

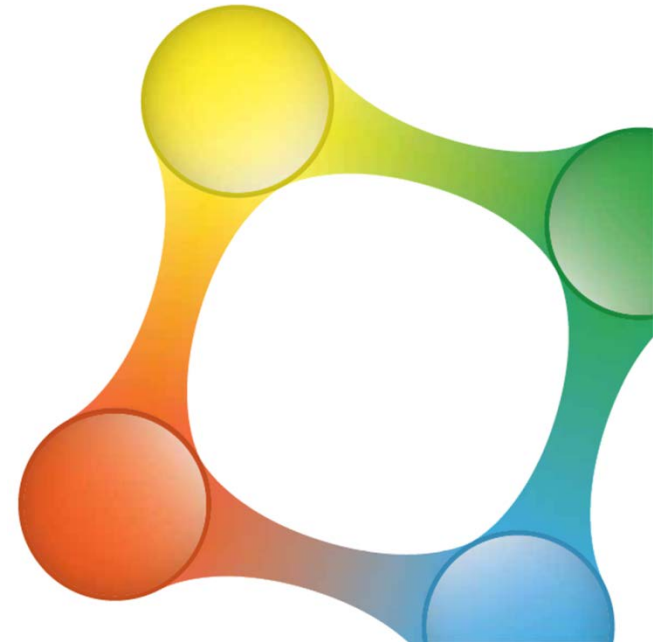
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# FourPoints Online Xero-calculator

## Directions for usage

September 9<sup>th</sup>, 2013

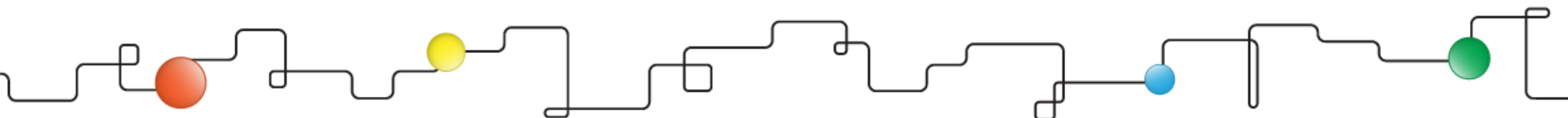
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# Purpose of the calculator

Primary purpose of the Xero-calculator is to enable you to estimate the costs that are involved in setting up and maintaining your dedicated BI-environment on our Xero-platform. This estimate is based on your specification of the required number of:

- reports/dashboards, that you think your end-users need,
- source files, that you would like to load into your dedicated data warehouse on the Xero-platform and
- end-users and their type of usage.

Xero is FourPoints' BI-as-a-Service platform where we offer professionally maintained BI-services for our customers. Your BI-environment is securely separated from other customers and is maintained by highly trained and experienced BI-professionals.

**Xero-calculator**  
managed BI-services

The Xero-calculator enables you to estimate the costs that are involved in setting up and main-taining your dedicated BI-environment on our Xero-platform. Based on your specification of the required number of reports, sources and users.

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**Estimate of # of reports required (per type)**

	Required refresh frequency					Total # of rpt's	Initial costs of development	Monthly maintenance fee	Maintenance hours/year included
	Daily	Weekly	Monthly	Quarterly	Yearly				
# of simple rpt's					1	1	€ 389,50	€ 18,95	2,4
# of average rpt's							€ -	€ -	-
# of complex rpt's							€ -	€ -	-
# of cubes							€ -	€ -	-
<b>Total # of reports</b>					1	1	€ 389,50	€ 18,95	2,4

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**Estimate of # of sources required (per type)**

	Required loading frequency					Total # of src's	Initial costs of development	Monthly maintenance fee	Maintenance hours/year included
	Daily	Weekly	Monthly	Quarterly	Yearly				
# of simple src's					1	1	€ 774,50	€ 36,95	4,6
# of average src's							€ -	€ -	-
# of composed src's							€ -	€ -	-
<b>Total # of sources</b>					1	1	€ 774,50	€ 36,95	4,6

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**Estimate of # of users required**

# of users	Base license	Add-on licenses			Total # of users	Total # add-ons	Monthly license fees
	1	Mobile	Analyst	Developer			
					1		€ 64,95

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**Pricing Estimates (per pricing-plan)**

Simple intake: € 749,50

Pricing plans	Total initial investment	Monthly maintenance fee	Maintenance hours/year included
<b>Base pricing plan</b>	€ 1.913,50	€ 120,85	7,0
1 yr all-in subscription		€ 284,72	
2 yr all-in subscription		€ 205,24	
2 yr mixed subscription	€ 956,75	€ 163,04	

Microsoft Excel Web App

# Input fields: Reports

The input fields “reports” are listed as a matrix, where:

1. The cells are open for your input of the number of required reports or dashboards of the type indicated by the given row and column.
2. The columns reflect the frequency with which you would like to refresh these reports/dashboards. (please note that the refresh frequency is separated from the ability to retrieve the reports as many times as you wish and on any given moment)
3. The rows reflect the complexity of the reports/dashboards:
  - a. Simple reports are simple straightforward reports. Can be compared with an Excel that contains a simple worksheet without VBA, macro's, complex functions or pivot-tables).
  - b. Average reports can be compared to Excel as a straightforward worksheet with pivot-tables, but without VBA, macro's or complex functions (like VERT.LOOKUP)
  - c. Complex reports can compared with Excel files that contain complex worksheets with pivot-tables and VBA, macro's or complex functions (like VERT.LOOKUP) or dashboards created in Excel.
  - d. Cubes are multi-dimensional data-marts specifically designed for you and made available to you, on which you can base your own self-made reports and dashboards.

Estimate of # of reports required (per type)						Initial costs of development	Monthly maintenance fee	Maintenance hours/year included	
	Required refresh frequency					Total # of rpt's			
	Daily	Weekly	Monthly	Quarterly	Yearly				
# of simple rpt's					1	1	€ 389,50	€ 18,95	2,4
# of average rpt's							€ -	€ -	
# of complex rpt's							€ -	€ -	
# of cubes							€ -	€ -	
<b>Total # of reports</b>					<b>1</b>	<b>1</b>	<b>€ 389,50</b>	<b>€ 18,95</b>	<b>2,4</b>

# Input fields: Sources

The input fields “sources” are listed as a matrix, where:

1. The cells are open for your input of the number of required source files of the type indicated by the given row and column.
2. The columns reflect the frequency with which you would like to transfer your source data files to our Xero-platform to enable us to refresh the data in your dedicated Xero-data warehouse
3. The rows reflect the complexity of the source files:
  - a. Simple source-file with only one 'fact' and one 'measure'
  - b. Average source-file with only one 'fact' and multiple 'measures'.
  - c. Composed source-file with multiple 'facts' and 'measures'

**Fact:** *the grain (or fact) is the description of the event in the physical world (business process) that gives rise to a measurement. They are the fundamental measurements of the enterprise (e.g. the sales of an item at a cash register or the scan of a parcel transferred from warehouse to truck). They have been chosen to reflect urgent business priorities, have been carefully quality assured and are surrounded by dimensions that provide a wealth of entry points for constraining and grouping.*

**Measures:** *the basic metrics or measurements that are directly connected to the “fact”, usually a number like an amount. Please note that the key to the various dimensions are not referred to as “measures”*

## Estimate of # of sources required (per type)

	Required loading frequency					Total # of src's	Initial costs of development	Monthly maintenance fee	Maintenance hours/year included
	Daily	Weekly	Monthly	Quarterly	Yearly				
# of simple src's					1	1	€ 774,50	€ 36,95	4,6
# of average src's							€ -	€ -	
# of composed src's							€ -	€ -	
<b>Total # of sources</b>					<b>1</b>	<b>1</b>	<b>€ 774,50</b>	<b>€ 36,95</b>	<b>4,6</b>

# Input fields: Users

The input fields “users” are listed as a row, where:

1. The cells are open for your input of the number of required user licenses of the type indicated by the given column.
2. The columns reflect:
  - a. Base license: a base web-license that every user needs (regardless of possible add-on’s) and that enable the user to view reports/dashboards with limited, predefined analysis (filter, sort, drill) and export the results to Excel or pdf, which can be e-Mailed.
  - b. Mobile add-on: an add-on license to be able to use mobile devices. Apps are available for android phones/tablets, I-phones , I-pads and blackberries. These mobile devices enable users to view reports any place, any time.
  - c. Analyst add-on: an add-on license for power-users and data-analysts. Analysts can create reports of their own and make these available for other users, use any data from the data warehouse or upload their own data and use all analytical functions as well as create their own metrics.
  - d. Developer add-on: the ultimate add-on license that enables an end-user to do all possible BI-development on his own (please note that proper use of this add-on license requires considerable training).

Estimate of # of users required							
	Base license	Add-on licenses			Total # of users	Total # add-ons	Monthly license fees
		Mobile	Analyst	Developer			
# of users	2	1	1	1	2	3	€ 349,30

# FourPoints Online Xero-calculator

## Pricing estimates

The pricing estimates section consists of a number of fields as specified below:

- 1. Intake.** The Intake-price covers the costs for the initial setup of your dedicated BI-environment at our Xero-premises. It includes a.o.: - setting up the data transfer from your premises to Xero, - the initial data model for your data warehouse, - the design framework of your reports and dashboards and - setting up your security settings, including roles and authentication. Dependent of the number of sources and their complexity three “levels” of intake are distinguished: simple, normal and complex. The costs for these levels of intake will vary.
- 2. The base pricing plan.** Consists of three parts:
  - a. the initial investments, totaling the costs for intake and the development of your sources and reports.
  - b. the monthly maintenance fee, that involves the costs for processing all specified source files and generating all reports, dashboard and/or cubes and also includes the use of “Maintenance hours” as specified in the next item.
  - c. the maintenance hours per year, that reflect the reserved hours for our professionals to make small changes to sources and reports during the year.
- 3. “All-in” subscriptions.** Next to the Base pricing plan, you find monthly “all-in” subscription plans where initial costs are depreciated across the given contract duration of 1 or 2 years. This enables companies to have their own BI-environment without initial investments. The “mixed form” depreciates 50% of the investments.

Simple intake:	€	749,50		
<b>Pricing plans</b>	<b>Total initial investment</b>	<b>Monthly maintenance fee</b>	<b>Maintenance hours/year included</b>	
<b>Base pricing plan</b>	€ 1.913,50	€ 405,20	7,0	
1 yr all-in subscription		€ 569,07		
2 yr all-in subscription		€ 489,59		
2 yr mixed subscription	€ 956,75	€ 447,39		

# Additional remarks

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Please note that the given price estimates are actually estimates. BI cannot be easily standardized across businesses, because all organizations have their own unique business applications (source-files) and MI-needs (reports, dashboards and users). Although we intend to stay as close as we can to the price estimates given by the calculator, we are relying on you to make accurate estimates on the number and complexity of sources, reports and users.

We hope the calculated price-range agrees with your budget, and if so, please feel free to get in touch with us to walk through your estimates with us to establish a final price, that usually is within a reasonable range of the estimates.

But prior to that you may want to visit our Demo-site, where you can play around with a demo BI-environment and see what you will actually get when you outsource your BI-environment to our Xero-platform.

