



Crystal Analysis 10

What's New in Crystal Analysis 10

Overview

This document is intended to give an overview of the new features included in Crystal Analysis® 10.

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Introduction

Crystal Analysis 10 continues to empower users of all abilities to better analyze corporate data. Through its intuitive design environment, Crystal Analysis delivers guided analysis enabling employees, customers and suppliers to gain insight into business data and make intelligent decisions to impact corporate performance.

This document examines each of the major new features in the context of the audience they serve – end users, power users and IT professionals.

The product enhancements introduced in version 10 are targeted at making Crystal Analysis more ubiquitous throughout the organization, making it the business tool of choice that can meet the primary needs of end users and line of business managers.

End Users

Crystal Analysis brings more powerful analytic tasks within the reach of the average business user. Crystal Analysis helps users improve their results of a business process along one or more dimensions through integration with other applications and gaining insight into their organization.

Seamless interactivity within Business Data

Crystal Analysis 10 allows users to access other sources of information through a link that is contained within a Crystal Analysis report. Users can access other sources of information such as other Crystal Analysis reports or Crystal Reports® stored in Crystal Enterprise™, web pages, and other Microsoft Office documents. These Links, called Actions, provide seamless integration between different applications making it easier to access relevant data and share information contained outside of the Crystal Analysis report. The following scenario illustrates the benefits of this feature:

Scenario

Brenda is the Director of Product Management for a consumer products company and is reviewing sales performance by product type. She notices a dramatic decline in revenue for a specific product last quarter. Using Crystal Analysis she is able to identify that the decline was related to lower Average Sales Prices in one region for two of the three months in that quarter. Clicking on the Action within a Crystal Analysis report, she was able to open a separate Crystal Analysis report to realize that a number of high margin customers in that region had recently postponed purchases by a few months, lowering the ASP and moving the order backlog into the next quarter.

Power Users

Crystal Analysis 10 enables power users to manage and analyze large amounts of data to understand what's happening across the business. It allows information to be created in a highly usable and understandable way for business users.

Asymmetric reporting

Asymmetric Reporting provides power users with more flexibility displaying the innermost dimensions within Crystal Analysis, enabling the user to hide specific dimensions of the data. The following table illustrates an example of data displayed symmetrically, with all parent/child data from a dimension presented:

		Sales	Sales Expenses	Other Costs	Profit
Last Quarter	Budget	100	20	20	60
	Actual	120	30	20	80
	Variance	20	-10	0	20
This Quarter	Budget	130	20	20	90
	Actual	120	20	20	80
	Variance	-10	0	0	-10
Next Quarter	Budget	130	20	15	95
	Actual	-	-	-	-
	Variance	-	-	-	-

Alternatively, with Asymmetric Reporting, the table could be presented in the following way, allowing the user to have more control over which data is displayed:

		Sales	Sales Expenses	Other Costs	Profit
Last Quarter	Actual	120	30	20	80
This Quarter	Budget	130	20	20	90
	Actual	120	20	20	80
	Variance	-10	0	0	-10
Next Quarter	Budget	130	20	15	95

Scenario

Rebecca is a Controller for a Pharmaceuticals company, and her team is responsible for financial reporting in North America. Due to the large list of line items that her team must report, her team is keen to find ways that will allow them to reduce the size of the report and make it more focused for the Senior Management team. With Asymmetric Reporting capabilities in Crystal Analysis 10, the team is able to hide irrelevant information, which in their case includes historical budget figures, as well as actual numbers for future quarters.

IT Professionals

Crystal Analysis 10 helps IT Professionals manage the technical delivery framework and leverage assets throughout their organization. This release provides seamless integration across applications and cross-platform support.

Support for Actions

Crystal Analysis 10 enables IT to focus on the technical delivery framework and allows further in-depth analysis to easily access other sources of information within the enterprise. Through a link that is contained within a Crystal Analysis report, users can access other sources of information such as other Crystal Analysis reports or Crystal Reports stored in Crystal Enterprise, web pages, and other Microsoft Office documents. These Links, called Actions, provide seamless integration between different applications making it easier to access relevant data and share information contained outside of the Crystal Analysis report.

Support for UNIX

New in Crystal Analysis 10 is Unix support for Sun Solaris and IBM AIX which will enable end users to access data residing in OLAP data on these platforms for the first time.

Scenario

Gary is a VP of Sales who needs to analyze the sales performance of his regional sales directors. With broader operating system support in version 10, he is now able to access data sources on UNIX servers that were previously not supported. With access to these additional data sources Gary will now be in a better position to analyze his team's performance using Crystal Analysis, and with this information can make decisions about changes that may be necessary to improve his team's performance.