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## Business Intelligence

**Xpiori XMS™** is ideal to support applications being developed for the large and growing markets for Business Intelligence (“BI”), or related Corporate Performance Management (“CPM”) and Business Activity Monitoring (“BAM”) applications.

Businesses need to have Unified Views of their information to enable their teams to work towards the same goals using the same assumptions and facts. Organizations that lack this cohesion will suffer from missed opportunities and hidden problems caused by siloed or concealed data.

Application developers will find that XMS provides significant advantages in dealing with the complexity and performance issues associated with using relational databases in these markets.

First, as indicated above, BI really requires the transformation of data to a state or store that will accommodate BI applications. Even with transformation to XML, the data stores used are relational in character and will not easily support rapid access to views or agile application development that take into consideration the changing needs of business to look and learn from their information. Each requires the building of multiple databases to support various single analytical processes and views. XMS can provide persistence of data in new forms where often other products provide only transient views. XMS enables multiple applications and views where other products cannot do so easily. Deploy XMS to support varying Views of Information and Operational Data Stores.

The information requirements of today require the straight forward approach of XMS – transformation of information to XML; aggregation of information in common data-stores; varying and convenient views on the same information rather than varying data-stores created for specific purposes. While the old configurations have worked in previous decades, with IT and finance departments producing standard reports, the current solutions offered can not satisfy the current needs of consumers and producers of information in every aspect of business.

Companies in the Small to Medium Businesses (SMBs) category have more challenges than larger companies because they need the same BI capabilities but have much smaller IT groups to manage the complexity of the current BI tools. The low cost of using XMS – no database design required—makes it possible to develop sophisticated applications to support the SMBs. Even in this sector, enterprises can afford applications that deal with data that exists in multiple structures.

In addition, the development of effective Business Intelligence from enterprise information

requires unified and real-time views of enterprise information. XMS facilitates this process as a “best of breed” solution. Where XMS is the database of record, no change or transformation of data is required. Where XMS is used as an operational data store, it will receive and aggregate copies of operational data from various sources, transform them to XML and store the XML for query through BI applications. XMS is a more elegant solution because aggregated data can be queried directly, without the development of multiple data “cubes” (additional data bases) to handle specific queries. This means that the cost of ownership will be substantially less, with fewer people involved; particularly, there will be less involvement of IT after installation.

The rapid growth of the BI market indicates that users now demand unified and real time views of information. The Company believes that products like XMS, XCM, and Insight, which can fully leverage the semantic qualities of XML, best offer the unified view into disparate information sources that customers now require. These products are designed to perform well with data-centric and document-centric information. They do so without having to compromise one or the other, and without requiring separate and redundant database design processes or indexing procedures. Customers have experienced the power, flexibility, and transparency that the Internet and World Wide Web offer today for the dissemination of information. Customers now want the same power and flexibility for the storage, use, analysis, searching, and management of their information, as well. Relational views and stores of data simply cannot provide the flexibility and unified views of information that customers need and want.

***XMS should be your choice!***

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**Xpiori, LLC ? 2864 South Circle Drive, Suite 401 ? Colorado Springs, CO 80906 ? 719-425-9840 ? Fax 719-203-6496?© 2014-2019**

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