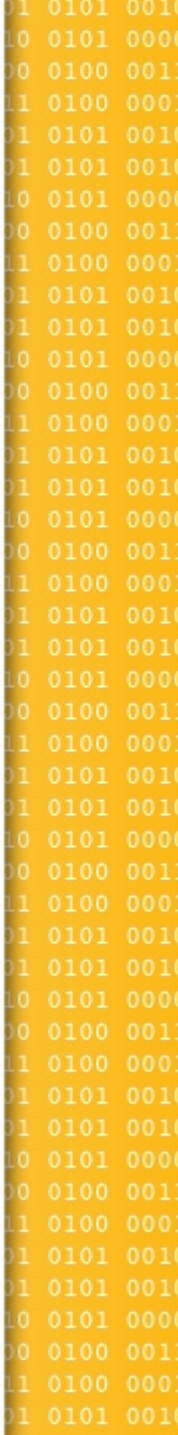


# **Carp Data Journey™**

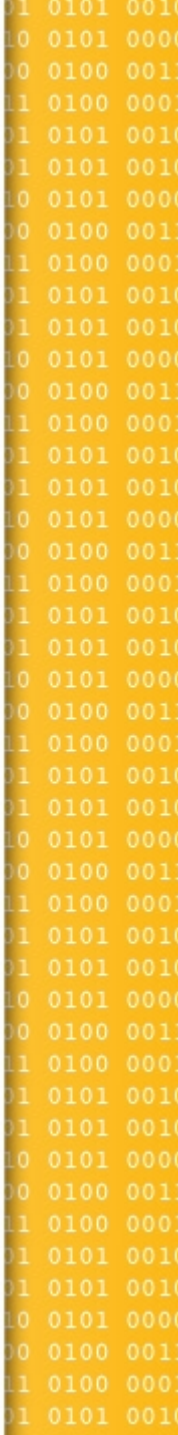
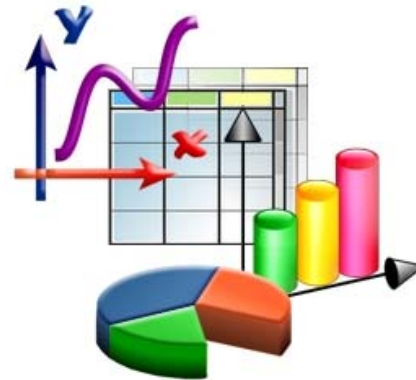
Data Analysis Software

Product Review  
Frank Podlaha



# Carp Data Journey™

- Business Intelligence (BI)
- Easy to use interface
- Simplified BI concepts
- Hosted Service
- Subscription payment model



# Business Intelligence (BI)

## The Old Way

- **Standard Reporting**
  - Static format
  - Answers single question
  - Changes require coding updates

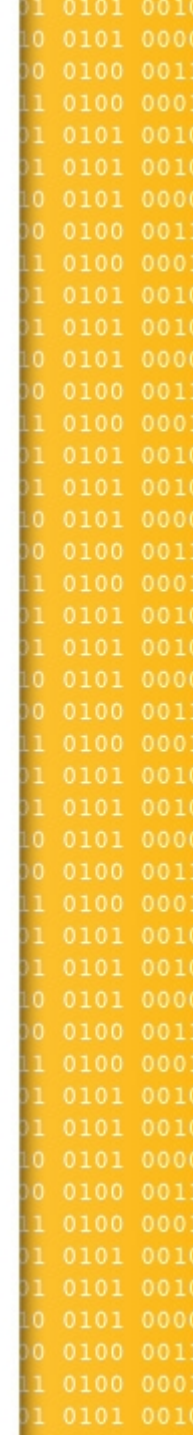
## The New Way

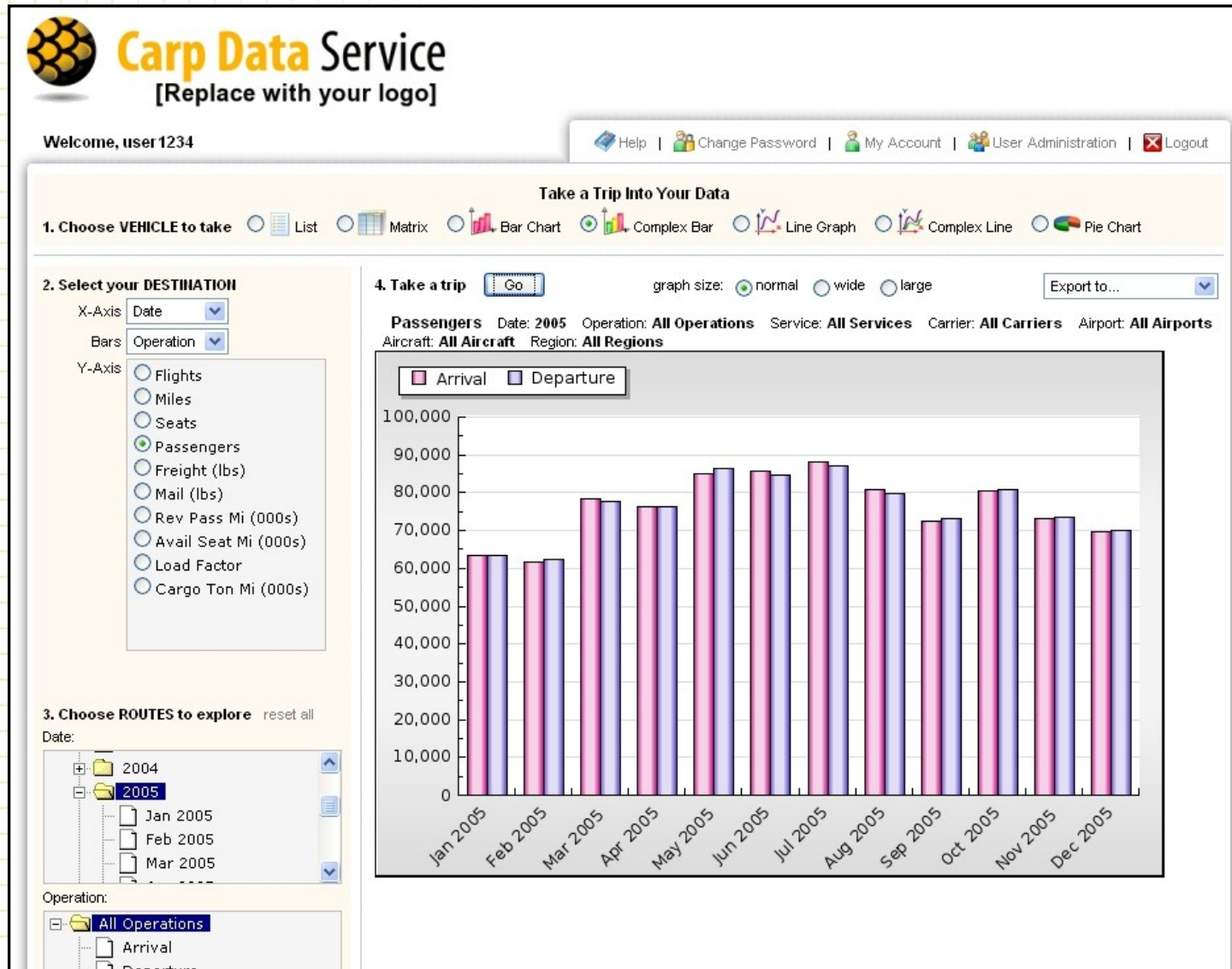
- **Data Analysis**
  - Dynamic calculations
  - Multiple views of summarized data
  - Discover trends
  - Validate assumptions
  - Quantify operations



## Easy to Use

- All-in-one browser application
- Simplified BI jargon
- Accessible over internet
- 128-bit SSL encryption
- Restrict data at user level
- Export to Excel, PDF Documents
- Logo and styles customizable



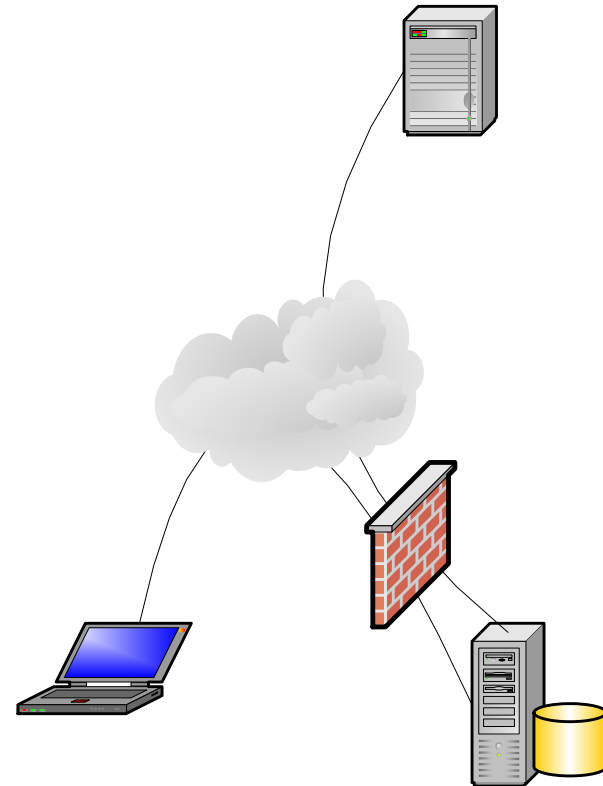


# Simplified BI

<b>Typical BI</b>	<b>The Carp Way</b>
Data Cube, OLAP	Data Trip Analogy to taking trip
Measures / Aggregates	Destinations Numbers to crunch
Dimensional Hierarchies	Routes Describes data
Presentation	Vehicles Grids, Charts, Graphs
Drill-down	List vehicle Simple grid of data
Slice-n-dice	Matrix vehicle Pivot table / cross-tabs

# Hosted Service

- No hardware to buy
- No systems to support
- Carp Data installs, setups, and maintains hardware and software
- Use Carp Data sub-domain SSL certificate  
<https://subdomain.carpdata.com>
- Automatic version and patch updates
- Secure data transmissions





# Subscription Payment Model

## Carp Data Journey™

## Microsoft Analysis Server

Monthly Service - \$1795 Professional Version, 25 users	Server Hardware - \$10,000 2 Dell PowerEdge 2950's Advanced
Setup Consultation - \$995	Software License - \$24,000 MS SQL Server 2005 Standard (\$6,000 per proc, 4-way)
	Setup Development - \$35,000 280 hours x \$125 hour (1 wk hwdr, 4 wks dev, 2 wk testing)
	I.T. Support - \$15,600 4 hours wk x 52 wks x \$75 hour
	Does not include client side tools, MS Office
<b>1st Year Cost - \$22,535</b>	<b>1st Year Cost - \$84,600</b>

# About Carp Data

- A Florida company founded in 2007 to bring easy-to-use BI tools to the SMB market
- Key philosophy – Simplicity  
“Keep It Simple, Sally”

[www.carpdata.com](http://www.carpdata.com)

[blog.carpdata.com](http://blog.carpdata.com)

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