

## IBM Solution Provider Silicon Plains Technologies Selects Monarch|RMS, Monarch Data Pump for CDS, Customers Cheer (Literally!)

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When was the last time your client earned a standing ovation, thanks to your selection of complementary solutions for the IBM Content Manager OnDemand (CMOD) archive? This happened recently for Communications Data Services (CDS), a client of Silicon Plains Technologies, an IBM Premier Solution Provider, both located in Des Moines, IA.

CDS provides fulfillment services for magazine publishers, including subscriber database management, lettershop services, customer services, and more. At Silicon Plains Technologies' recommendation, CDS selected Monarch|RMS (Report Mining Server), plus Monarch Data Pump, to complement its IBM CMOD archive, to manage the company's complex reporting functions for its customers.

"CDS runs thousands of different operational and accounting reports for its publishing clients," says George Hight, Director, Project Management Office for CDS. "In the past, we distributed reports in various ways, including distributing them on CD. But our clients wanted immediate access to reports online, as well as the ability to work with the data within the reports. To fulfill this need, Silicon Plains Technologies strongly recommended Monarch|RMS and Monarch Data Pump from Datawatch Corporation, to go with IBM CMOD."

After a CMOD end user selects desired reports from the CMOD archive, a click of the mouse directs the user to the Monarch|RMS web interface, with the data from the report set already mined into data. The user can sort, filter, summarize and otherwise work interactively with the data, with no programming and no help

from the IT department. Data can be exported to Excel, PDF and more anytime.

"When CDS gave its publishing customers an advance peek at Monarch|RMS, they literally gave us a standing ovation!" said George. "They realized that they will be able to easily transform reports from the CMOD archive into online business intelligence with Monarch|RMS. Clearly, Monarch|RMS provides us with a huge leap in business benefits."

CDS also selected Monarch Data Pump, a Windows server-based solution providing automatic report mining and customized data delivery company-wide. "We plan to use Monarch Data Pump to automate many of our process balancing and accounting steps, which are currently very labor intensive and very expensive," George says. "We foresee Monarch Data Pump providing us a cost savings which will significantly help defray the cost of the CMOD project."

Greg McCormick, CEO Americas, says, "We are pleased to be a Strategic Datawatch Partner, in addition to our status as IBM Premier Solution Provider. With Monarch|RMS, the power of the CMOD archive is doubled: it is no longer only a report and document management system, but it is also an enterprise business intelligence system, with no database programming.

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