

Q1 2009

CORDA NEWS & VIEWS

Front & Center //

The Nine-Step Dashboard, 1,900 Customers Strong, New Online Look



➔ The more you know, the less you guess. But, what should you know? Deciding what to measure and how to measure is the toughest challenge. To help navigate these decisions for your dashboard, Neal Williams, CORDA founder and CEO is compiling tools and lessons from his successful tour on the industry lecture circuit into his new book **“Dashboard Design For The Real World.”**

Written as an application guide, the book covers Williams’ 9-step process for:

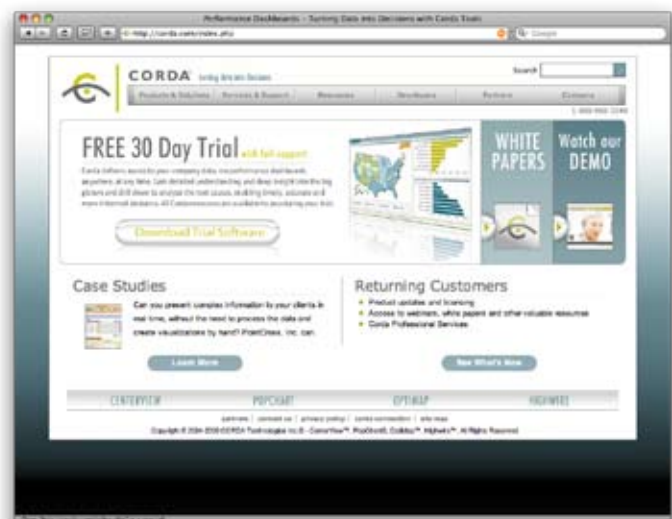
- Using a dashboard to help your organization achieve its strategic goals
- Identifying which KPIs should be included in your dashboard
- Creating a nimble dashboard that can quickly adapt to market changes
- Successfully deploying the dashboard company wide

“Above all else, I wanted this book to be applicable to every day business,” said Williams. “Dashboards are an extremely effective tool to optimize performance — if they are measuring the correct things. These steps provide the tools to help you narrow your measurements to those items that will deliver a benefit for your business.”

Published by No Starch Press, “Dashboard Design For The Real World” is scheduled for release late 2009/early 2010 and will be available through online and retail booksellers.

➔ In our current environment where we’re working every day within so many undefined factors tied to the turbulent economy, it is exciting to hear from so many of you how CORDA’s solutions and professional services are helping you save time, money and improve service. We have reached a new milestone and are now working with more than **1,900 companies and organizations**. Contact us to see how we can help improve your view into the performance of your department.

➔ As you’ve visited the CORDA website lately you’ve probably noticed a new look. Our homepage is now the “go to” resource to keep up to date on free trials, new demos and the latest white papers and case studies. More changes are coming, keep coming back.



SUCCESS STUDY //

Seeing is Believing - Grants Go Visual at the Foundation Center

Access to timely and accurate information is critical for the many fundraisers from education, arts, and civic organizations that seek foundation funding to realize their visions. For years, the Foundation Center has informed the fundraising process by providing the nation's leading database of foundations and their grants. While the database has powerful searching features it wasn't able to present funding information in powerful graphic displays. To provide this service enhancement the Center asked Corda Technologies to help make their vast data more meaningful using the mapping and charting tools available in their software. These tools provide another path for grantseekers to find their all important funder matches.

The Foundation Center, a nonprofit organization that maintains and manages a comprehensive database of grantmakers and their grants, has transformed and simplified this process with CORDA's OptiMap®, PopChart™ and Highwire™ solutions.

"Before CORDA we had the capability to list grants, but we didn't have any way to show information in a visual display," said Maureen Mackey, COO, the Foundation Center. "Now we are able to illustrate the information geographically by county, city, congressional district, and state. Users can customize by year or by subject category."

Working in today's economic climate, raising money is even more crucial and the value of acquiring information about available grants quickly is greater than ever before. With OptiMap, the Foundation Center created "Focus on the Economic Crisis" that provides weekly updates of how foundations are responding and news of recently awarded grants.

To complement its MapShots and other online resources, the Center offers fee-based Foundation Directory Online Professional, also powered by CORDA. This database with comprehensive drilldown capabilities simplifies the process of matching grant seekers to applicable funding foundations.

"The CORDA solutions have greatly improved our products and free services for the thousands of grantseekers who rely on us to help connect them to the funding that allows them to succeed in today's difficult economic environment," said Mackey.



PARTNER NEWS //

Our network of system integrator partners continues to expand around the globe. These partners go through a rigorous vetting process with CORDA and share in our commitment to provide you with the best technical expertise and service to help you plan, integrate and implement your dashboard solution. Our newest partners include:



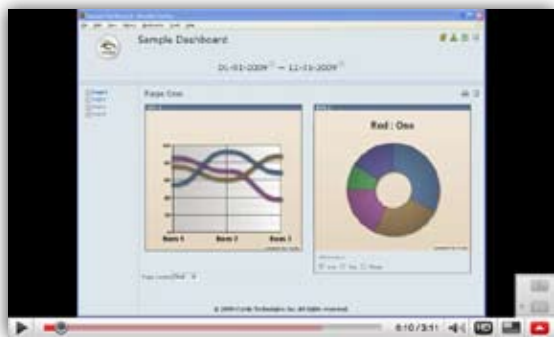
For more information about these and all our partner companies, visit:
<http://www.corda.com/corda-system-integrator.php>

TECH TIP // Now Playing – Dashboard Tutorials on YouTube

Have you wanted to get a jump-start creating a new dashboard or found yourself needing a dashboard refresher? CORDA's new "quick-tip" video tutorials housed on YouTube deliver information on demand. Our latest postings:

"Parts of a Dashboard" demonstrates the six distinct parts that can be used within a dashboard. This tutorial is an ideal introduction to become familiar with the elements available to build your unique dashboard.

http://www.youtube.com/watch?v=lzzLdVzE98&feature=channel_page
(03:11 min.)



"CenterView Builder Overview" presents a step-by-step tour of the dashboard elements including editor tools, functions, preferences and workspace panes contained in CenterView Builder to help you graph and map your data.

<http://www.youtube.com/watch?v=Kl4YeEDdtNY&feature=channel>
(05:40 min.)



Share with us what tips and tutorials would be of most interest to you. Send your ideas to: newsletter@corda.com.

Set, Save, Store Dashboard Preferences with User Property Variable

CenterView offers a unique time saver that lets you set and save customized dashboard viewing preferences.

Called the "User Property" variable, you can define your preferred user properties in a variety of dashboard objects including: check box, drop-down, radio-group, server-script and text-entry. For example, set the size of your preferred image display using a drop-down box and once set, the image is displayed at the size you specified on the given dashboard. If your preference changes, it's easy to make the change. Simply select a different image size using the drop-down box and the new setting will be remembered. For more information about User Property variables visit: <http://wiki.corda.com/confluence/x/aAEC>

COMING UP EVENTS & MEETINGS //

A busy spring is ahead with vendor showcases at industry conferences along with the next CORDA Users Group Conference around the corner. We look forward to seeing you if these events are in your plans.

- Higher Education Data Warehousing Conference 2009
April 26 – 28, 2009 in Bloomington, IN
<http://www.indiana.edu/~edss/hedw/sessions.html>
- TDWI World Conference – Spring 2009
May 3-8, 2009 in Chicago, IL
<http://www.tdwi.org/Education/Conferences/index.aspx>
- Mid-Atlantic CORDA Users Group Conference
May 7, 2009 in Washington, D.C.
For more information about participating visit:
<http://www.corda.com/corda-primescape-may-event.php>