



LEVERAGING THE POWER OF YOUR MICROSOFT GREAT PLAINS INVESTMENT



WEBHOUSE

BUSINESS INTELLIGENCE

Does your organization spend a lot of time entering data into your financial system but have difficulty getting information from it?

Do you find that the reports you do get out leave you with more questions than answers?

Webhouse Business Intelligence from Professional Advantage delivers your organization a powerful yet easy-to-use means to report on and analyze your Microsoft Great Plains data. Webhouse puts anyone in your organization, from your CEO to your finance department, from sales to the warehouse, easily and inexpensively in touch with their vital business information.

Interactive Analysis

Interact with your data to get the information you need. A report may give you one answer and create three new questions—avoid dead-ends and answer them yourself without running more reports. Which territory had the highest sales last quarter? Which salesperson sold the most in that territory? Which customers did the salesperson sell to? What did those customers purchase? What used to take four separate reports now takes four mouse clicks with Webhouse from Professional Advantage.

See It Your Way

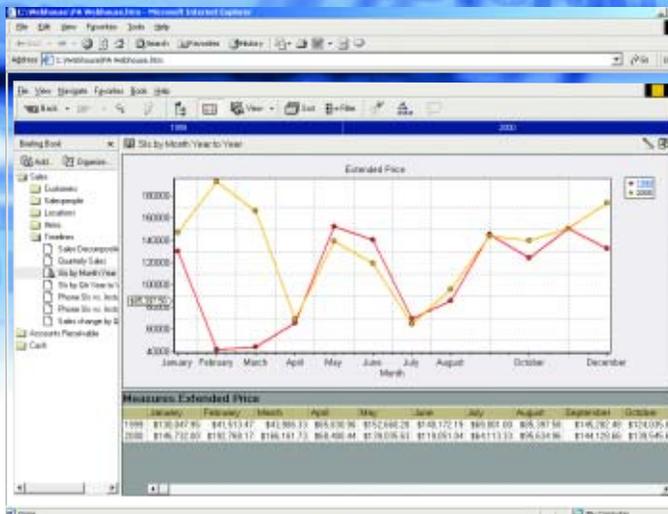
See information presented in the way that

makes the most sense to you. For example, multiple calendars can be defined so you can work with your information in a calendar, fiscal, or sales year. The CFO can perform analysis using a fiscal calendar while a sales manager works with a sales calendar.

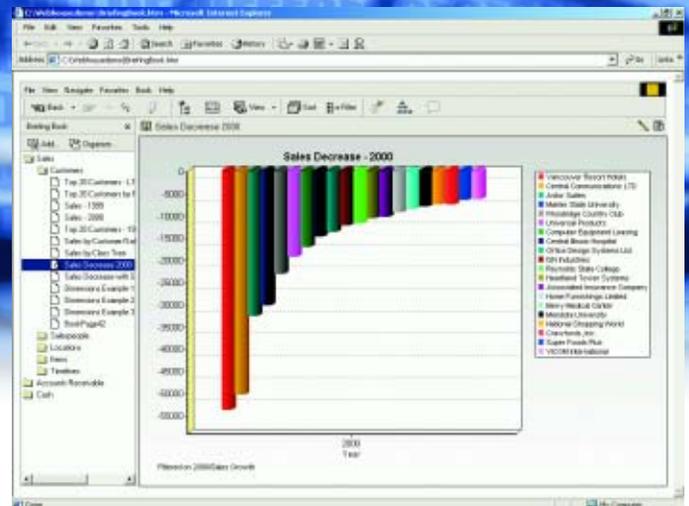
Fast

Get your information instantly, without having to wait for queries to complete and reports to run. Using OLAP, Webhouse knows the answers to your questions before you have the chance to ask as all possible queries are done on a scheduled basis, as often as you want, to ensure speed of information to your desktop.

Did you know it could be this easy? With Webhouse it is.



This graph is comparing overall sales for 1999 vs. 2000. With Webhouse it is extremely easy to isolate the data you want to graph. With a few mouse clicks you can view this graph for a particular item, item class, customer, customer class, salesperson, etc. You can also include different items and see how their sales affect each other.



The graph above shows sales decrease by customer from last year to this year. This is another example of key information you can use to take action in your business. How would you go about getting this information with your current systems?

A Whole New Way of Looking at Microsoft Great Plains

Personalized Key Performance Indicators

Save a collection of dynamic views targeted at exactly what each user or group of users wants to see. The product manager gets views targeted at the product lines they are responsible for, while a regional sales manager has their own set of key performance indicators. Users can also easily save their own views in 'Favorites' for instant access to the information they want. The views are dynamic and allow for further analysis.

One Source of Information

Webhouse provides the ability to analyze Microsoft Great Plains data from the distribution, project accounting and financial modules. Webhouse can also be extended to analyze information from your other business systems. From in-house solutions to other leading Customer Relationship Management,

Manufacturing, or Supply Chain products—Webhouse can be your single source of information.

Multiple Companies/Multiple Currencies

You can consolidate data from multiple companies for analysis. Data can be viewed for an individual company or consolidated companies. If you have two or more companies with different functional currencies, it is also possible to consolidate them for analysis. Webhouse can be configured to allow each user to perform analysis in their currency of choice—your U.K. users see Pounds, your U.S. users U.S. Dollars and your Japanese users Yen—all from a single data source.

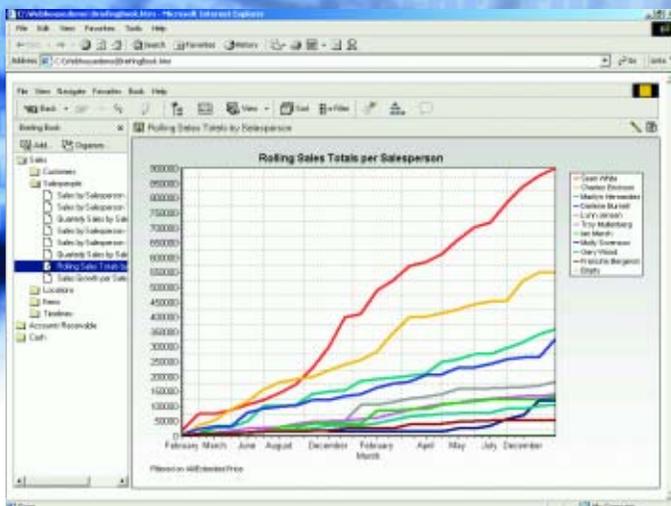
Integrated Budgeting

Many companies want to extend their planning and forecasting beyond financial

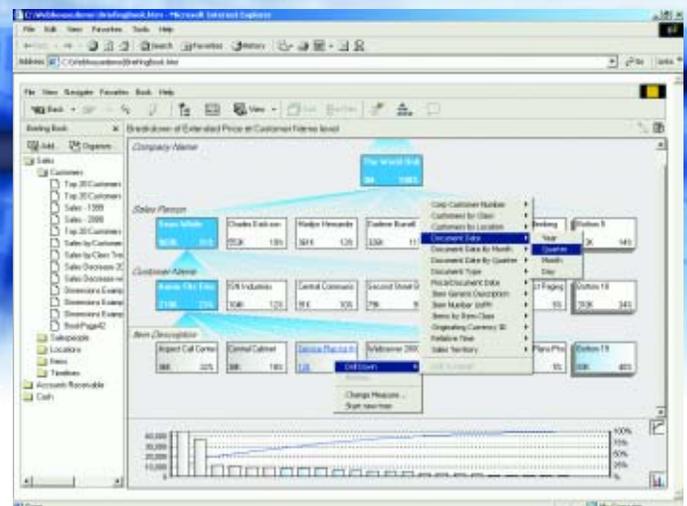
budgeting. Webhouse can be extended to calculate your operational budgeting and forecasting. Create budgets for Customers, Products, Salespeople, Territories, even user defined fields or fields from external sources. Since you are using Webhouse to store your budgets, it is also easy to analyze your forecast and actual figures side by side in graphical or numeric formats.

Cost Effective

Webhouse brings analysis capabilities that were previously only available to extremely large organizations to mid-sized companies at a fraction of the cost. Webhouse simplifies the complex data structures needed for transaction processing and presents the data in a format designed for analysis.



The graph above shows rolling sales totals by Salesperson. Calculated values don't have to be just sale, profit, or cost. For example, you can view rolling totals, percent change, amount change, etc. viewed by any measure—whether location, item, timeline, customers, and on.



Above is a Decomposition Tree that provides an extremely easy way to break down your business information. First, you pick what measure you want to use—for example: sales, profit, quantity, cost, etc. Then you are able to break down that measure into different dimensions, such as Salesperson, Month, or Item. Starting with total sales, you can see sales broken down by year, broken down within a year by salesperson, then broken down by salesperson by items sold... you really have to see it to understand its full power.

Drill Anywhere

Drill Anywhere allows you to break down information the way you want to see it. Simply right click on the field you want to break down—in this case (see below) we are selecting to break down sales in the U.S. by Salesperson Name.

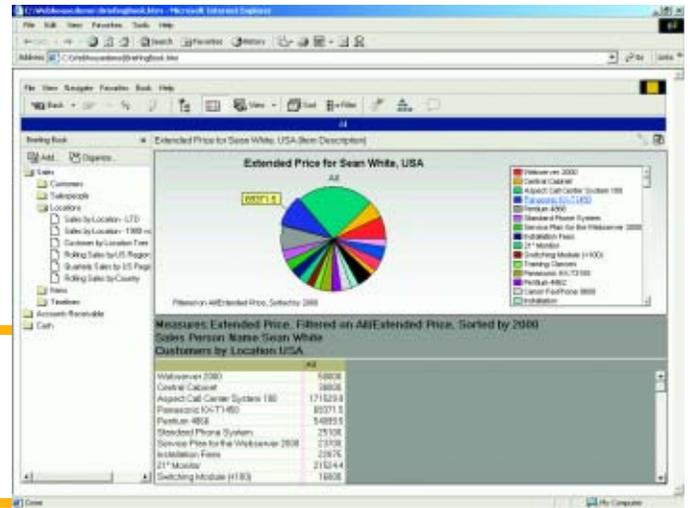
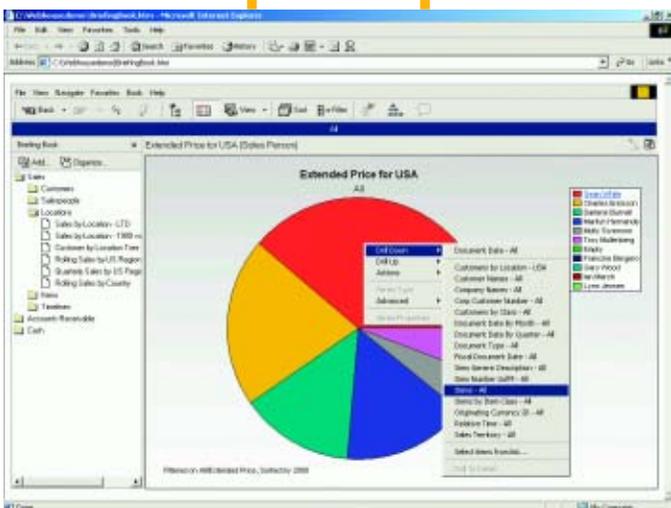
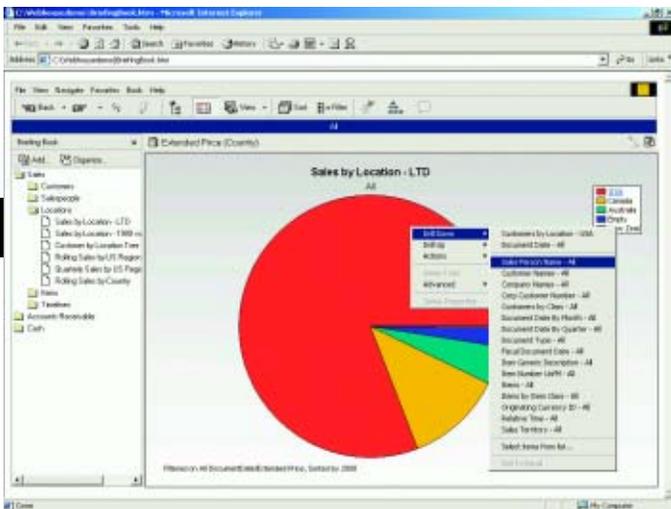
Sean White is the top salesperson in the U.S. From this new graph you can drill anywhere again—you could see Sean White's sales broken out by any of the dimensions listed in the drop down list (item, customer, item class, etc.). New dimensions can be added to the list and dimensions you don't use can be removed.

// We have employees worldwide that can access Webhouse over the Internet to get key information about our business. We are able to set up a single view for all salespeople that allows our sales managers to see everything but limits what our sales people see to just their territories. Our sales staff can now instantly get the critical information they need without having to call the head office and ask for it.

The flexibility of creating custom reports on demand—without being a programmer—has been invaluable to us.

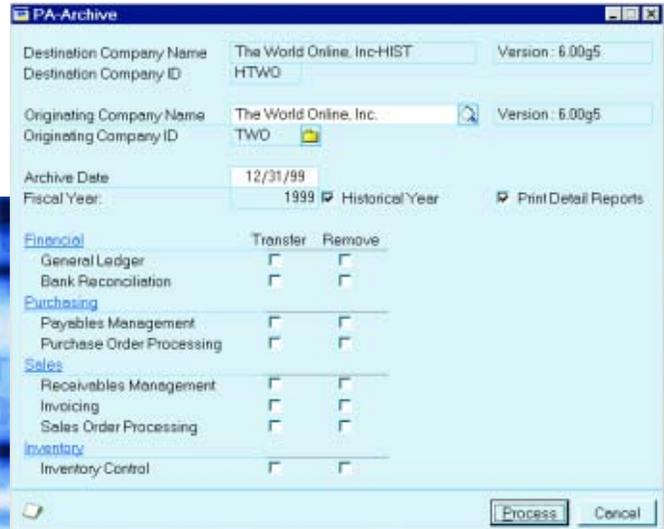
Running efficiently is key to our business and we are seeing a great return on our investment in Webhouse. //

Ed Valdez • Chief Financial Officer • D&D Technologies



COMPANY DATA ARCHIVE

Company Data Archive provides an easy way to move historical information from your 'live' company to another 'archive' company. Archiving your data will reduce the size of your live company database and improve system performance while posting, running reports, performing file maintenance, and day-to-day use of the system. Company Data Archive allows you to enter a cutoff date for historical data and all transactions on or before that date will be moved to the archive company. You can still inquire on your archived transactions and it is possible to view transactions from your live and archive companies consolidated on one screen. Data can also be archived on a regular basis into the same archive company.



National Accounts provides the ability to define a national account relationship between multiple customers in Dynamics. It enables a customer to be defined as the 'Parent' account to which 'Child' customers may be added, allowing a payment received from the Parent company to be applied across any of the Child customers. Payments or credit documents can also be applied from the Child customer to any other member of the national account. National Accounts can save a significant amount of time and reduce cash application errors if you currently have to manually split payments.



NATIONAL ACCOUNTS

SEEING YOUR OWN INFORMATION IS BELIEVING

Contact us for a personal demonstration of Webhouse on your company's data—your customers, your locations, your information. profad@profad.com

// *We took advantage of a live Webhouse demo on our data and knew instantly that it was the solution we were looking for. Management had only two questions—when could we get it and how much would it cost. Once we decided to move ahead, the implementation was all done over the Web in a couple of days. Before the implementation was even done I had easily created two reports that our managers had been waiting months for. We are able to get reports out in minutes that used to take people all day to calculate before Webhouse. I'm EXCITED to have such a great solution for our business!*

//
Deb Stanek • IT Manager • Badger West

- **1999 Great Plains Global Developer of the Year**
- **1999, 2000 & 2001 Great Plains Inner Circle Partner**
- **1998, 2000 & 2001 Great Plains Outstanding Partner Asia/Pacific**
- **1998, 1999, & 2000 Great Plains Best Use of Technology**
- **1999, 2000 & 2001 Great Plains Presidents Club**
- **2000 Best Employers To Work For In Australia**
- **2001 Microsoft Great Plains Partner's Choice Developer of the Year**



Thank you for your interest in our products.
Please contact us for more information.

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