

# Introduction to MAD® Designer

7.0.1

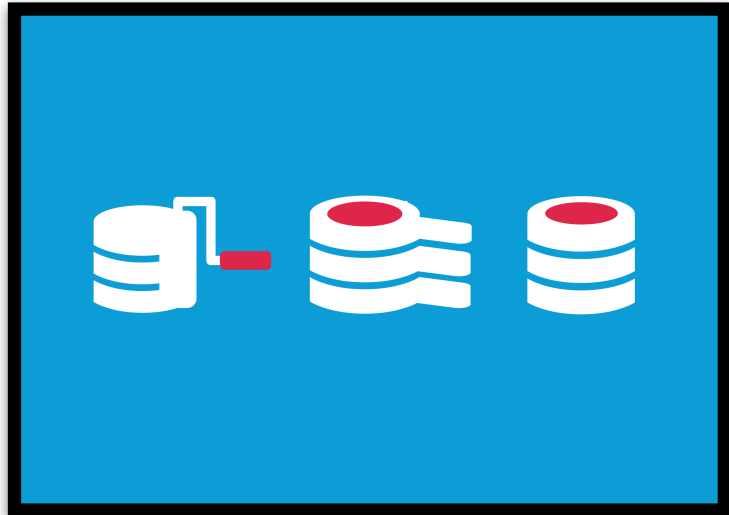
## Overview

### About MAD Designer

MAD Designer is modern mobile reporting software. It is designed for iOS.

It provides a solution to many of the major problems of mobile reporting:

- Quickly render reports on a mobile device while respecting that devices memory limits
- Provide a mobile solution reporting, that is lightweight but can compete with legacy desktop reporting solutions
- Allow for sharing of reports without exposing user credentials or data



Icons for MAD® Designer, MAD® Viewer, and MAD® Query

### The Name

MAD Designer gets its name from the file type it uses. MAD Designer is a tool to create a .MAD document from Everyday Apps. MAD does not describe a generic file type, but a specific and proprietary analytics document.

MAD® is a registered trademark of Everyday Apps LLC.

### Everyday Apps

Everyday Apps is based in Cincinnati, OH. It is founded by Michael Thomason.

Visit our website at <http://www.everydayapps.com/>.

# The MAD® File Format In-Depth

## Technical Overview

MAD files are binary files that are designed to be transferred between mobile devices.

MAD files can currently be opened by either MAD Designer and MAD Viewer on iOS devices. Software may be provided in the future to allow for rendering of MAD files on other devices.

**Extension:**    `mad`

**Mime type:**   `application/vnd.everydayapps.mad`

## Stored Information

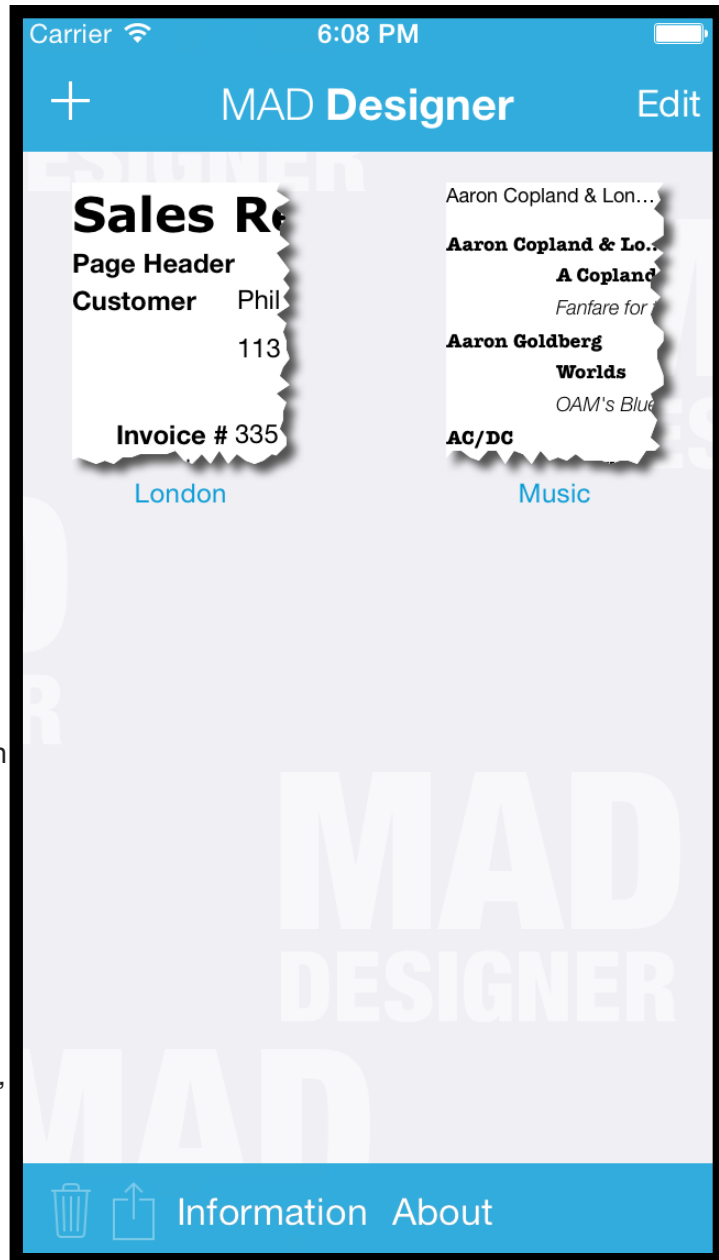
MAD files contain schema information from your database, including table names, field names, and associated attributes.

MAD files also store basic connection information, such as the host name or host IP address, and the name of the selected database.

MAD files also contain the report query and layout information.

MAD files do not store username, password, or other connection credentials. In MAD Designer, connection credentials are maintained in the operating system's Keychain utility. The username and password are not stored or transferred in the .MAD document.

No data from the database is stored in the .MAD document. Data is cached in a cached directory in the iOS filesystem, which is cleared when the document is deleted, renamed, or at the systems choosing.



# MAD Designer

## Supported Platforms

MAD Designer is native iOS software. There are native user interfaces for iPad and iPhone.

Version 7.0 of MAD Designer is designed for iOS 7.

MAD Designer connects to the following databases:

- SQL Server
- MySQL

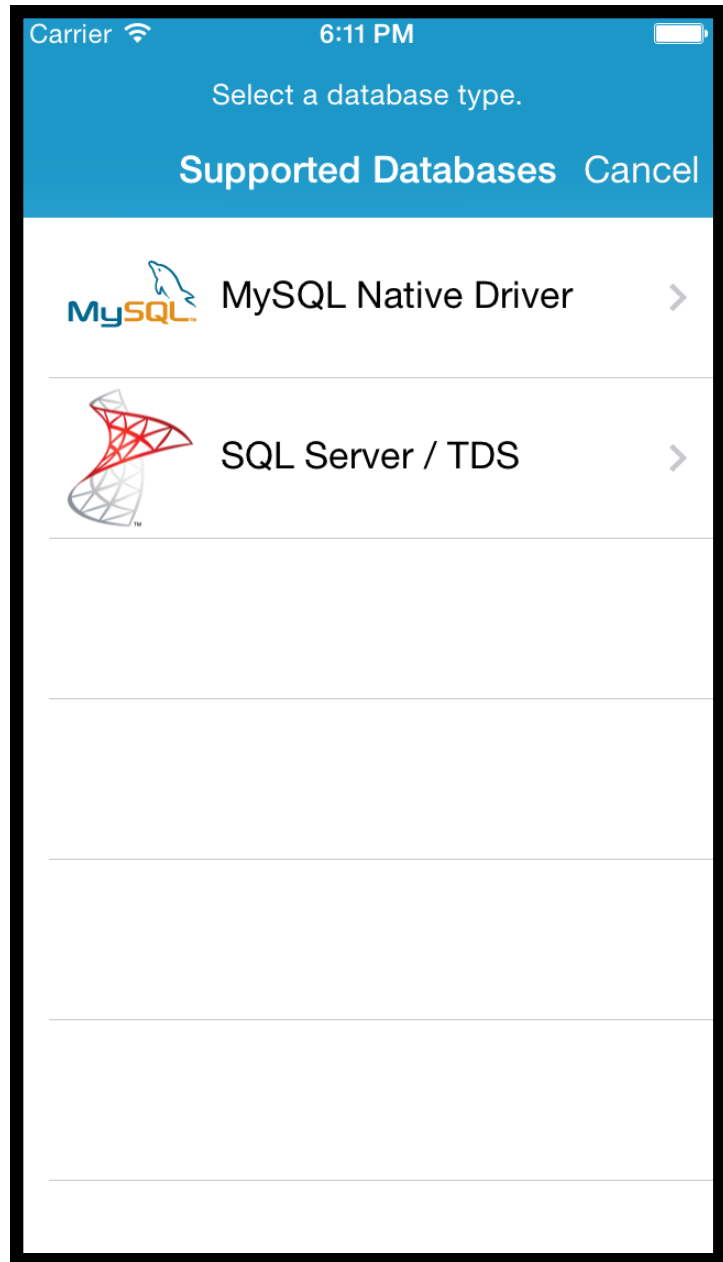
## Sample Reports

MAD Designer ships with two sample reports: London and Music. Both are based on a sample database included with the software.

Duplicate the reports to experiment with the sample data.

## Creating a Report

In the current version of MAD Designer, you enter the connection settings as you are creating the report document. MAD Designer will connect to the database server and review the database schema. It will then populate the .MAD file with the database schema, so it may be referenced while designing the report.



Databases Supported in MAD Designer 7.0.1

## Designing a Query with MAD® Query

MAD Query aids you in designing queries, by doing the heavy lifting of writing the SQL for you.

### Requirements

Even though MAD Query will handle the SQL, the software still requires the skills of a business analyst. You must have an understanding of the data in your database and be able to link the data together in a rational way.



MAD Query 7.0.1 on the iPad

## How To Design a Query

### **VERIFY DATABASE INFORMATION**

The database connection information is listed at the top. It shows the database type and the database name. It does not show connection information or credentials.

### **ADD TABLES**

Start by adding tables to the query. Add the tables that contain the data you want to view. Also, add all tables that are needed to logically link the necessary tables together.

### **PREVIEW DATA**

Select on a table name to see preview of 255 rows of data. The preview data is designed to assist you in linking the tables.

### **LINK TABLES**

It is very important that you link the added tables. If you have multiple tables and fail to link them, this may cause seemingly unbounded results.

### **GROUP RESULTS**

The way you sort the data is by grouping the tables. Make sure to include multiple groupings in your report, so that the data is sorted as you desire. Grouping does not slow down the initial database query.

### **FILTER RESULTS**

Add a filter to the query. This is intended to reduce query time and the number of results. MAD Designer can handle lots of data, but the report is defined by the data it uses. Add filters to make reports more relevant.

### **SHOW SQL**

You can view the generated query by using the “SQL” button in the designer interface.

## Designing a Report with MAD® Designer

The MAD Designer tab allows you to layout or design the report.

The first thing you will notice is multiple containers for document elements. Each container correlates to a document section. There are also sections for each report grouping.

You touch on a report section name, such as Report Header or Page Header, and dialog box display with the additional options. Current options include the ability to set up the visibility of the report section.

Add document elements to the report by pressing the plus button in the upper right hand corner.

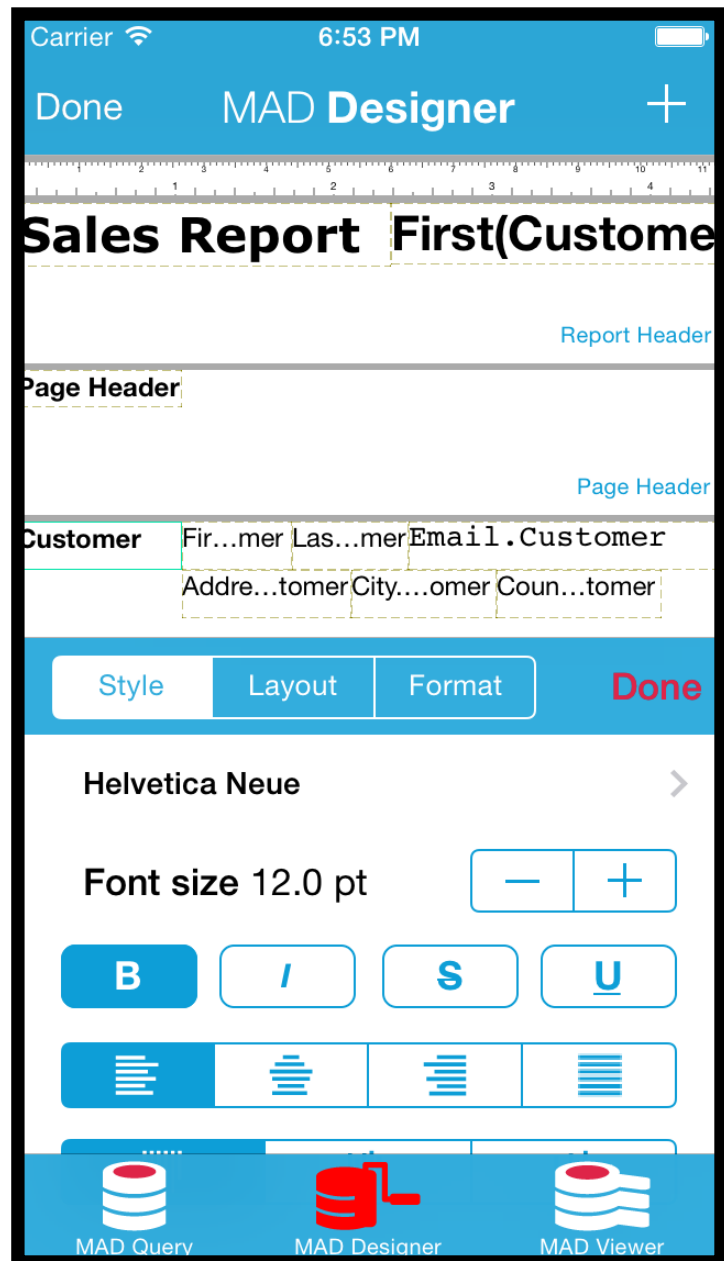
Supporting document elements include:

- Data label
- Static label
- Aggregate (*Sum, Count, Mean, Maximum, Minimum, First, Last*)
- Image
- White space
- Barcode (*see index for list of currently supported types*)

Various formatting may be added to the report. You may change the font, the font size, set whether the font is bold, italic, strikethrough, or underline. You may also position horizontally and vertically.

Elements may be dragged from section to section, or repositioned, with a touch.

For additional formatting, you may change the width, height, and margin of the document elements



MAD Designer on iPhone 5S



The software is expandable and additional reporting elements will be integrated in future versions.

## Viewing a Report with MAD® Viewer

When the document is first opened in MAD Viewer, it will be blank, or it loads a locally cached version of the document.

Loading cached versions of the documents will occur swiftly.

Paging through the report should happen quickly. This process is run as a background task so you may use other applications while the process is underway.

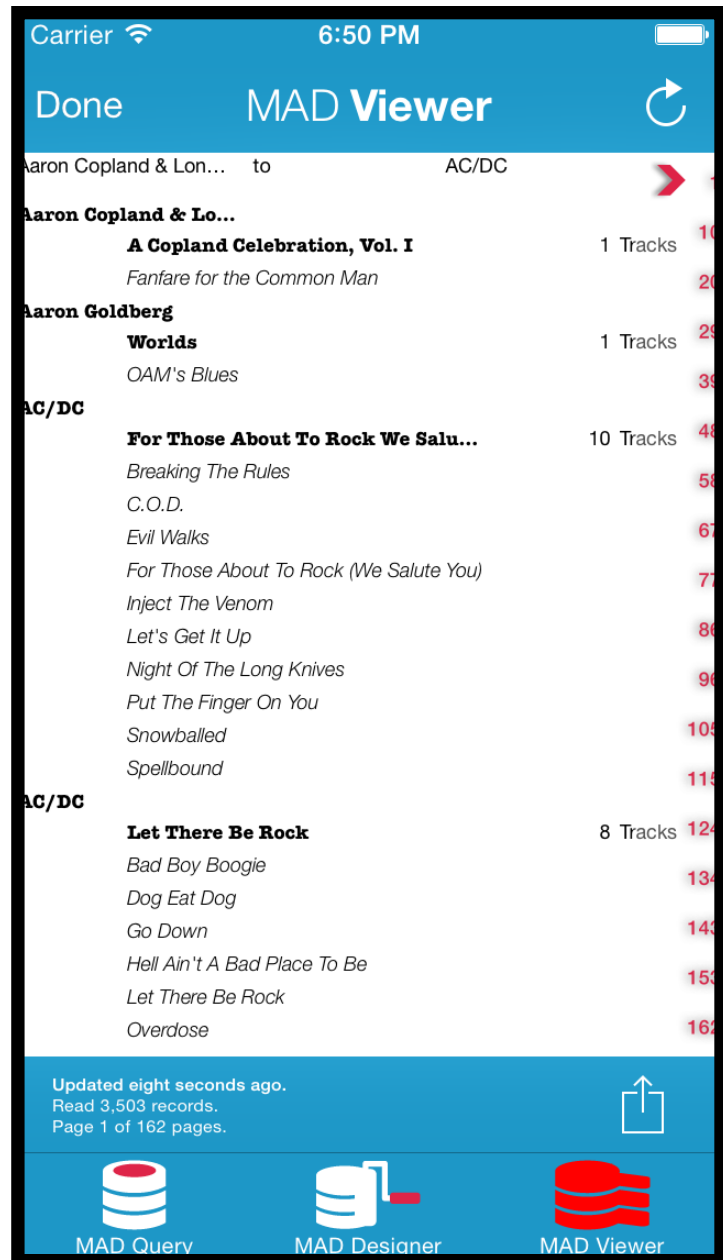
Refreshing the report is a two phase process: data acquisition and report formatting.

Data acquisition requires running a SQL query on the remote server and bringing the data back. This should happen at near similar speeds as you would expect a desktop system to run with the same query against your server.

The report formatting process creates a fast action index to allow MAD Viewer to quickly render the report.

Reports exported, copied, or emailed from MAD Viewer are sent as PDF files.

The print preview feature will give you a preview of what the exported PDF will look like.



MAD Viewer on iPhone 5S

# Index

## Barcode List

- Australia Post Redirect Code
- Australia Post Reply-Paid
- Australia Post Routing Code
- Australia Post Standard Customer
- Aztec Code
- Aztec Runes
- Channel Code
- Codabar
- Code 11
- Code 128
- Code 16k
- Code 2 of 5 Data Logic
- Code 2 of 5 IATA
- Code 2 of 5 Industrial
- Code 2 of 5 Interleaved
- Code 2 of 5 Matrix
- Code 32
- Code 39
- Code 49
- Code 93
- Code One
- Databar
- Databar Expanded
- Databar Expanded Stacked
- Databar Limited
- Databar Stacked
- Databar Stacked Omnidirectional
- Data Matrix (ISO 16022)
- Deutsche Post Identcode
- Deutsche Post Leitcode
- Dutch Post KIX
- European Article Number (EAN)
- Facing Identification Mark (FIM)
- Flattermarken
- Grid Matrix
- International Standard Book Number (ISBN)
- ITF-14

- Japanese Postal Barcode
- Korean Postal Barcode
- LOGMARS
- Maxicode
- MicroPDF417
- Micro QR Code
- MSI Plessey
- NVE-18
- PDF417
- Pharmacode
- Pharmacode 2-track
- PLANET
- Postnet
- QR Code
- Royal Mail 4-state Barcode
- Telepen
- Telepen Numeric
- UK Plessey
- Universal Product Code (UPC-A)
- Universal Product Code (UPC-E)
- USPS Intelligent Mail

## Contact US

- Visit us at [everydayapps.com](http://everydayapps.com)
- [Get MAD Designer on the App Store](#)
- Email [admin@thereportviewer.com](mailto:admin@thereportviewer.com)
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