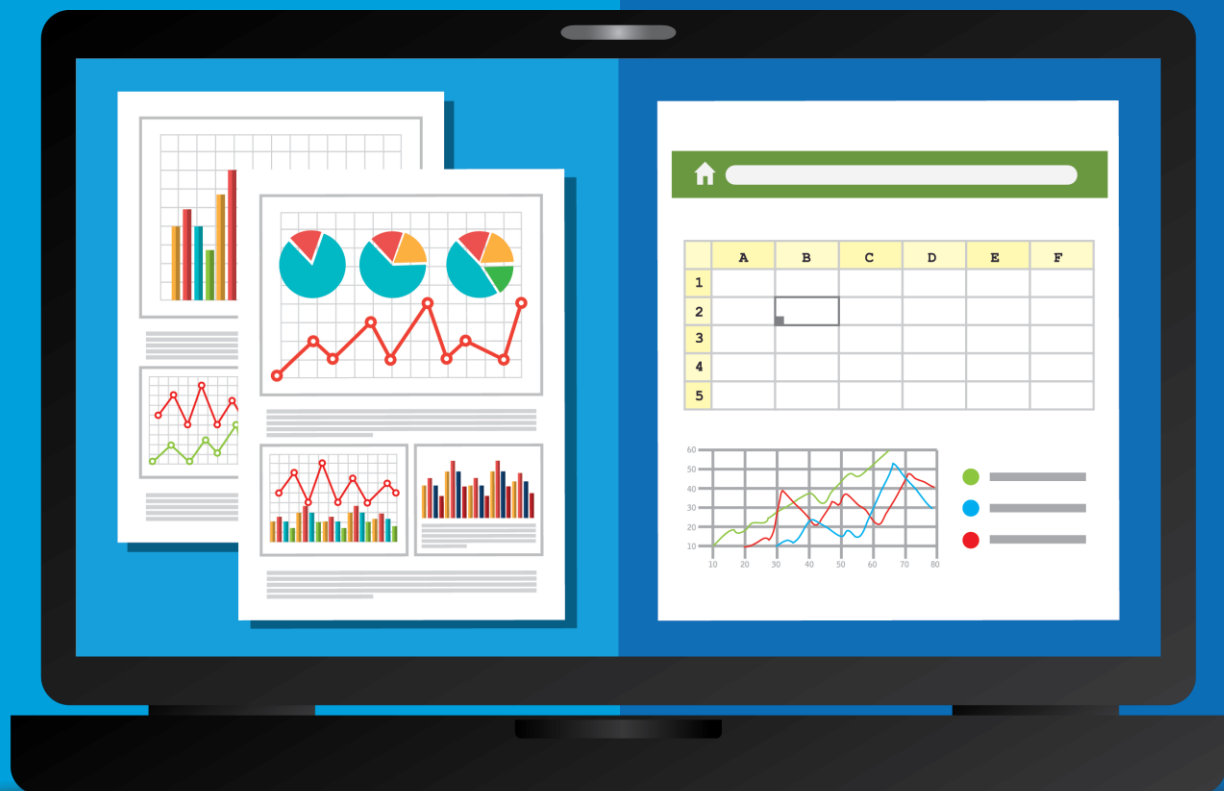


CANNED REPORTS

VS

AD-HOC ANALYSIS



PURPOSE



Show what
happened



Analyze why it
happened

APPEARANCE



Highly formatted



Interactive

AUDIENCE



Management



Not widely
distributed

FREQUENCY



Scheduled and
sent regularly



One offs
as needed