

# Business Intelligence Dashboards in the On-Demand Ecosystem

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# Agenda

- Introduction / Environment
- Our SaaS Experience
- Walk-thru of our on-demand BI dashboard
- Benefits of on-demand dashboards
- Characteristics of successful dashboard projects
- Summary

# Introduction to Visual Mining

- 2000+ customers, 35 countries
- Founded 1996, Profitable since 2000
- Data visualization & dashboarding
- Strong OEM business
- Entered SaaS market with *SalesExecutive™* in September '05



## Getting Into SaaS – Building a CRM Dashboard

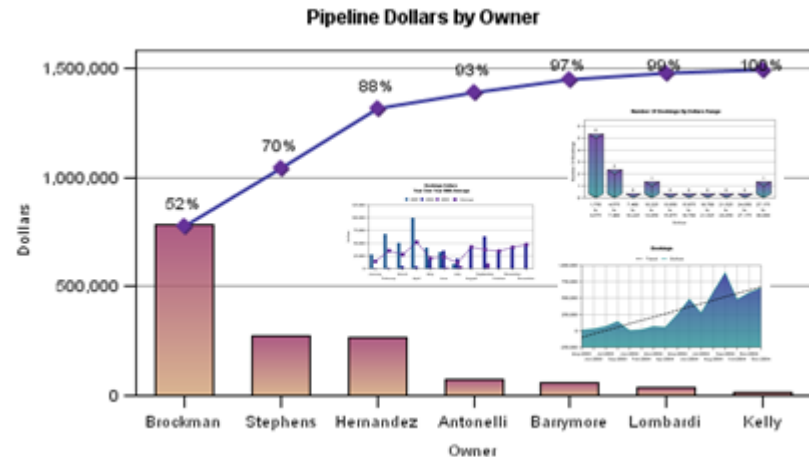
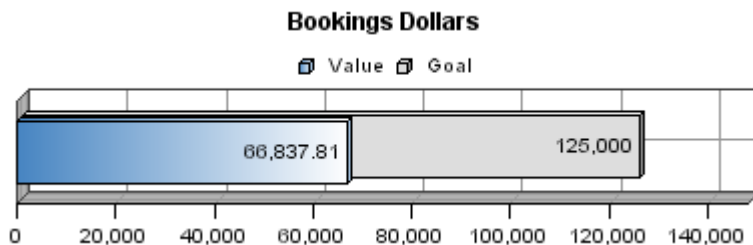
- Salesforce.com APIs
- Decision: On-demand vs. on-premise
- Do you really want to have a sales guy installing your software?
- How can we make this work?
  - Hosting issues / Security Issues / Focus
  - Ecosystem (for us: SFDC, OpSource)
  - Viewing SaaS as a Channel

# An On-Demand BI Dashboard (SalesExecutive™)



# Dashboarding Benefits

- Comprehensive business/subject view
- Promotes accountability
- Track performance against goals
- Communicates corporate objectives



## On-Demand Dashboard Benefits

- Common Platform
- Wider distribution
- Reduced implementation time
- Technology independent
- Common security/infrastructure
- Faster ROI and all the other SaaS benefits (easier maintenance, product updates, etc)

# Characteristics of Successful Dashboard Projects

- Good source data
- Integration in business processes
- Not confined to the executive suite
- Go beyond “Demo-ready”

# Thank You!

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

See the Visual Mining Exhibit/Booth today