And in some cases, discovering the gold hidden in information they didn't even know existed.

There's even an upside to all the upside.

"We're pleased that Brio ONE requires so little support that we can allocate IT resources to other projects, saving both time and money."

At Brio, we're pleased too.