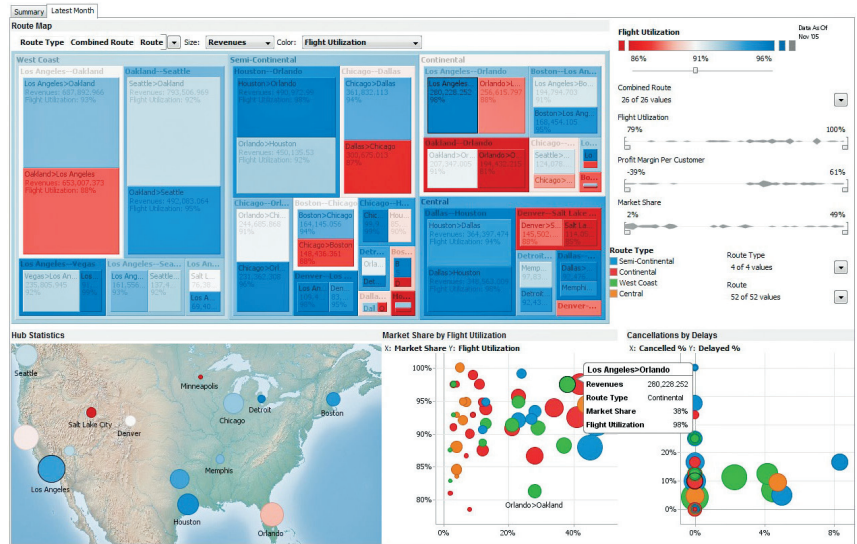


“ Panopticon’s innovative data visualization software gives our clients an unprecedented, executive-level view of their entire project portfolio, enabling them to quickly identify risks and opportunities, and easily drill down to the projects at risk in order to take corrective action.” ”

— Eric Brehm  
Executive Vice President, Deltek



## Effective Monitoring & Fast Analysis of Fast-Changing Data

Panopticon developed its visual data analysis tools to provide C level executives, managers, salespeople and other key players with the monitoring and analysis tools they need to keep a close eye on their operations. Our platform combines:

- World class interactive information visualizations designed for fast comprehension of static and time series historical data, including Treemaps, Heatmaps, Scatter Plots, and many more.
- Ability to connect to virtually any data source, including real-time streaming feeds, CEP engines, column-oriented databases, row stores, and proprietary data formats.
- Support for fast deployment in a wide range of IT environments.

## Differentiate Your Product: Add OLAP-Enabled, Interactive Visual Data Analysis

Panopticon allows ISVs to seamlessly embed world class data visualization technology into their own unique, industry-specific applications. ISVs can then develop new visual analytics modules that are sold as options or they can tightly embed the visualization components into their application to make it an integral part of their offering.

### Benefits for ISVs include:

- Shifts more project spending to your company and away from consultants and third party systems
- Drive additional and/or increased license sales
- Differentiate your product from the competition
- Raises the profile of the your software with senior managers within client organizations
- Improve the perceived value of your applications

## Fast Time-To-Market for Dashboard-Enabled Applications

The ability of Panopticon’s visual analysis tools to connect to virtually any data source, including real-time streaming feeds and many types of relational databases, make them incredibly useful in many applications, from financial services to telecoms. From a business perspective, the toolset also provides multiple implementation options that help you get to market very quickly — *you can deploy embedded dashboards in as little as a few days.*

## Choice of Development Options

### The Panopticon platform is available in three versions:

- Panopticon Developer SDK allows developers to embed our in-memory StreamCube™ OLAP data model and data visualizations into their own applications. The SDK supports code-level integration with existing enterprise applications, client/server, or web-enabled, thin-client deployments. The SDK supports .NET WinForms, Webforms, Windows Presentation Foundation (WPF), or Java Swing.
- The Panopticon EX enterprise application is fully productized system designed for rapid deployment at the workgroup or enterprise level. The platform includes a desktop authoring tool that allows power users to assemble and publish new monitoring and analysis dashboards to the web.
- Our Rapid Development Kit (RDK) combines features of Panopticon EX and the Developer SDK. It allows you to build dashboards quickly in EX and embed the complete dashboards as objects in your applications. This means you can complete quite sophisticated development projects in just a few hours with minimal coding. It also puts control over the design of the dashboards into the hands of knowledgeable business users who understand best how to visualize the information they’re looking for.

### Comprehensive SDK for Tight Integration

The Developer SDK supports code-level integration with existing enterprise applications, client/server, or web-enabled, thin-client deployments. We offer two versions of the SDK:

- Java (Swing)
- Windows .NET (WinForms, WebForms and WPF)

With the Developer SDK, programmers link components together as required. You have complete control over every aspect of the user interface, data connectivity and system functionality. You can build your own stand-alone dashboard utilities or embed our data visualization and OLAP analysis tools into your own applications.

#### Panopticon Developer incorporates:

- StreamCube™ in-memory OLAP data model
- Controls (visualization control, legends and filters)
- Libraries (visualizations and more)
- Development guide
- Numerous documented examples covering all the areas of the SDK

### Panopticon EX: Complete Visual Analysis Platform

In many cases, you need a tool you can white label and include in your software. Panopticon EX is a complete package that you can configure for your existing data sources, including transactional databases, real-time streaming message buses and CEP engines. You can design your own dashboards that comply with the look and feel of your application, embed your own logos and product information in the dashboards and make it a seamless component in your client deployments.

EX uses our StreamCube™ In-Memory OLAP cubes to support multi-dimensional analysis. This allows users to aggregate, slice, dice, filter and screen their data as required. They can also load historical time series data into cubes and analyze it across adjustable time windows and time periods or perform simple delta analysis.

#### Panopticon EX consists of three primary components:

- EX Designer: This is installed onto your Windows desktop and is used to design and analyze interactive visual workbooks. You can save workbooks to the filing system or publish them to the EX Server for enterprise deployment.
- EX Server: This is installed on a Windows server and provides for enterprise deployment of visual analysis workbooks. EX Server also acts as a caching data conduit supporting secure workbook and data access.
- EX Web Client: The system renders EX workbooks as static images for access on any device or delivers them through the EX Web Client, which offers exactly the same analytical capabilities as the desktop-installed EX Designer.

In an EX deployment, you can be up and running very quickly with a new visual analysis module. The system allows you to provide users with published dashboards as embedded windows in web-deployed applications. You can bundle in the EX Designer as an add-on module to allow clients to create their own dashboards as well.

### Rapid Development Kit for Fast Turnaround

Our unique RDK offers a range of features that make it easier than ever to build, publish and embed comprehensive dashboards into your own applications. It utilizes our Panopticon EX Designer tool to allow business users to quickly build their own interactive analytical dashboards. It also uses core components from the Developer SDK to allow you to tightly embed those dashboards into your own software systems.

With the RDK, you only need to write a few lines of code to add embedded dashboards to your applications. This greatly reduces the amount of time required to build out a completely new, customized and tightly integrated visual analysis module.

#### The RDK includes:

- Support for Java (Swing) and Windows .NET (WPF) development environments.
- All the analysis capabilities of EX Workbooks, including selection and loading of EX Workbooks at run time (either from disk or from our EX Server application).
- Different user groups can consequently have different User Interfaces and they can change their UIs without having to recompile the code.
- Integration with actions to support custom event handling. For example, stop trading strategy, trade this position, and similar actions.
- Custom data loading function provides support for deployment scenarios in which you already have access to your data or when you require access to data sources not yet supported by Panopticon EX.

### Add OLAP Capabilities to Your Applications with the StreamCube™ Data Model

Our unique StreamCube™ data model is at the heart of our Developer SDK and our Enterprise web-deployed solution. It provides rich OLAP functionality that supports fast analysis through our interactive data visualizations. The data model can handle traditional multidimensional analysis for static data (like those specified by the MDX language) and also for dynamic data streams. It can also be used for monitoring scenarios, triggering rich events when certain conditions are fulfilled.

You can also use the StreamCube™ to add OLAP analytical capabilities to virtually any data source. The StreamCube™ provides transparency against data sources and therefore you can also use other OLAP cubes as data sources.

“ We looked at partners from all over the world and selected Panopticon since it offered the most comprehensive developer toolkit available combined with world-class visualization technology. ”

— Jonas Hansbo  
CEO, Tbricks

## Success Stories:

### Deltek Simplifies Complex Project Management Tasks with New Visualization Module



Deltek is the leading provider of enterprise management software for project-focused organizations and their applications help more than 12,000

organizations achieve success worldwide. Deltek used Panopticon's SDK to create a new Business Intelligence module for their system that allows managers to quickly understand the status of large numbers of projects.

Deltek's new BI module provides a simple display that depicts mission-critical information about a firm's entire business – including project performance, status, trends and risks – using color and shapes to alert viewers of any performance issues at a glance, and allowing them to focus on the most critical issues. Adding these capabilities made Deltek's software unique in its industry. Deltek's clients enjoy advantages like:

- **Graphical Representation of Project Portfolios** — Instant visual analysis of project trends and risks that facilitate decision-making, improve business performance and align users with common goals.
- **Change Views Quickly** — Instantly change a view to gain greater insight into an issue. For example, the manager can recast the view on profitability by project in order to view profit by industry type or by project manager.
- **Provides drill-down performance metrics** — Highlight key indicators to determine project health, and provide detail to pinpoint and quickly resolve root causes of issues.
- **Run reports for greater detail** — In any view, users can directly access relevant reports to help them better understand issues.
- **Customized views** — Configure the system to identify business trends in specific geographies, markets and functions to determine future opportunities. Measure project and employee performance across divisions or types of work to align resources with common objectives.

Customers all over the world are now using Deltek software to quickly identify projects that are in trouble, potential cash flow issues, project managers that are excelling or having difficulties, business segments or offices that may be struggling and much more.

### Opturo Embeds Panopticon into ODIN Attribution Manager Application for Banks and Hedge Funds



Opturo® develops specialized software for the financial services industry that helps traders and managers monitor fund performance and stay compliant with regulatory standards.

They used the Java version of our Panopticon Developer SDK to embed a variety of data visualizations, including Treemaps, Heatmaps and Scatter Plots, into their ODIN Attribution Manager. The system allows fund managers to more effectively analyze the performance of their funds.

ODIN Attribution Manager is a comprehensive, low-latency and web-based in-house performance and attribution solution. The application is specifically geared towards improving the quality of information available to fund managers while reducing the portfolio performance analysis costs. The software is capable of decomposing and properly analyzing each portfolio's unique investment process and provides reliable information to fund managers and investors that can enhance investment decisions.

#### ODIN Attribution Manager supports the following mission-critical functions:

- Daily, component-level, multi-currency returns for both longs and shorts
- Handles intra-day transactions, corporate actions, over-night cash flows and tax reclaim to provide accurate weights and returns for performance reporting and attribution
- Daily, trade-inclusive return and risk attribution
- Handles equity, fixed income and balanced-funds
- Custom decision trees support on-the-fly, user-defined, attribute structures
- Industry first implementation of true temporal data visualization for in-depth analysis of historical attribution data

ODIN Attribution Manager is the first system on the market that lets fund managers visualize detailed time series data. All of their historical attribution, risk and performance data is available on screen in displays that are easy to interpret. The Panopticon SDK allowed them to develop the front end very quickly and get to market in less than three months. The StreamCube data model allows the system to handle the large, fast-changing operational databases typically used in financial services institutions.

“The users love how easy it is to learn the system; the visual data analytics provided by Panopticon really set ODIN Attribution Manager apart from everything else available.”

— Ken d'Silva  
CEO, Opturo® Investment Process Automation™

## About Panopticon

Panopticon's clients use the company's real-time data visualization software tools to speed up their business processes, reduce operational and investment risks, detect anomalies (including fraud), and identify opportunities to increase profits and sales. They help people see hidden patterns or spot problems in addition to helping them identify useful opportunities in their data.

The information visualization techniques supported by the Panopticon platform help users see multi-levelled hierarchies, interconnections and details on individual objects in order to solve problems, understand complex relationships or identify areas of concern. They are optimized for handling time-critical data, including data that may be changing very quickly, even in real time. These tools enable complete understanding of the data at a glance by taking into account the latest research on human perception.

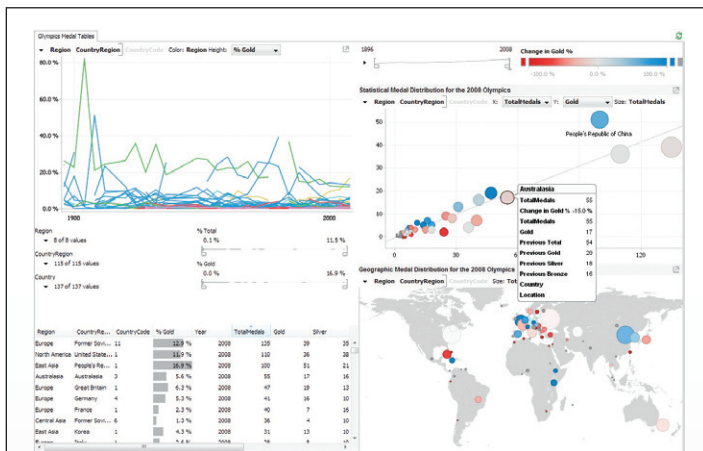
Panopticon tools let people take direct control of their data and use it to make informed, insightful business decisions. Companies can implement these tools quickly and increase the value and utility of existing systems. We give our customers an edge by providing monitoring and analysis capabilities that support timely, insightful business decisions based on up-to-the-second data.

“ Panopticon's Treemap will provide our clients with an innovative and efficient approach to better digesting the sheer amounts of market data and news Thomson Reuters supplies to the financial community. ”

— Pascal Fuld  
Head of Sales & Trading  
Central Product Management  
Thomson Reuters

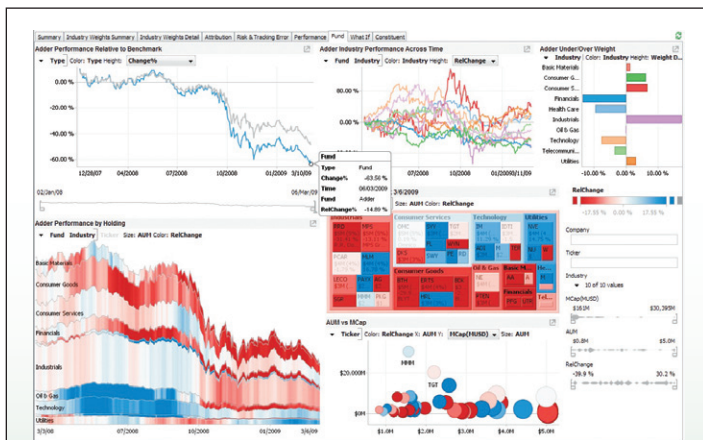
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### ISVs find our data visualization tools to be especially useful with:

- Time sensitive data that is changing rapidly or continuously
- Historic time series data sets when you need to understand changes across time and deltas between periods
- Multivariate data when you need to compare multiple variables
- Multiple hierarchies that you need to change dynamically and frequently
- Multiple data source repositories that you need to federate and analyze in a single information visualization or dashboard
- Significantly large data volumes



Panopticon's visual analysis dashboard technology has many different applications and is designed to handle virtually any source of data, including real-time streaming feeds, CEP engines, column-oriented databases, and row stores.