



## PROOF™

*Gives you  
the evidence  
you need.*

Making effective business decisions requires targeted information. With PROOF, you can boost performance in the face of increasing competition and costs. Right away, you can see who your best customers are, which product's sales are growing the most, and where you stand with your overall plan. With this powerful solution in place, you simply have better and smarter information. Let us prove it to you!



**Symmetry**  
CORPORATION

Time, not information, is today's scarce resource.

Are you working for your information or is your information working for you? Sifting through the information you receive on a typical interrupt-driven day can be challenging. Amidst all the interruptions, how can you be sure you are focusing your attention on what's working and what's not? Our market defining Performance Reporting Framework, PROOF, makes it easy to keep on top of performance relative to key targets, the latest trends, and typical historical rankings.

## Built-in Intelligence for Business Performance Management

Do you find yourself asking the question, "If it's such an intelligent system, why is it taking so much of my time?" With PROOF, you can spend your time doing your job instead of wondering how to get it done.

After 20 years of customizing business intelligence software for Fortune 1000 companies, we decided it was time to bring together the kind of intelligence that only comes from years of experience. The result? A paradigm shift. Our guiding principle? You've heard it: form follows function. We applied this principle to designing and developing performance management systems. Here are the facts:

- BI tools such as spreadsheets, scorecards, and reporting software are great at managing the presentation of information.
- Analytical databases are designed to manage the calculation of information.

Our conclusion? Create and store metrics in the analytical database — don't program them over and over again into multiple locations and reports. Sound easy? It's not. That's why only Symmetry has done it. We've taken our years of experience building BI systems and embodied them into a comprehensive metrics platform. PROOF translates your knowledge and our experience into metrics you can use without having to reinvent the wheel. With PROOF, you don't start from scratch each time you create a new scorecard, query, or report.

PROOF's built-in intelligence anticipates future business needs so you can maximize your productivity. You get customized Key Performance Indicators (KPIs) instantly, hundreds of metrics, and a library of reports. And all based on an intelligent metrics platform that understands your business and organizes the information behind the scenes.

## Industry experts say it best

*"It's about time someone packaged BI best practices into an OLAP model generator like PROOF. Symmetry's long experience in BI applications shows, and makes it much easier and faster for non-experts to build and, more importantly, maintain sophisticated multidimensional business models."*

— Nigel Pendse, Author, The OLAP Report and The OLAP Survey

*"PROOF is like having an expert BI developer permanently on staff. PROOF makes the hard part of developing performance management applications easy. By managing metrics in a central repository, it guarantees a single version of the truth and significantly reduces development time, redundant programming, and maintenance."*

— Claudia Imhoff, President and Founder, Intelligent Solutions

Here's PROOF:  
The best of both worlds.

Quit guessing.  
Get PROOF.



Now you can have the advantages of a performance management solution tailored to your business needs — without the risks:

- **Reduces financial risk.** Requires fewer development resources and less development time. Get all the advantages of structured design and implementation with built-in data loading, a data model, and standard metrics.
- **Single version of the truth.** Central repository manages the calculation of both standard and custom metrics, enforcing your company's business rules. Whether you access your performance metrics using Excel, the web, scorecards, or reports, PROOF guarantees you'll get the same information.
- **Easy to customize.** Add organization and industry-specific metrics quickly. No need to duplicate logic for new measures. Metrics are managed in a database that understands how metrics interact with each other.
- **BI best practices.** Enforces correct calculation order. Standard naming conventions. Consistent schema. Creates high quality performance dashboards.
- **Truly open and extensible.** All application code is exposed. No hidden programs or routines.
- **Easy to support and maintain.** With built-in intelligence, you need less BI expertise.

PROOF helps you see your business differently so you can spot new business opportunities and identify problems before they become critical. Using built-in business metrics you can measure and report on the 3 T's of business performance:

- **Trends** such as percent growth over time or current period variance vs. previous period or same period last year.
- **Targets** based on performance goals such as budget and forecast, including different versions of scenarios.
- **Typical rankings** for peer group comparisons. Top and bottom reporting and tiling reports (quartiles, deciles, and percentiles). Unique reports for best and worst performers.

And that's not all. PROOF also automatically supports:

- **Time intelligence** for advanced calendaring (such as day of week and month of year) and semi- and non-additive data (such as inventory and market share).
- **Conversions** for multiple currencies, units of measure, and equivalent units.

Don't spend another minute creating metrics like these from scratch. That's why we built PROOF. Because we think business performance systems should already know about your business. So you can spend your time running the business.

Let us prove it to you.

PROOF is only a phone call away.

Experience the difference.

Now you can work with a business intelligence technology leader.

To learn more about Symmetry's capabilities and expertise, contact us at (415) 453-7966 or [info@symcorp.com](mailto:info@symcorp.com)

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