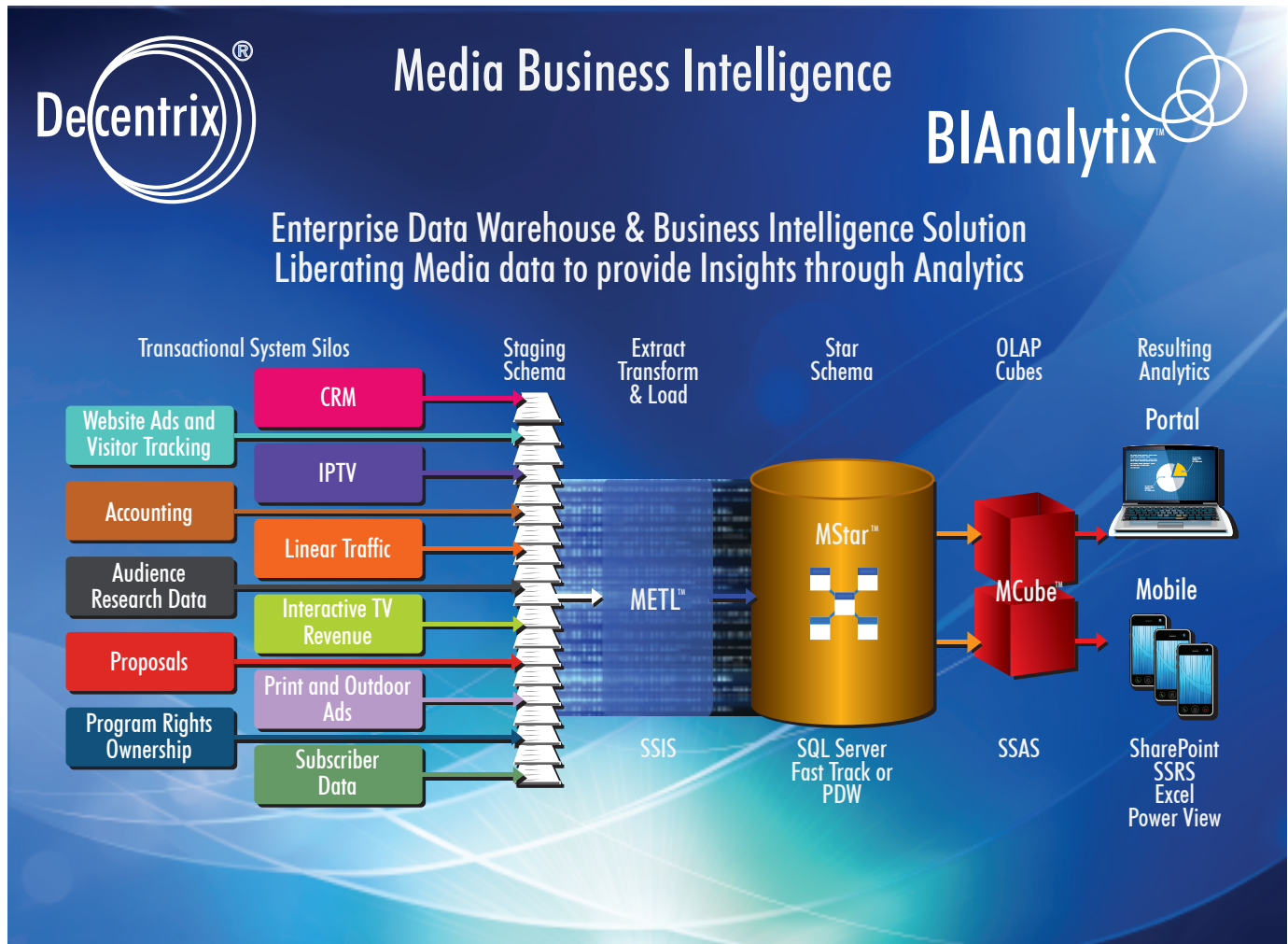


BIAnalytix™ is a powerful Media Business Intelligence (MBI™) and Media Data Warehouse Solution tailored specifically for the analytic needs of Media, Telecommunications and Advertising Agency companies. Media data such as traffic, proposals, budgets, audience research, accounting and digital media, can be ingested into this single enterprise solution and the resulting analytics, key metrics and KPIs can be deployed in seconds across the entire corporation on dashboards and mobile platforms.



BIAnalytix is a Media BI solution designed for:

- Broadcasters (TV & Radio station groups)
- Advertising Agencies
- Cable Networks
- Cable MSOs
- Telecommunication corporations
- Satellite Providers

BIAnalytix
Users

The BIAnalytix Benefits:

- Liberates data from transactional silos
- Self-service, fast ad-hoc reporting
- Single version of the truth
- Data interactivity – drill, filter, slice, sort
- Open solution to easily modify and extend
- Economical compared to in-house development
- Fast implementation
- Compelling ROI

BIAnalytix
Benefits



Decentrix Professional Services

The Decentrix Professional Services consulting team implements the fast track BI solutions of BIAnalytix. Our consultants also provide invaluable expertise to supplement your internal team, accelerating any custom and internal Business Intelligence initiative. Highly skilled Media technology consultants from Decentrix can help you in each Media BI project step so you can see results faster.

For more information or to schedule a presentation about BIAnalytix™ and learn how it can help the bottom line for your organization, contact Nancy Jean Pennica at 303.899.4000 ext. 200, email nancy@decentrix.com, or visit www.decentrix.com, www.bianalytix.com.