

Case Study: Online Computing, Inc.

Software companies must continually update and enhance their products in order to remain competitive in today's marketplace. One such company, Online Computing, a Nashville-based ERP software solutions company, took the initiative to enhance the BI reporting capabilities of MasterTools, its flagship software product.

In an effort to provide more flexible reporting options and to help in the migration to a cloud-based application, Online Computing chose EspressReport Enterprise Server as the solution.

The Challenge

The main challenge to Online Computing was not only finding a reporting solution that could easily be integrated to enhance the overall software product, but finding one that would also provide the ability to allow their customers to modify existing reports and to design their own custom reports in a way that was not overwhelming to them.

Some of the features that customers were wanting, including dashboard functionality and exporting of reports to various formats (Excel, PDF, etc.), as well as the ability to fully integrate the solution in a timely manner within budget constraints were critical in the decision process.

The Solution

Several popular reporting solutions were evaluated over a period of several months. While some of the applications were either too complex or too expensive to implement and train, others were not robust enough for Online Computing's needs.

In addition, the demos that Quadbase provided were extremely helpful and professional, and their technical staff was very helpful in answering any questions we had pertaining to use of the product during our evaluation.

The screenshot shows the Online Computing website. At the top left is the logo for ONLINE COMPUTING. To the right is the phone number 800-476-2629 and a navigation menu with links for Home, Products, Company, Customers, and Contact. Below the navigation is a dark blue banner with the text "Business Intelligence" and a graphic of a hand pointing at a "MasterTools" logo. The main content area features a section titled "MasterTools Gives Realtime Business Intelligence". This section includes a paragraph describing the MasterTools Report Manager, a paragraph about its integration with MasterTools, and a list of characteristics. To the right of the text is a magnifying glass over a data table. Below the text is a call to action: "Learn more about MasterTools Contact Us Now!".

MasterTools Gives Realtime Business Intelligence

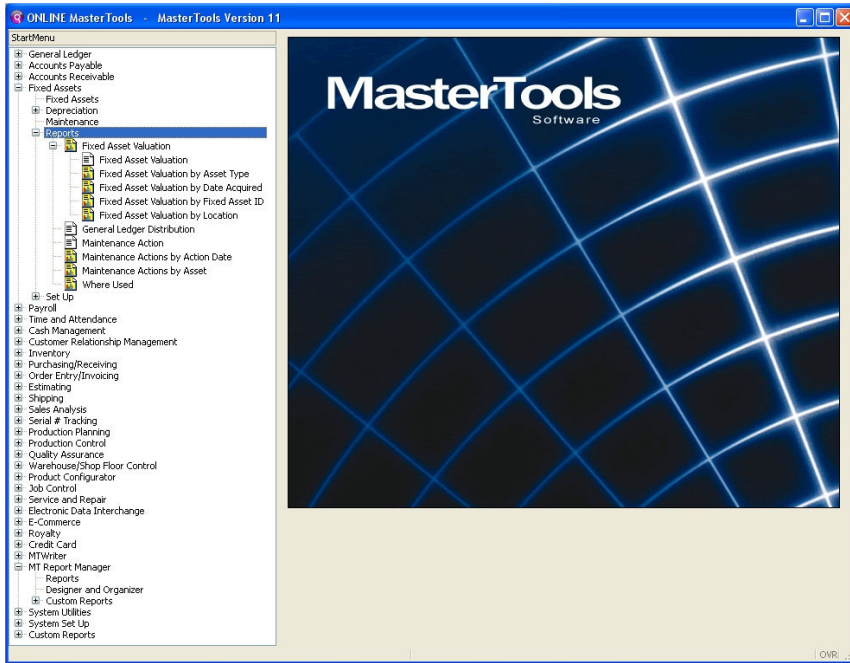
The MasterTools Report Manager makes Business Intelligence accessible with application reporting, charting and dashboard tools. These tools allow users to compile interactive and actionable presentations. Data output is available in the form of PDF, Excel, CSV, HTML and DHTML. Enterprise scale reporting, dashboards, and ad-hoc reporting are available with the MasterTools Report Manager.

The MasterTools Report Manager supports better business decision-making. It is completely integrated and utilized in MasterTools.

MasterTools Report Manager Characteristics:

- Accounting Intelligence
- Analytic Applications
- Business Process Management
- Business Activity Monitoring
- Business Service Management
- Runtime Intelligence
- Sales Intelligence
- Application Report Design and Development
- Web-delivered Reporting
- Charts & Graphs
- Ad-Hoc Reporting
- Dashboards
- Report Scheduling
- Map Integration using Google

Learn more about **MasterTools**
Contact Us Now!



Today

The ERES reporting system has been in use for just over two years. Online Computing is pleased with its performance as its primary Business Intelligence reporting tool branded as MasterTools Report Manager.

Online Computing has 'tightly' integrated ERES into MasterTools by allowing users to enter selection criteria and options in the application in a format they are familiar with. Then, when the report runs, a backend custom JAVA program uses the parameters and selection criteria the user entered to modify the report's query and parameters on the fly to produce the required report or chart.

Online Computing has implemented over 600 pre-defined reports and charts using ERES and more are being added all the time. In addition, Online Computing has assisted

some of their customers in developing custom reports and dashboards to help meet their customer's needs.

About Online Computing, Inc.

Since 1969, ONLINE has provided businesses with comprehensive integrated business software that satisfies their specific and changing needs, while allowing them to improve productivity and profitability. Our reliable and customizable MasterTools suite enables you to build, manage, monitor and analyze your company's success. We are dedicated to our clients and provide personalized training and unparalleled customer support. At ONLINE, we don't just sell software, we build strategic relationships.

ONLINE supports end-users of MasterTools across the United States and has experience within many types of industries including: automotive, electronics, furniture, food processing, hardware, HVAC equipment, lumber and construction, machinery, marine, medical supplies, petroleum, sporting good and recreation, toy and hobby, commercial equipment, and other durable goods.

For more information, please visit www.olic.com

