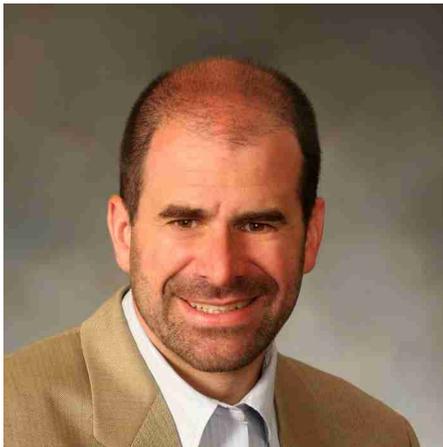


**Pre-built Data Warehouse, RapidDecision EDW is allowing Companies to Analyze Existing ERP Systems or other Data Sources with Industry Standard BI Tools in Real Time and Effect Change Today - Not Tomorrow**

**Business Services  
Business Intelligence**

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**Joe Guerra  
CTO**

**BIO:** Joe Guerra's 20 years of experience, expertise, and industry influence are unmatched. His software creation, RapidDecision EDW, has set a new standard for data warehouses. Joe invented a technique while developing this pre-built data warehouse to overcome technical challenges that others assumed were insurmountable. The RapidDecision EDW solution is functionally unique and can be installed in weeks and not months or years like the more traditional approaches.

Joe's ideas, opinions and presence are frequently called upon by User Groups, BI vendors, analysts and leading users of BI technology. He is the author of

many white papers and is a frequent speaker at industry events.

Joe continues to evolve RapidDecision EDW by setting the bar ever higher and incorporating new industry trends including in-memory computing, mobile BI and real-time business analytics. These important discoveries will continue to show up in RapidDecision EDW, the industry's leading data warehouse solution and the essential element in any business intelligence investment.

**About RapidDecision:**

RapidDecision EDW is a pre-built data warehouse that is populated with data from existing ERP systems or other data sources. The data in RapidDecision EDW is updated in real time and can be analyzed with industry standard BI tools.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine**

**CEOCFO:** Mr. Guerra, would you tell us about RapidDecision?

**Mr. Guerra:** Customers want more insightful data analysis based on current data. Unfortunately most of the data exists in ERP systems and ERP systems are optimized for transaction processing, not data analysis. So customers, in the past, have resorted to building custom data warehouses by extracting data from their ERP systems. This has proven to be a risky, expensive and long process. RapidDecision EDW represents a break-thru in data warehouse design. RapidDecision EDW is pre-built, updates the data in real time, and

allows users to use popular BI tools for analysis. J.D. Edwards, PeopleSoft and Oracle E-Business Suite, are the main ERP systems we support today. RapidDecision EDW supports more varieties of ERP source systems, and includes more detailed data than competitive alternatives.

**CEOCFO:** Would you tell us about RapidDecision's genesis?

**Mr. Guerra:** I am an accountant by training and worked for Price Waterhouse. I implemented Oracle ERP packages for 6 years and saw, as an accountant with extensive IT skills, the need for more robust business analysis. I recognized ERP systems contained lots of data but the data was not easily available and batching the data periodically to another database wasn't the right answer. The data has to be current and available; analysts do not want to wait until tomorrow to see today's information. So we set out to change the paradigm. Page forward more than a decade and hundreds of man-hours, and in spite of all the naysayers, we believe we have done just that.

**CEOCFO:** What made you decide to go with all and any systems instead of a choice few?

**Mr. Guerra:** We have a tradition of starting with customer needs rather than with the technology. We found that many of our customers have ERP installations from multiple vendors or multiple versions of the same ERP. And these customers also recognized that the data sources would evolve over time as they acquired, merged with other companies or just extended the types of data available for

analysis. In hindsight, we made exactly the right choice by designing one data model. It is just one of the things that sets us apart from competitive offerings.

**CEOCFO:** Technologically, what is the biggest challenge and how has RapidDecision figured it out?

**Mr. Guerra:** There were many technical challenges starting with how to update the data in real time without impacting the performance of the ERP systems. We tackled a number of challenges like this and we now have 38 patents pending. In addition, there was also substantial amount of just hard work and thought in understanding and rationalizing the mapping of hundred of thousands of data elements into the common data model.

**CEOCFO:** Who is using your product?

**Mr. Guerra:** The need for data analysis is universal. It does not change based on size of the company or the industry. Our product addresses the needs of for profit companies of all sizes from mid-range to the largest multi-national Fortune 50s as well as higher education and the public sector. The users of our products include business people in sales, manufacturing, finance, hr and more.

**CEOCFO:** When you first speak with a company, when is the 'aha' moment when they believe RapidDecision can do what you say?

**Mr. Guerra:** The literature is full of the benefits of business analytics and many customers start to think about these benefits by focusing on the actual business intelligence tools available or the reports and analysis that is possible. The 'aha' moment comes when customers start to think about the data sources. They discover that writing queries against ERP systems is difficult and requires a deep knowledge of the ERP systems data structure. They realize that designing a solution that keeps the data fresh without impacting production systems performance is hard. They soon discover that the data often exists on multiple ERP systems, either different versions or from different

vendors, or that their data needs will change over time and developing a custom warehouse to deal with the multiple sources is risky, expensive and takes a long time. We like to say an educated customer is about best customer.

**CEOCFO:** How does your overcome specialist competition?

**Mr. Guerra:** Specialist competition comes in two forms. Companies that develop customized data warehouses or boutique firms that specialize in narrow solutions. There are specialty applications out there that support finance and sales distribution but what happens when the CEO who wants to look across his or her business and position decides to bring all that information together across many functional areas. These solutions just are not robust enough to support a company's needs. And designing a custom solution that has longevity has all the associated elements of expense, risk and effort associated with any

**“Not tomorrow when it can be too late; RapidDecision allows our customers to, in real time, effect change today and not wait for tomorrow to see today's data.”**

**- Joe Guerra**

large IT project. The grass may seem greener when you start thinking you will have something specifically designed for your needs, but the industry is littered with failed efforts. Our users benefit from our experience and focus. Data Warehouses is what we do and we can install faster than a boutique—we are usually up and running in one to two weeks and RapidDecision EDW can be the foundation for your entire enterprise data warehouse because we are the only real time solution in the world. Customers are immediately going to gain benefits from our architecture. You are going to be able to start small, not run out of gas and grow into those other applications and areas. I know to sounds too good to be true but we have hundreds of customers that know our product works as claimed.

**CEOCFO:** Is it difficult to find people with the technical and people knowledge to speak with customers as

well as understand the technical side of RapidDecision?

**Mr. Guerra:** The task we face is no different than any other major IT project. You need people that are deep in technology and just as important you require a cadre of people that understand the business needs and can build technology solutions. We have been successful in attracting both type of individual. On the business side, we have people who know how to speak the language of the customer. The technology side is a bit more challenging since our solution is unlike anyone else in the industry. We do our development in the United States—and we do it with a team of managers that has been with us for a long time. We have been expanding our development team by hiring smart young people with backgrounds in IT or related fields like music, or physical sciences chemistry and teaching them our technology and methodologies.

**CEOCFO:** How do you reach potential customers?

**Mr. Guerra:** We have a direct sales force and work with the industry largest ERP vendors but most customers find us based on our reputation.

**CEOCFO:** How is business?

**Mr. Guerra:** Business is excellent and we benefit from having a solution that is applicable whether the economy is weak or strong. Smart companies realize that gaining access to the right data and deriving deep insights. This helps them either weather the storm or edge out competition.

**CEOCFO:** Do potential customers respect RapidDecision's history?

**Mr. Guerra:** The technologists definitely respect the history because they look at me funny and say, "Joe, how can you deliver this?" And I say, "Well, we have been doing it for eighteen years." And they reply, "Oh, okay." Business people, appropriately so, should be focused on their needs and what our business can do for them in the future. They want proof, references and a visualization of the product in motion. Our existing customers are our best selling advantage.

**CEO CFO:** What is ahead for RapidDecision?

**Mr. Guerra:** RapidDecision is becoming the standard for enterprise data warehouse in companies that have multiple data sources. We are leading the industry now and we also have a clear vision. We plan on supporting more ERP systems, more data sources and developing solutions that address common CRM, planning and budgeting systems along with some of the software to service HR applications.

We want to be the product of choice for any growing company. Companies that grow through acquisition, or companies that grow organically and know that deeper data analysis will let them make better decisions.

**CEO CFO:** Why should investors and people in the business community pay attention to RapidDecision EDW?

**Mr. Guerra:** Successful companies drive their business with data, and we help customer do that. Using

RapidDecision EDW lets companies make better decisions now, not tomorrow when it can be too late. RapidDecision allows our customers to, in real time, effect change today and not wait for tomorrow to see today's data. And they can do this with negligible impact on current transaction systems, but most importantly RapidDecision EDW is the easiest to implement and has the lowest cost of ownership

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