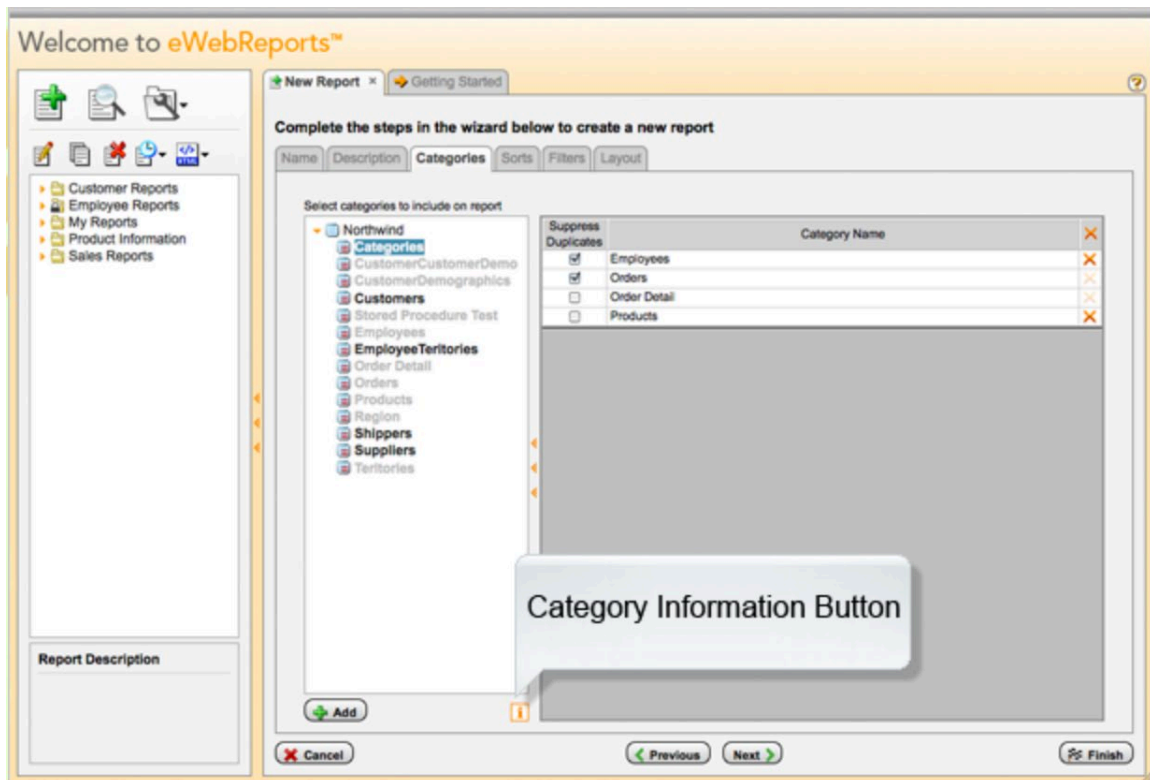# Exago Ad Hoc and Embedded Reporting Solutions
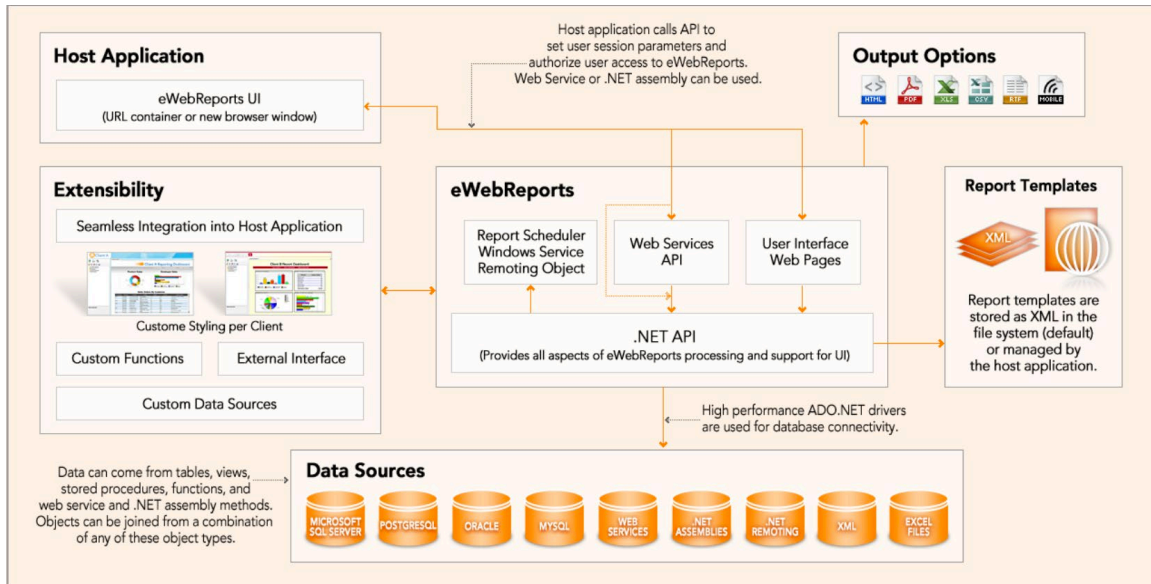
Presentation

Exago is entirely browser based and does not require the installation of support software. Because the documentation is provided online as well, all that is needed to use Exago is access to the server.

Appearance

Exago's interface is very much filled with standard wizards and menus for creating charts and reports. Because the software is designed to be simplistic, the interface is primarily composed of tabs, drop down menus, text fields, and input boxes. The entire interface is orange, including the menu buttons, text, and even top-bars for wizards to promote Exago's brand. It probably doesn't hurt performance but it seems to be overdone.

Creating Reports

Data Selection

Exago offers a straight-forward wizard for connecting to data, similar to Autotag's. Similar to most web-based reporting tools such as Jasper's server, reports are individual data displays rather than compilations of these displays. For example, a table is considered a report and a chart is considered a report. Reports are created using wizards. Within the wizards, data is selected by dragging columns from the selected database into the "Data Field", which is then transferred to the report designer. Data from there can be broken into columns/rows.

Report Design Process

The report designer allows the font of text in tables to be formatted and allows the user to add labels to pieces of data. There are three versions of the report designer with ease of use as the distinguishing variable: Express Reports, Standard Reports, and Cross-Tab Reports. Users can then optionally add additional columns/rows with formulas and images. The color and style of the report can then be formatted, and Exago allows for custom CSS to modify the display of the final report. After a report is created, it can be kept as an ad-hoc view, placed inside a dashboard, or exported to a static document. If a user wants to create a report that is not a simple chart, report templates can be designed in Microsoft Word using "bookmarks". Unlike Windward's integration with Microsoft Word, Exago does not combine data placement with report design. Instead, a Microsoft Word document with underscores marked as "bookmarks" is uploaded to Exago and data is placed in the document from there. Exago does not offer industry-specific templates and claims that it is due to the wide variety of needs its customers have.
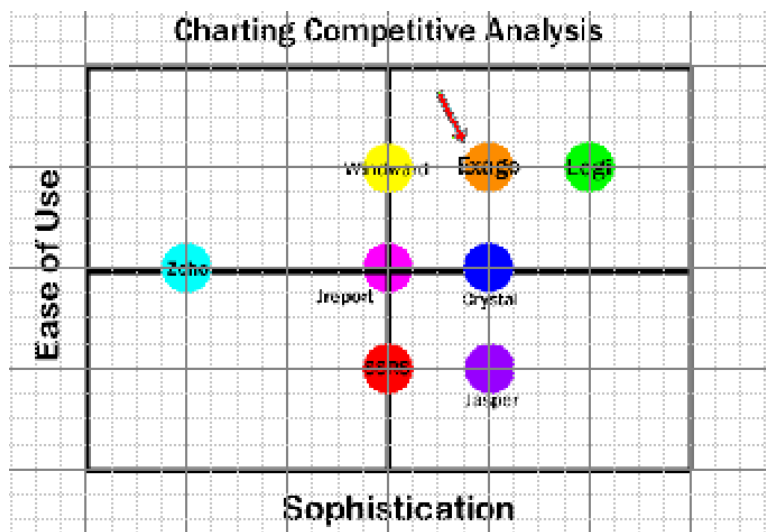
Capabilities

-An "HTML" view of dashboards is available at all times. Individual reports (charts, tables) can be exported to Excel, CSV, and RTF.
-Dashboards and Ad-Hoc reports can be set to self-refresh at a variety of time intervals.
-Reports allow both drilling down and up across reports.
-No programming knowledge is required to create reports using Exago.
-Reports can be linked to one another for analytic purposes (clicking on data in a table can display the point of data in a chart).
-Users can define formulas using a formula editor to display calculated data in reports.
-Exago offers over 20 different charts and will soon include Google Maps integration.
-All reports and dashboards created with Exago can be viewed on mobile devices.
-The development API is available for .NET and web services.
-Dashboards and UI can be customized based on which employee logs in.
-Report scheduling

Limitations

-Exago can only be used online.
-Does not offer a trial of its software without a guided tour.
-Very limited compatibility with Java.

Charting

Assuming that the 20 charts include the standard, Exago ranks a 4 on the scale for sophistication of charting due to its nearby Google Maps integration. If the tutorial documentation does not lie, the charting wizard is incredibly easy to use.

Half-Life

Maintenance

Exago is a small company that hasn't been around very long. It isn't clear that Exago has a large customer base yet, as it does not promote any specific clients yet. There currently is very little support for Exago on forums and external websites, and because it is not well known, it could lose support within

Pricing

Exago keeps their pricing very secret and would not provide me with that information. However, their pricing is annual and includes updates along with phone support.

My Takeaway Suggestions:

Strengths (Threats) of Exago
-Exago is very easy to use and does not require any programming knowledge whatsoever.
-"We are the only true end user solution which can allow a NON-TECHNICAL end users to create, execute, and manipulate reports".
-Exago does allow for creating templates in Microsoft Word/PDF using "bookmarks" which is similar to Windward's competitive edge.
-Exago's three separate designers cater to the needs of multiple user groups.
-Because Exago is browser-based, it is universally compatible, can be updated quickly, and does not need to download.
-Data tables can be linked to charts, allowing for data analytics across reports.
-Exago's pricing includes unlimited servers, regular updates, and phone support.
-Exago's ability to *both* implement browser-based ad-hoc displays and generate static reports could sway those looking for easy to use reporting software.

To help turn potential customers away from Exago:
-Exago does not provide much documentation or support.
-Exago can only be used online.
-Report templates created in Microsoft Word for Exago cannot be changed without deleting the uploaded template, recreating it, and re-uploading it.
-Exago has not been around for very long and does not seem to have much of a client base yet.

To promote Windward:
-Windward reports themselves can be designed in Microsoft Word and not just template layouts.

To improve on Windward's products:

-The linking of charts to drill-down in data tables? (do we have this?)
-If we create a browser designer, integration with reports already created should be included.