



*“EasyAsk meets several critical needs for our customers, such as ad hoc and custom reporting via the Web as well as ease of use. By partnering with EasyAsk to deliver a reporting and search tool, we were able to satisfy our customers' needs and offer HR professionals the ability to gather data by asking everyday business questions.”*

Ceridian, [www.ceridian.com](http://www.ceridian.com)

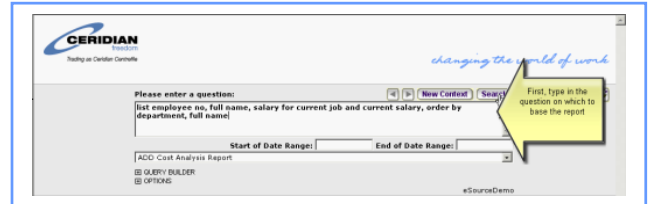
**Advantages of embedding EasyAsk into Ceridian HR/Payroll:**

- Improve the productivity of business end users
- Increase employee satisfaction
- Conduct queries in business user's own words and terminology
- Generate reports without special skill sets, such as SQL or any other programming language
- Rely less on another department's resources
- Offer single-point access to a variety of data – regardless of its location or format
- Provide a compelling differentiator

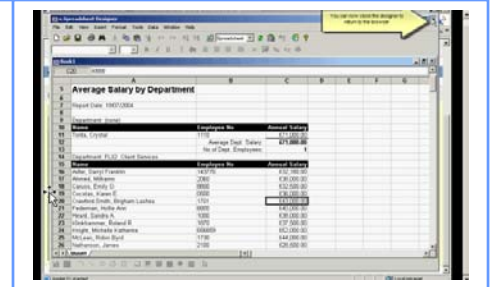


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**Developing software that can be used by all types of users – from the novice to the more technically advanced – gives your company an upper hand. Making it easier for them to perform complicated tasks without “complicated know-how” is a major competitive differentiator. With ad hoc querying and reporting, this goal becomes a reality.**



HR personnel can enter their own chosen words in Ceridian HR/Payroll, a Web-based application, and retrieve a report in an Excel worksheet.



**Business Challenge**

**Ceridian** — a leader in managed human resource solutions that maximize the value of people — knows this firsthand. By implementing EasyAsk's advanced search and information-retrieval technology in its Web-based application, Ceridian HR/Payroll, it has expanded its searching and reporting capabilities, offering its human resources (HR) customers an easier, more intuitive method for accessing critical business information. This added flexibility ensures that users of all technical levels can easily access critical HR data with a minimal investment in training time.

Ceridian HR/Payroll integrates and automates internal processes, reporting and information distribution, providing HR administrators with a comprehensive solution that also includes time management and self-service options. With EasyAsk, administrators can access more than 200 production-ready reports that can be easily tailored to individual preferences by adding filters and changing columns and sequences. EasyAsk also provides a comprehensive ad-hoc query capability (see top screenshot), allowing HR professionals to ask business questions and get results in numerous formats including spreadsheets (see bottom screenshot), business graphics, reports or files.

**Technical Challenge**

Embedding advanced search technology into an ISV offering shouldn't be a challenge. Because of EasyAsk's open architecture that is both J2EE and Microsoft .Net compliant, EasyAsk seamlessly integrates with leading software vendors' applications.

Because EasyAsk accesses both structured data (i.e., RDBM, CRM, ERP systems, etc.) and unstructured content (i.e., Microsoft Office documents, spreadsheets and graphics; Adobe PDF files; HTML and XML pages), EasyAsk's technology overcomes the major barriers that face “productivity” or knowledge workers when finding relevant information: knowing where to look and knowing how to ask.

With EasyAsk's ability to understand the content in more than 225 document types and access a multitude of data sources — including Oracle, PeopleSoft, DB2 and SQL; and data warehouses, such as Business Objects and Cognos — Ceridian could easily integrate EasyAsk and leverage its competitive stance.

**Results**

Because of EasyAsk's search and information-retrieval technology, non-technical business users can quickly run complex reports within minutes, without consuming the time and resources of another department, namely Finance or IT. EasyAsk delivers a productive search experience that increased both employee satisfaction and overall productivity.