

Business Intelligence Campaign

We're an ideal fit for:

Small and medium sized businesses, particularly those who already use 'Solution XYZ', who face challenges related to reporting and getting visibility of business performance, stakeholder reporting, third party data integration and analysis, real-time data, statutory reporting and compliance and financial standards.

Targets:

Who are you selling to and what are their pains?
 What pains does the user have/the manager/the senior management etc. in relation to data?

Example Pains:

Simply getting visibility of data in a digestible format that enables decisions
 Getting a single view of data and a single point of access
 Using data to inform decisions and spot opportunities. What decisions? When?
 Sharing data – internally – cross-function – cross business – with third parties e.g. regulatory bodies

Key Messages

Business intelligence technology Can help drive business performance

Integrating data from all your software solutions across your organization, for a multi-dimensional view of your business at your fingertips

Instantly share real-time data with key stakeholders

Use your business insights to optimize your decision making processes

Access data from across your business areas anytime, anywhere and on any device

“We were looking for a dashboard that gave a visual, and therefore much more dynamic, presentation of our data”
 Managing Director, Atrium

Jargon Buster

BI	Business Intelligence software transforms data into actionable intelligence that informs an organization’s strategic and tactical business decisions. It helps executives, managers and other corporate end users make informed business decisions.
Analytics	Ability to extract business insight from data through meaningful analysis of trends, patterns, exceptions, highlights
Data Visualisation	Data visualization is the presentation of data in a pictorial or graphical format. It enables decision makers to see data presented visually, so they can grasp difficult concepts or identify new patterns.

Sales Discovery Questions

Situation	<ul style="list-style-type: none"> Tell me a little bit about your organisation, what do you do? What does your role involve? How do you use data in your role to evaluate and improve performance? How do you use data to ensure you can compete effectively?
Problem	<ul style="list-style-type: none"> What is your biggest challenge? How much time do you spend generating reports? How much time do you spend analysing data? How much time do you spend gathering data from different systems for business reports? How many different sources of data do you need to access to be able to make informed business decisions? How quickly and easily can you identify business opportunities from your current data? How quickly are you able to pinpoint the source of problems and potential risks from your current reporting?
Emotion	<ul style="list-style-type: none"> What about the future, will you continue to succeed? In the future, how easily will you be able to evaluate whether you are on track to meet KPIs, spot business opportunities and solve challenges? How important is it to you to resolve your biggest challenge? How would you feel if you had better visibility and insight across your business, and the ability to compile data from all business areas in one place, at the touch of a button? How would you feel if you could update key stakeholders with up-to-the minute reports, automatically? How would you feel if you could access data from all of your business areas, anytime, anywhere and on any device?
Effect	<ul style="list-style-type: none"> If you carry on as you are, what will it mean for your business? What would your business look like in a year’s time if you did nothing? How will you cope with the challenges you face in your role?
Desired Outcome	<ul style="list-style-type: none"> What are your objectives for your business? If we could improve one thing for you, what would it be? What would you like to stop doing? In an ideal world, where do you think you could save most money without impacting on service levels?