

## Micro Strategies Genio Toolset

Data without context is of little or no decision-making value. Big Data is getting bigger, but until data can be properly stored, shared, analyzed and visualized Big Data is nothing more than a big treasure-trove of latent insights. Technology automates, simplifies and accelerates the process of helping decision makers find new ways of visualizing their organization's data and mining the critical business intelligence it holds.

The GENIO toolset is a foundational component of Micro Strategies Watson Foundations Optimization offering, a strategic synthesis of integrated solutions and services that allow companies to proactively manage and maximize their analytics platform investment. Designed by Micro Strategies, GENIO provides organizations across all industries with a highly predictable, IBM® Cognos®-based means of monitoring critical IT infrastructure performance metrics, proactively managing resource and service levels and planning capacity. The tool's intuitive visualization features allow managers to drill down into performance trends that have emerged over hours, days, weeks or months, ensuring they have the analytics needed to make fully informed, IT resource allocation decisions.

IBM® Cognos® animates GENIO. Its robust business intelligence visualization and reporting capabilities integrate with a wide range of third-party solutions, including the remaining suite Micro Strategies Watson Foundation Optimization offerings - IBM® PureData for Analytics™ powered by Netezza, IBM® SPSS®, and IBM® InfoSphere® Information Server. Micro Strategies clients have the option of starting small and gradually incorporating additional elements of the framework as their business dictates.

Customizable and scalable, GENIO is built for versatility, as a stand-alone IT performance management and optimization tool or as a tool to ensure every element of the Watson Foundation framework consistently operates at peak efficiency.

### Our GENIO experts are ready to assist with:

- Establishing project goals and expectations
- Maximizing the return on your IT investment
- Providing visualization into your data warehouse environment and reporting trends in critical areas, including:
  - Processing time usage
  - Environment usage
  - Query segmentation
  - Data growth
  - Workloads
  - CPU, Disk, Memory and Fabric usage



**Engage Micro Strategies' team of IT professionals to unearth the decision-making value of your big data with the advanced data visualization and analytics capabilities of GENIO.**

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