

## Reasonable Costs

Your cost for BI services from Hargrove can be quite low.

As of September 2003:

- You can use the new MIRS report writer with the iSTAT data cube for only \$25 per month per user plus \$6.00 per hour connect time.
- You can run the powerful Excel 2002 pivot tables with the iSTAT data cube for only \$25 per month per user plus \$6.00 per hour of connect time.

Training and consulting support is available on an hourly basis. Technical support by telephone, including use of our powerful shadowing technology, is free of charge.

Building your own cubes is somewhat more involved. Since every company's needs are different as is the burden on our computer system, we work with companies on an individual consulting basis to build, maintain and deliver those cubes. Since the core of your needs is likely quite similar to other equipment manufacturers we serve, our expertise and our tools are honed to meet those needs. The efficiency can lead to costs that are far below alternative approaches.

## Secure and Confidential

Hargrove & Associates, Inc. is the information processing company for AEM and CECE. For over a decade we have provided secure confidential market data services to competitors in the equipment manufacturing industry.

Besides the expected attention to data security and data confidentiality, HAI also limits its services to members. We engage only in data and systems-related services. We offer no strategic or market based consulting services in which our access to competitor's data would represent a conflict of interest.

With Business Intelligence services from Hargrove, you get a unique combination of:

- Reasonable cost based on shared industry expertise
- Data and services confidential to your company
- State of the art computer applications and services

## Retail Market Intelligence for Equipment Manufacturers



[ The power of informed decisions. ]

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Hargrove Business Intelligence Services

## More Than Information

Now you can understand the market and benchmark your performance in it like never before.

The Business Intelligence tools from Hargrove build on the strong foundation laid down by the Association of Equipment Manufacturers Statistics program. The market data you provide to AEM and CECE, together with the industry totals AEM returns, is a rich source of information about the market.

Using the AEM iSTAT system, you can write useful market and market share reports and you can download the data into your own systems. But it can be a slow, tedious and expensive proposition to build your own analytic system.

Now Hargrove can give you fast, easy and inexpensive access to some of the very best Business Intelligence tools available today.

## More Than OLAP

OLAP (On Line Analystic Processing) has become almost synonymous with Business Intelligence in the past few years. With OLAP, you can interact directly with multi-dimensional data on your computer with intuitive, graphic interfaces. (If you've ever used Excel pivot tables, you've used OLAP.)

But most OLAP tools aren't very well suited to printing well formatted reports – they are designed for on-line analysis and generally consider report writing to be beneath them.

## MIRS

Our MIRS Report Writer is a powerful OLAP tool that writes reports. Not only can it write reports, it can keep those reports up-to-date without any effort on your part. And it can deliver those reports quickly, securely, and easily via the Internet to clients throughout your organization.

The MIRS Report Writer makes the AEM data cube come alive. It can do far more than duplicate the reports available in iSTAT; for example

- Include several products on a single report
- Include several years on a single report
- Show rates of change
- Show rolling 12 data
- Combine sizes
- Combine counties and other regions

We also support 3<sup>rd</sup> party OLAP clients, such as Excel 2002 and ProClarity, that offer their own unique benefits.

## It's The Cube

The MIRS Report Writer and other OLAP clients get their information from an underlying data cube, a multi-dimensional database optimized for analysis and reporting. The AEM statistical program provides a core data cube for use by participants. It is part of the core iSTAT system and is complete and current.

HAI can provide custom cubes to meet an individual company's special needs – most commonly a geography dimension that rolls up the iSTAT county data in a trade area hierarchy. We also can provide customized roll-ups of models, sizes and products; end uses and time by fiscal year.

## Your Needs, Your Cube

You can add dimensions for information not collected by AEM, such as Dealers, Customers, Serial Numbers, Hour meter readings, rental utilization and the like.

The cubes can be secured to meet your company's requirements. For example, you can give a product manager access to only his product; you can give a dealer access to his data but not his competitors' information. When the cubes are secured in this manner, all tools (the MIRS Report Writer, Excel, ProClarity, Web Applications...) automatically honor that security.

From these custom cubes, your analysis and reports are pre-configured to your company's business requirements.

## More Than Tools

HAI provides Business Intelligence services, not just tools. All our services operate on our powerful data servers. You access them on-line over a secure Internet connection – much as you access iSTAT.

We provide the tools for you to define your custom cubes and we provide the environment in which those cubes are built, maintained and accessed.

We provide on-line support services as well as consulting services to help you achieve your special objectives.