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Host Analytics Decision Hub

Seamlessly integrate critical external data with enterprise systems to add a new dimension to decision-making.

strategic decision-making

Host Analytics Decision Hub

Host Analytics Decision Hub provides actionable information on industry benchmarks, financial trends and key performance indicators. Now you can analyze your competitiveness, establish metrics and create more accurate plans and forecasts without struggling to find and integrate sources.

Your data is not enough

You know data is essential to your company's finances and operations, to the decisions you make, and ultimately to your profitability. Not long ago companies could focus on collecting and integrating their own internal data and making it accessible to users. Done well, these actions could provide a competitive edge. That's still important, of course, but in today's global economy, where events anywhere in the world can impact your business, it's not enough to manage only your own data. You need access to external data and the ability to understand what it means to your markets, strategy and execution.

But external data is hard to acquire and use

A universe of data is potentially available. That's part of the problem, and it raises tough questions:

- Where do you start looking for the right data?
- How do you find the sources you need?
- Who negotiates with source providers to use the data you find?
- Who pays for it?

And it doesn't get easier once you locate the data:

- You have to integrate it with your own IT systems
- Your analysts have to make it fit into the models you use
- As always, manual data entry creates the risk of damaging errors

Host Analytics delivers third-generation information

Years ago, client/server systems sourced corporate data from silos to disseminate internally. The Internet revolution opened the door to remote information previously unavailable. Now there's a third generation – Software-as-a-Service (SaaS) – that provides data from anywhere whenever you need it in a form your systems can handle. Delivered through SaaS, Host Analytics Decision Hub is a centralized resource center for aggregating critical external data and applications that help you improve business analysis. And it is already built into Host Analytics Corporate Performance Management (CPM) Suite. All you have to do is tell us to turn it on.

features

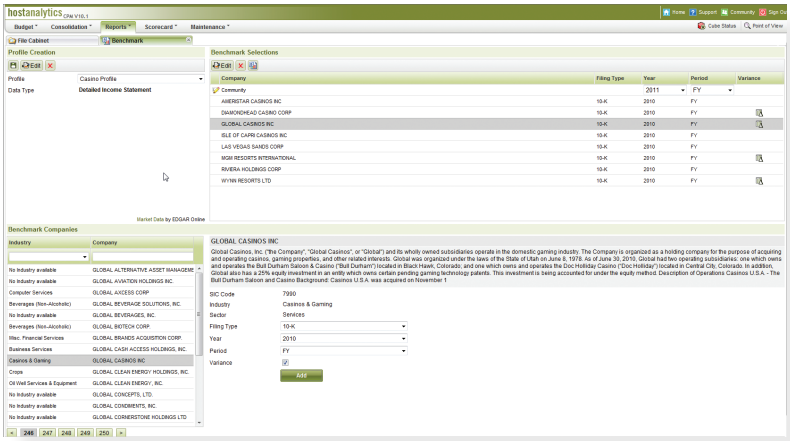
- Automatically imports relevant data from respected information providers
- Integrates seamlessly into Host Analytics CPM Suite
- Is already available – doesn't require installation
- Offers a variety of Data Services tailored to specific financial & operational activities

benefits

- Receive actionable information regularly from reliable sources
- Eliminate manual efforts to find, collect and integrate data
- Analyze data easily using familiar tools
- Update plans, forecasts and reports quickly
- Enable access for all users at any time through Software-as-a-Service

Host Analytics Decision Hub offers a number of Data Services that supply critical data you need for reporting, planning and decision-making. Integrated seamlessly into Host Analytics CPM this data is used in reports, dashboards, scorecards and other business formats that speed decision-making. These include:

- Market Data Services provide spread codes for seasonal adjustments and foreign currency exchange rates from Xignite
- Benchmark Data Services provide financial corporate benchmark information obtained from SEC filings which have been normalized by EdgarOnline
- Indicators Data Services provide macro- and microeconomic and financial indicators to drive more accurate plans and forecasts and insightful reporting
- KPI Data Services provide more than 5,000 key performance indicators categorized by business process and industry sourced from KPILibrary



It's at your fingertips

Host Analytics Decision Hub combines industry data sources representing thousands of financial data points and indicators and incorporates them automatically. Executives and analysts don't spend precious time manually searching for and importing external data – instead your users can start using immediately to produce plans, forecasts and reports in the Host Analytics CPM applications they're familiar with. In short, Host Analytics Decision Hub eliminates uncertainty and wasted effort and replaces them with financial and operational insight as a service.

"Decision Hub Data Services gives Host Analytics a **seamless integration** of external data into our planning and reporting processes. As an example, comparing our performance – actual as well as planned – to peer organizations' benchmarks and performance over time gives improved **context** as we assess our performance and goals thus enabling better **decision** making throughout the organization."

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