



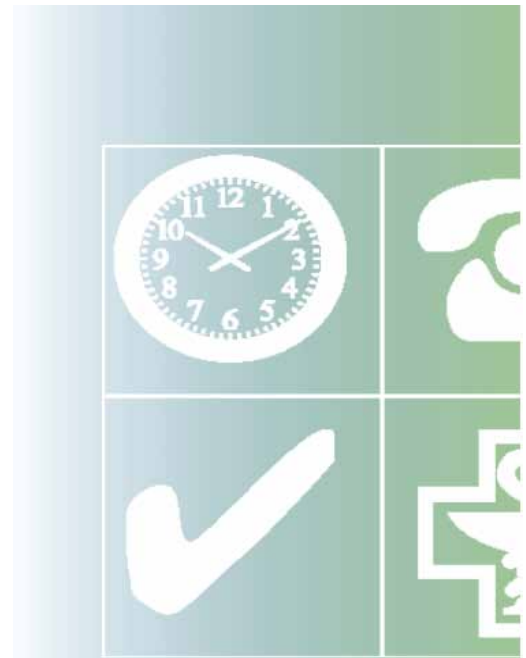
ACTIVITY LAUNCH

DATA-DRIVEN BUSINESS ACTIVITY MONITORING

Activity Launch is a Rapid Notification Framework that meets the rising corporate need for Business Activity Monitoring. It allows Crystal Reports and Business Objects users to receive alerts from a data-driven alerting model.

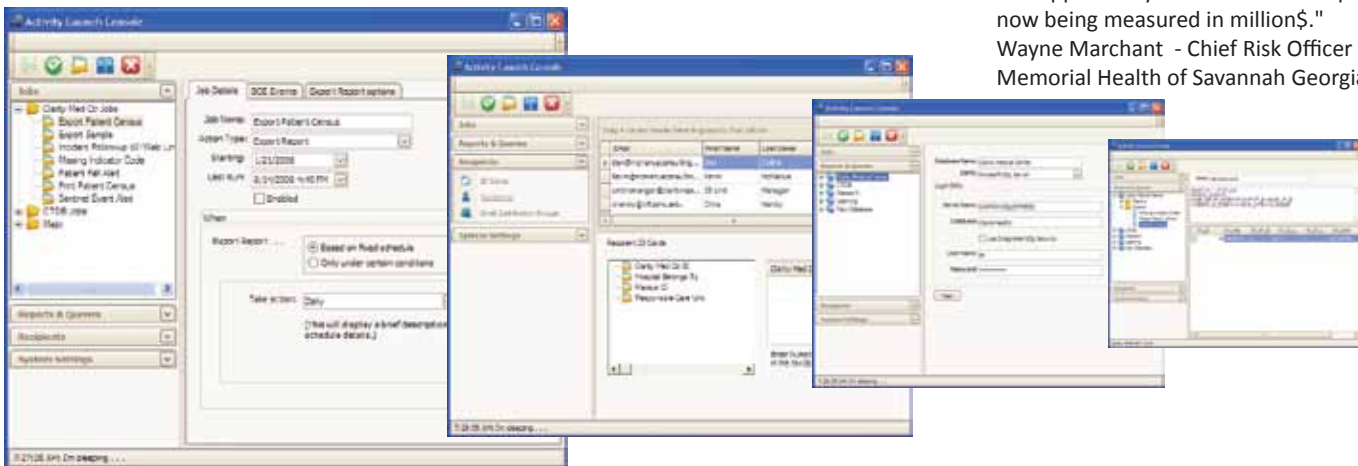
Activity Launch provides the framework for creating true dynamic data-driven events, in which recipient selection and e-mail content are determined directly from the data event itself. Coupled with BOE reporting architecture, the Rapid Notification framework provides data-driven notification with secure reporting and ad-hoc analysis.

- Puts the right information into the right hands at the right time
- Works with Crystal Reports Server, Business Objects Edge and Enterprise products
- Monitors multiple databases for critical events based on flexible and low-overhead query-based model
- Able to determine the target e-mail recipient, even among thousands, based on the specific nature of the event
- Allows for customization of the e-mail message based on event details
- Supports sophisticated event work flow scenarios, allowing for example, notification after several days if event is not resolved, or changes status, to the same or entirely different e-mail recipients



"Today's economic environment makes it more critical than ever to identify, report and manage liability exposures ranging from patient injuries to theft. Activity Launch is an essential tool that empowers companies to achieve these objectives in real time. The ability to gather, assess, report and manage detailed information gives Risk Managers the opportunity to control loss exposures that are now being measured in million\$."

Wayne Marchant - Chief Risk Officer
 Memorial Health of Savannah Georgia



Set up complex alerts with point and click simplicity. Intuitive screens for ultimate flexibility.

About Us

McManus is a leader in developing products for the Business Intelligence community. For over 15 years our teams have listened to the needs of the corporate community and placed the control of data driven decisions in the hands of the organization. With ease of set up, ease of design, and ease of use, the Launch family of products are easily tailored to any company's specific requirements.

Our mission is to simplify the use of information. We not only provide the tools that maximize the reach of business intelligence in real time, but strive to allow companies to make better decisions for themselves, their customers, and the community.