Pro Business Intelligence

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Earnest & Associates

What is Business Intelligence Software?

- Business Intelligence (BI) is a collective set of software that provides data collection, analyzing, and reporting tools to support and improve a company's decision-making process.

- Pro Business Intelligence (Pro BI) is Infor's BI solution for FACTS and TakeStock.

What Will Pro BI do for Me?

- "Too often, evaluations of opportunities for growth are based on gut feelings, estimations and assumptions because it would be too expensive and time-consuming to get hard data," says Nucleus's Wettemann. "BI can let you run some quick numbers to justify that gut."

- "BI tells you how well a promotion is going way ahead of schedule, so you have time to react in front of the supply chain to make the promotion a success," Hastie says. "If something's selling faster than the forecast, we can make adjustments and order more."

- "Now, instead of printing 1,000-page monthly sales reports for each of FiberMark's 29 salespeople, Taylor's staff has shown them how to access the data from the corporate intranet any time they want. "With a very short training cycle (15 minutes), they're up and flying," says Taylor. "They print four pages, not 1,000." He says the system paid for itself in nine months in saved paper, toner, and printer wear and tear alone. More important, though, salespeople and executives can get at data that's refreshed daily."

Business Intelligence Gets Smart(er), CIO Magazine, Sept 15, 2003

Case Study – Pro BI

Case Study – Ambu USA, Inc.

- Ambu USA Inc. provides professional diagnostic, life-supporting and training equipment and solutions to hospitals and rescue services.

- Ambu uses the FACTS business software system.

- As the U.S. distributor for a prominent international manufacturer, Ambu is frequently called upon to produce a myriad of specialized reports both for itself and its parent company.

- Consequently, Ambu was interested in finding a data analysis and reporting tool for FACTS that could help it produce the reports it needed in a timely manner.

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Case Study – Ambu USA, Inc.

- "Paper reports make it difficult to do a quick and detailed analysis," said Phyllis Straus, Controller at Ambu USA.

- "Downloading to Excel resulted in data that might still need a lot of manipulation and time to be useful. It often took an entire day to produce a large report."

- "We needed a reporting tool that could quickly give us the key information in an easy-to-read format."

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Case Study – Ambu USA, Inc.

- "With Pro BI, we have all the information at our fingertips," said Phylllis, who went on to explain that Pro BI has helped Ambu in a number of areas, including sales analysis.

- "For example, we can more easily identify changes to sales patterns over time. We can look at how our dealers are performing by total sales or product categories. Frequently, we use Pro BI to spot trends and take corrective action when necessary."

Case Study – Ambu USA, Inc.

- "Hindsight is always twenty-twenty, but why wait for the end of month to get the information you need today?" asked Phyllis.

- "We can compare our KPIs against plan halfway through the month. If we have not reached our thresholds at that point, we can act proactively. The end result is that we have exceeded expectations more often than before."

Case Study – Ambu USA, Inc.

- "Pro BI is a great way to share information both inside and outside the company," said Phyllis.

- "We can print, fax or email reports and quickly send them directly to our employees, suppliers and customers. Everyone enjoys the benefits of having access to timely information that is delivered whenever and wherever they need it."

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Instant visual Impact of data! (Visualizer Dashboard)

Salespersons - Current Month

Sally Furness
Daniel Simmons
Gregory Billings
Ronald Patton
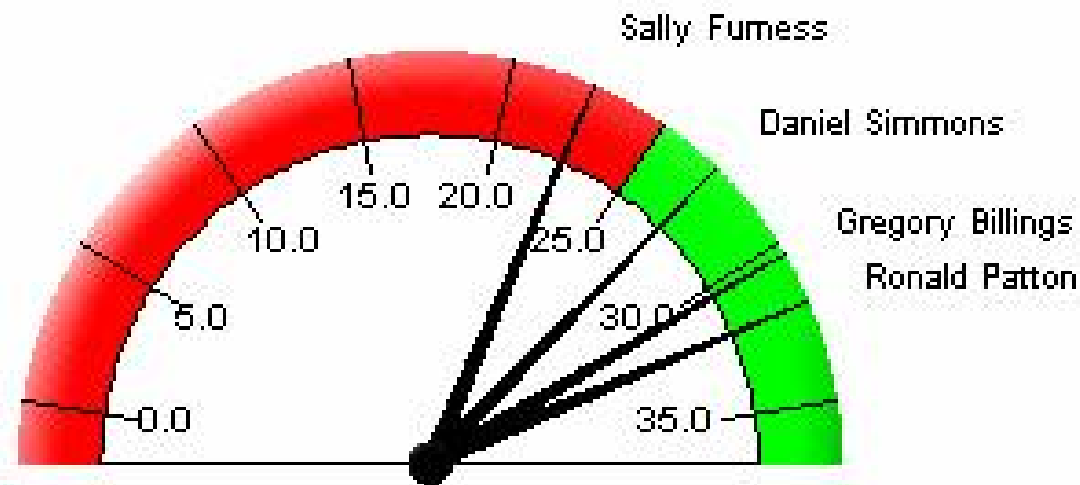
GP%
[All Salespersons]

What are the Advantages of Pro BI?

Top down analysis unlike a typical report writer   (PowerPlay Cube)

File Edit View Insert Explore Calculate Format Tools Window Help

All Customers | MTD | All Items | All Salespersons | All States | All Vendors | All Branches | MEASURES

			2004/08/01	2004/08/02	2004/08/09	2004/08/16	2004/08/23	MTD
Southeast Region	Ronald Patton	Sales Amount	5,402.14	15,337.96	17,192.31	23,427.13	4,866.46	66,226.00
		GP%	35.7%	35.3%	34.1%	26.8%	34.5%	31.9%
	Gregory Billings	Sales Amount	1,518.44	49,143.79	13,588.13	55,344.90	18,479.46	138,074.72
		GP%	20.0%	29.4%	26.9%	32.3%	30.4%	30.4%
	Sally Furness	Sales Amount	29,894.51	39,048.53	14,960.73	18,743.76	8,047.07	110,694.60
		GP%	-0.2%	30.3%	31.8%	27.9%	40.3%	22.6%
	Southeast Region	Sales Amount	36,815.09	103,530.28	45,741.17	97,515.79	31,392.99	314,995.32
		GP%	5.9%	30.6%	31.2%	30.1%	33.6%	28.0%
Southwest Region	Daniel Simmons	Sales Amount	18,062.73	73,654.64	55,499.88	43,132.37	46,247.33	236,596.95
		GP%	31.9%	26.6%	20.8%	27.3%	33.2%	27.1%
	Southwest Region	Sales Amount	18,062.73	73,654.64	55,499.88	43,132.37	46,247.33	236,596.95
		GP%	31.9%	26.6%	20.8%	27.3%	33.2%	27.1%
All Salespersons		Sales Amount	54,877.82	177,184.92	101,241.05	140,648.16	77,640.32	551,592.27
		GP%	14.5%	29.0%	25.5%	29.3%	33.4%	27.6%

What are the Advantages of Pro BI?

Interactive data analysis

3 Clicks

What are the Advantages of Pro BI?

- Focused on key business areas
  - Sales
  - Returns
  - Inventory (Value, Aging, Turns)
  - Purchase Order History
  - New Sales Order Bookings
  - New Customer Performance
  - Receivables History
  - Open Receivables
  - Open Payables
  - General Ledger Details
  - Relationship Management
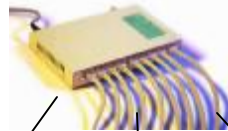 - Open Sales Orders and Purchase Orders

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How Does It Work?

FACTS/TakeStock Server

Cognos Admin PC

TCP/IP
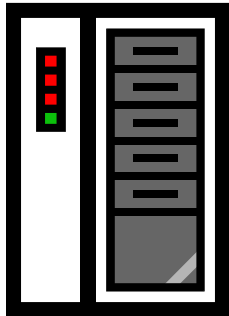
Network Switch

Data Is Extracted on
a Scheduled Basis
from the Host
Application
(FACTS/TakeStock)
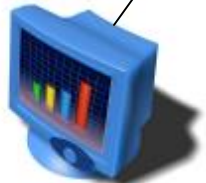
Automated scripts build
the Cognos Power
Cubes and store them
on the Server.

Users with Cognos
PowerPlay and
Visualizer analyze
data.

Users with Cognos
PowerPlay and
Visualizer analyze
data.

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PowerPlay and
Visualizer analyze
data.

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Pro BI Components

- **Pro BI Module**
  - PowerPlay Cubes/Dashboards/Dashboard Reports
  - PowerPlay Cube Models
  - Extract Programs
  - Auto Update Scripts
- **Cognos Software Components**
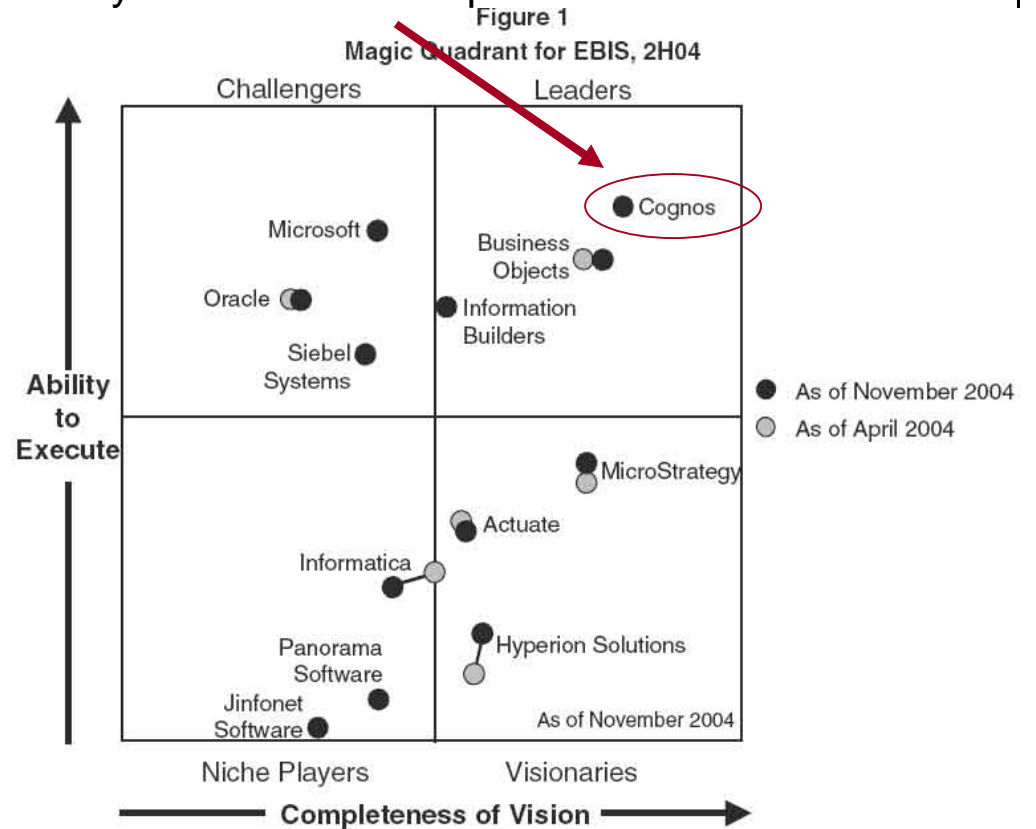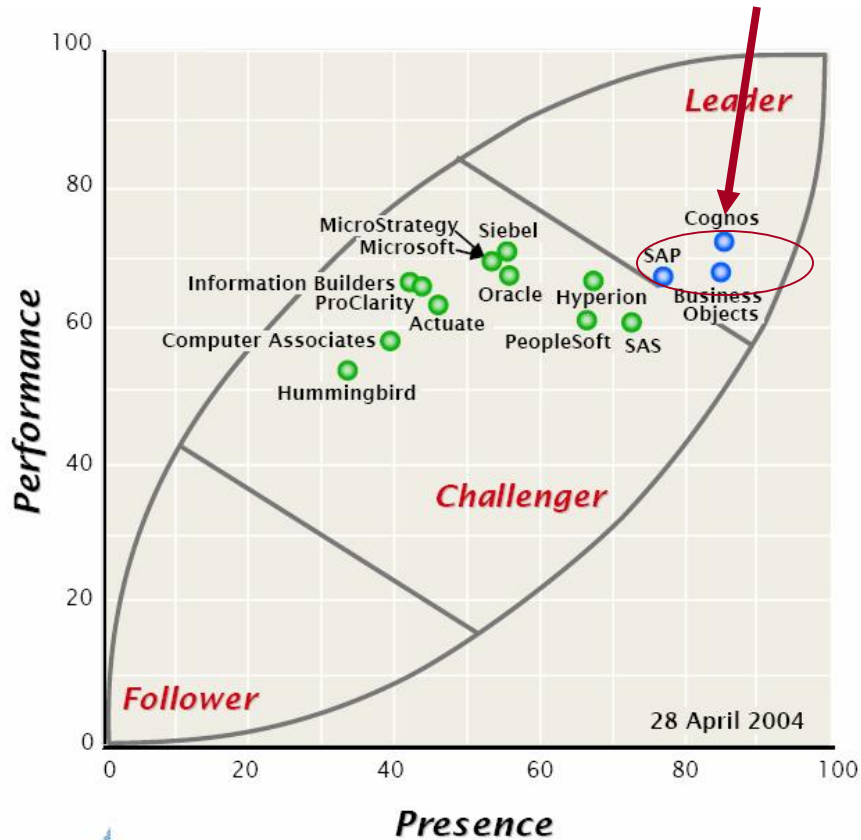 - Cognos PowerPlay (User Version)
  - Cognos Visualizer

Pro BI

Product Demonstration

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Pro BI Engine - Cognos

The Pro Business Intelligence Module is powered by Cognos Software. Cognos is recognized as a BI software leader by the META Group and by the Gartner Group.

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Source: "Magic Quadrants for Enterprise BI Suites and Platforms, 2H04", Gartner, November 29, 2004, H. Dresner, B. Hostmann, F. Buytendijk

Pro BI Cubes and Dashboards

Cubes

- Sales Analysis
- New Customer Accounts
- Customer Returns
- Open Sales Orders
- Open Purchase Orders
- Purchase Order History
- Inventory Turns
- Inventory Value
- Inventory Aging
- Inventory Adjustments
- AR History
- Open Receivables
- Sales Order Booking
- Open Payables
- GL Details
- RM Notes
- RM Past Sales
- RM Past Purchases

Dashboards

- Company Profit
- Salespersons
- Sales History
- New Sales Order Bookings
- Open Sales Orders
- Open A/R
- A/R Paid Days
- Inventory Aging
- Inventory Turns
- Inventory Adjustments
- GMROI
- Vendor Performance
- Open Purchase Orders
- G&A Expenses by Branch
- G&A Expenses by Account
- RM Notes
- RM Past Sales

- Cognos PowerPlay User version is required.
- Cognos Visualizer is required.

Questions?

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