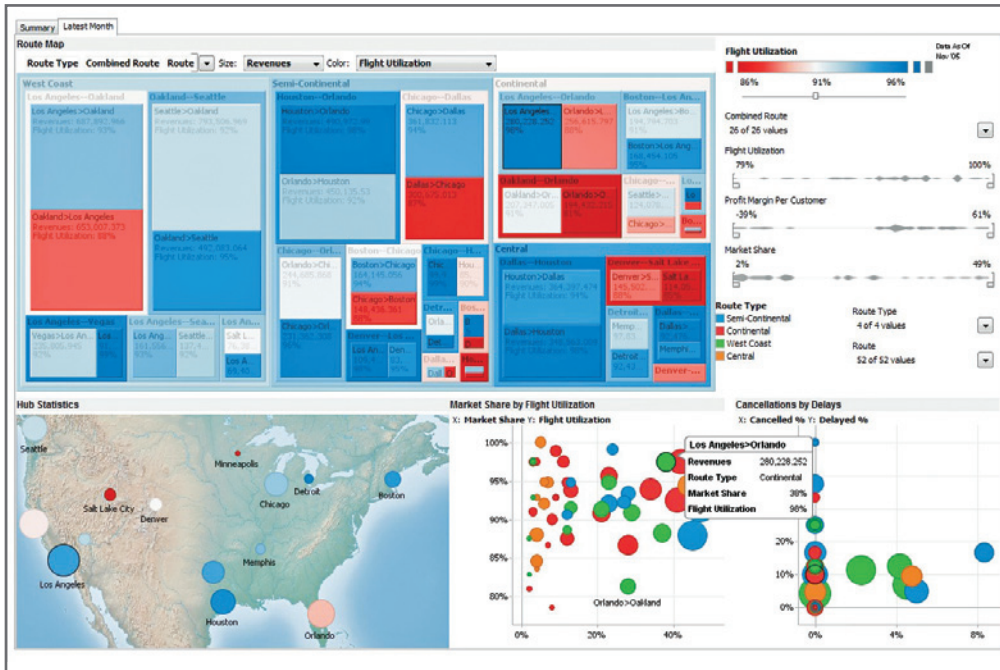


## Panopticon Rapid Development Kit: Embed visual data analysis capabilities to your existing applications in minutes



*The RDK combines the ease of use of our Panopticon EX product with the fast development capabilities of our Developer SDK. Create dashboards with EX and then embed your complete dashboards as objects into your own custom applications.*

### Fast Dashboard Development Combined with Easy Integration

The Panopticon Rapid Development Kit (RDK) allows you to embed Panopticon technology into custom applications quickly and with minimal programming knowledge — in just minutes.

We created the RDK for developers who need a super fast implementation cycle. It's built on top of our standard Panopticon Developer SDK and supports all the capabilities of our other products, including:

- Complete set of data visualizations optimized for fast visual analysis of time series, time slice and static data.
- Cross Tabbing to support segmentation of data into small multiples for faster visual analysis.
- Complete set of filters to isolate outliers and expose hidden trends.
- Ability to connect to multiple data sources, including relational databases and real-time feeds.

The Panopticon RDK incorporates a wide range of information visualizations. The software also includes our fast StreamCube™ in-memory OLAP data model for on-the-fly data aggregations and slicing and dicing.

The RDK also allows users to initiate custom actions within your enterprise application directly from within a dashboard. The RDK supports Java (Swing) and Windows .NET (WPF) environments.

### Let Business Users Design Their Own Dashboards

Since Panopticon is built for business users, you can allow your people to create their own dashboards based on their particular preferences. They can experiment with different visualizations, screen layouts, filter criteria, and so on without constant help from IT.

Once they are satisfied with the design, you can quickly - in a matter of minutes - embed their completed dashboards into your enterprise environment. This saves time and money and also puts users in direct control of what they're seeing on the screen.

### Embed All the Capabilities of Panopticon EX

Our Panopticon EX enterprise application allows business users to build sophisticated, interactive visual monitoring and analysis dashboards quickly, based on their unique insights into your organization's business processes, data and requirements.

The system supports a wide range of real-time and time series visual data analysis requirements. The true strength of the EX platform is that it provides an effective monitoring and alert system for Key Performance Indicators (KPI), minimizes the data latency found in traditional BI systems, and minimizes analysis shortfalls using pre-attentive data visualization techniques combined with in-memory OLAP cubes.

The Panopticon RDK lets you tightly integrate of the features and functions of Panopticon EX into your own applications and systems.

## OLAP-Enabled Monitoring & Analysis from Multiple Sources — including Time Series and Real-Time Data

Our in-memory StreamCube™ OLAP data model makes it possible to use Panopticon with virtually any data source, including:

- Row-oriented relational databases
- Column-oriented databases
- Real-time message buses
- Complex Event Processing (CEP) engines

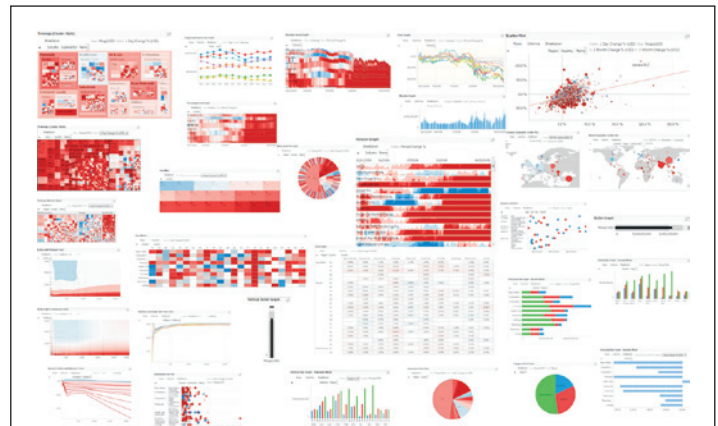
The StreamCube™ binds aspects of the data to the visualizations, filters and user controls presented on the screen. Users can move up and down within the data hierarchy easily, and filter, slice and dice the data quickly thanks to the fast in-memory data model.

The StreamCube™ also makes it possible for us to link the visualizations in a dashboard. This means you can apply screening criteria that affect several data visualizations simultaneously. If you select a single data point in one visualization, you can see that same data highlighted in the other visualizations on the screen. This makes it much easier to identify outliers and to see how one data point compares to others using several different perspectives at the same time.

## Visual Data Analysis Designed for Speed

Building new dashboards is a simple drag-and-drop process with our intuitive “what you see is what you get” user interface. Dashboard designers can experiment with many different layouts and data management functions and select the most useful ones for integration into your custom application.

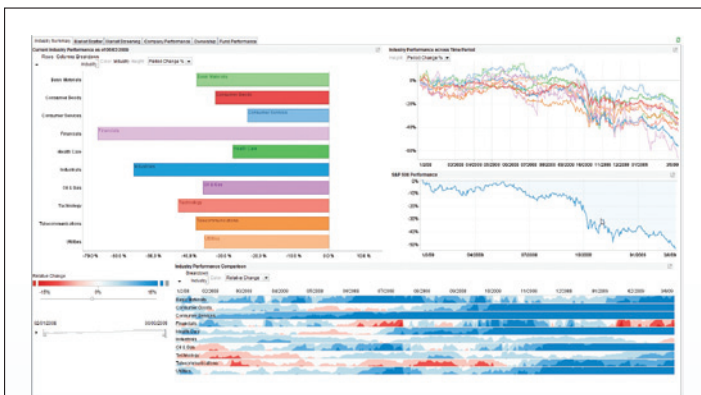
We take great care in designing our visualizations for extremely fast comprehension. You won't find 3D pie charts, superfluous animation and other “chart junk” in the Panopticon RDK. Everything is designed to make it as easy as possible to identify problems, opportunities, outliers, trends and patterns as quickly as possible — without unnecessary distractions.



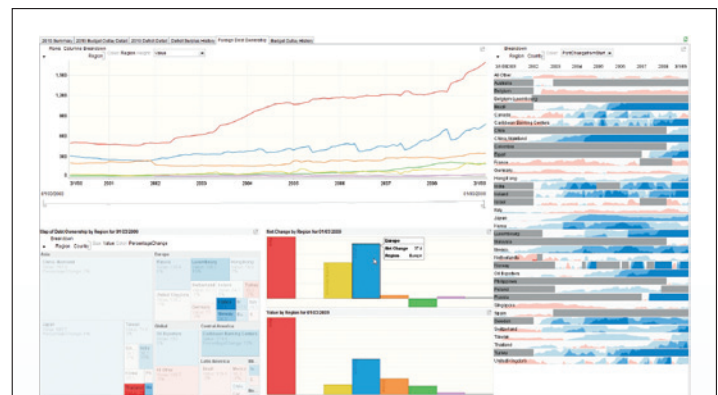
## Visualizations in Panopticon RDK

The Panopticon RDK includes a complete set of visualizations optimized for fast visual data analysis:

- Bar Graph  
(Horizontal, Vertical, Netted, Grouped & Stacked)
- Barseries
- Bullet graph  
(Horizontal & Vertical)
- Candlestick Graph
- Dot Plot (Horizontal & Vertical)
- Heat Map
- Heat Matrix
- Horizon Graph
- Line Graph
- Needle Graph
- Numeric Line Graph
- Percentage Area Graph
- OHLC Graph
- Percentage Area Graph
- Pie Chart
- Pivot Table
- Scatter Plot
- Sparklines
- Spread Graph
- Stack Graph
- Surface Plot
- Tile
- Treemap  
(Classic, Window & Cluster)



*The RDK supports the fastest development cycle possible. You can embed a complete, interactive dashboard into your custom applications in just minutes and with minimal coding required. Large organizations with proprietary applications and ISVs use the RDK to add comprehensive visual data analysis functions to their existing systems with minimal development risk.*



*Panopticon visualizations are designed to be interactive. They are much more than mere information displays. Users can drill down to get to all the details they need, change hierarchies to look at the data from new perspectives, filter on outliers, and expose hidden patterns and trends.*

## Analyze Historical Time Series Data

The Panopticon RDK supports analysis of historical time series data in two ways:

- Look at time-based data in hierarchical categories like Year, Quarter, Month, or Day. This approach works well in most corporate and government Business Intelligence applications.
- People in Financial Services, Telecommunications and Energy firms often need to analyze continuous time series. To facilitate this, the RDK supports time windowing, time window calculations and time period calculations like moving averages. The Panopticon RDK also allows users to play through a time series in an animated sequence using all data in a selected time range or using manually selected data sets from any of the hundreds of available time snapshots.

## Connect to Row and Column-Oriented Databases

The software includes connectors for both traditional row-oriented databases like Oracle or DB2 and column-oriented databases like Sybase IQ or Kx. It also handles Microsoft Excel and similar flat file formats. It can retrieve data from tables, views, custom SQL queries, and even parameterized stored procedures.



## Connect to Real-Time Streaming Data Sources

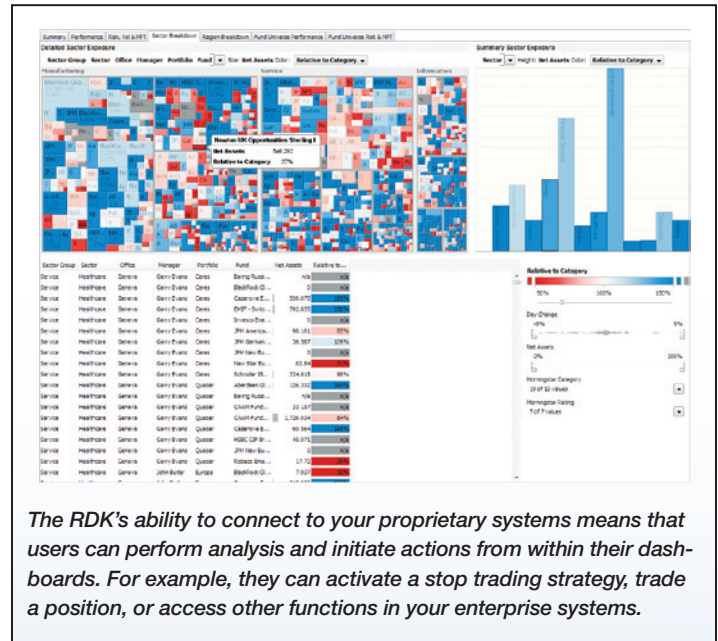
Our ability to handle real-time streams is one of the reasons the world's largest banks, brokers, fund managers, as well as telecoms and energy utilities, use our tools to improve their decision-making, reporting, monitoring, and analytical capabilities.

Panopticon lets you see exactly what is happening with your real-time data – not at regular intervals, but instantly, as-it-happens and on a tick-by-tick basis.

## Connect to Sybase CEP Engines

Sybase Complex Event Processing (CEP) technology allows you to quickly build and deploy applications that analyze streaming event data in real-time to deliver continuous intelligence for better decision making and immediate response to changing conditions.

With the Panopticon RDK, you can connect directly to your Sybase CEP engines and incorporate CEP data in your dashboards. You can also combine CEP data with information from other internal and third-party real-time streams and historical time series data stored in row stores and/or column-oriented databases.



*The RDK's ability to connect to your proprietary systems means that users can perform analysis and initiate actions from within their dashboards. For example, they can activate a stop trading strategy, trade a position, or access other functions in your enterprise systems.*

## Data Federation

Getting the numbers right is critical in any information visualization application. Panopticon supports dynamic calculations using combinations of live data from real-time streaming sources like message queues or CEP engines and historical databases.

The software handles multiple data sources too; you aren't limited to a single database to combine with your real-time feeds. The system applies your calculations and formulas to incoming data on-the-fly and presents the results visually in real time. For example, you can easily federate data in an Excel spreadsheet with live real-time stock exchange data from a market data feed and program calculations using Excel-like formulas. Then you can see and interactively analyze the results using our interactive Treemap, Heatmap, Line Graph, Scatter Plot, Bar Graph, Horizon Graph or Stack Graph information visualization tools.

“ The software's interactive capabilities help our people make better decisions. We were able to use the Panopticon product out-of-the-box to rapidly implement our solution. ”

— Kuldeep Chaudhary,  
VP, Global Equities Technology, Citi Markets and Banking

## Panopticon Software

Panopticon visual data analysis help people make timely, insightful decisions based on up-to-the-minute data. Companies can implement these tools quickly and increase the value and utility of existing decision support systems.

### Panopticon's platform excels in three areas:

- 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.

### 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.

Panopticon's clients use the company's 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.

## Contact Us

New York +1 646 912 8444  
San Francisco +1 415 683 7398  
London +44 20 7877 0640  
Stockholm +46 853 480 480  
info@panopticon.com  
[www.panopticon.com](http://www.panopticon.com)

“ We collect a huge variety of data about the pharmaceutical market — everything from prescription renewal rates to physical distribution of drugs. Our clients have been very pleased with the enhanced visibility they now have into our research thanks to Panopticon. ”

— Harm Friskus  
R&D Manager  
Farminform

“ Panopticon makes the perfect set of visualization tools for CEP. And you can quote me on that! ”

— Marc Adler  
Blogger and Financial Services Systems Expert