

## INSIDE SALES & MARGIN DASHBOARD

A 360° View Of Sales & Profitability

As a business leader having transparency and accountability across each area of operations can be difficult, especially across multiple divisions and businesses with different technical and business environments. Nevertheless, essential to understand how overall KPI's are translating into individual and team deliverables and if they're on track. In particular understanding sales & margin impacts across the business at a granular level by sales rep, product, customer or individual order.

Inside Info helps people see and understand their business data to improve operational and financial processes. Inside Info are pure, best-of-breed analytics specialists. Since 2003 we've been working with over 100 clients in developing successful enterprise business intelligence dashboards and reporting solutions.

As a result our experiences have allowed us to develop the **Inside Sales & Margin Dashboard** – a proven best-practice business application developed by our Senior Consultants that delivers extraordinarily sophisticated interactive analysis and consolidated view of sales and profitability performance. The **Inside Sales & Margin Dashboard** is used by firms like Opal Packaging, MSD and many more. Providing instant pipeline visibility more accurate sales forecasts, higher win rates and transactional level margin impact analysis across any customer, product, service stream or area of the business. Analysis that is highly visual, affordable, fast to deploy, simple to use and easy to change.

This dashboard significantly fast tracks BI projects and increases user adoption by leveraging off the learnings of others, with customers typically up and running in about 30 days.

Inside Info offers the full spectrum of business analytics software and services including licensing, scoping, design, development, integration, training, project management and support services for the leading Qlik business intelligence platform.



### Our Inside Sales & Margin Dashboard Provides:

- **A one-screen view of all the facts:** Ensuring cross functional visibility, integrating customer and business data so you have a clear view of sales, product, customer, employee, channel and financial performance. Better coordinated and demand-responsive processes for buying, category and assortment management, inventory levels and costs, understanding new product introductions, average price increases, customer complaints, customer call cycles and interactions, pricing optimisation, space planning, production and even customer service.

A number of filters allow you to understand sales performance, growth and profitability versus budget over any time period compared to another. Linking transactional processes, dramatically improving business strategies and uncovering sales opportunities by knowing what customers value.

- **A 360 degree view of financial performance linked to granular detail about customers operating divisions, products, channels and the supply chain:** Ability to react quicker to opportunities that arise in the business and isolate areas for focus.
- **Near real-time visibility into sales & margins:** Instead of out-of-date reports. On-demand self-serve analysis of data, often replacing hundreds of OLAP based reports and empowering users to perform their own analysis reducing IT support by up to 90%. We provide both self-serve analysis, guided analytics, advanced analytics options, embedded analytics and reporting.
- **Sub-second query response on very large data volumes** into the hundreds of million records without losing transactional level detail, with data refreshing as often as your underlying source systems.
- **Ability to view information at a high-level, transactional-level and anywhere in between** in any path decided by the user, with no pre-defined drill-down paths. If you've got a business question, odds are you'll be able to answer it – you don't have to wait for another report. Easily consolidates data from any and multiple data sources.
- **Simple to use, available everywhere:** Access your dashboard from any device whether this be laptop, iPad, the web or your mobile device, with the same experience on each, being HTML5 compliant.
- **Secure access controls:** Inbuilt security allows you to control access and what views of the data individuals or groups receive.
- **Available in the cloud or on-premise:** We offer a choice of deployment options depending on your needs for the Qlik BI platform.
- **Very fast implementation cycles:** A typical Qlik project for example is 30 days and is 53% the total cost of other BI solutions according to IDC. While adding in a new data source or building a new view of the data can be modified very easily within a few hours.
- **Our business analytics solutions are built on the scalable, enterprise class Qlik Analytics platform:** Recognised as a Leader in analytics by Gartner in its 2022 Analytics Platforms Magic Quadrant.

## What Makes Us Different

Inside Info was founded to bring the promise of analytics to a much broader group of people making it simpler, more engaging, affordable and rapid to deliver. For over 19 years our sole focus has been to help mid sized and enterprise businesses use data to perform as well as they possibly can, as Business Intelligence specialists. We have a proven track record of client success currently supporting over 100 clients nationally, having delivered over 600 BI projects. We can offer strength & stability as a provider with the flexibility & personal touch of a boutique partner. This track record has allowed us to build industry, business function and system templates based on the leading Qlik BI platform that speeds up data integration, application development & delivery.

We bring strong industry and business process expertise to your project that many cannot, especially within the areas of sales and profitability analysis. We can assist in complementing your existing inhouse resource, manage adhoc report requests or in the areas of analytics business requirements definition, business scoping, consolidating data sources, data integration, data management, BI application design, implementation and training services.

Inside Info launched Qlik to Australia in 2003 and are the top level Elite Qlik Partner. Our BI practitioners each have 10+ years' experience to guide you along the way. So, if you're looking to become more data-driven and take your use of data to the next level, we'd love to hear from you.

