Positioning Document

Product Name	Panintelligence	Persona and Market Segment	Senior management

PROBLEM

There is a problem in the industry today…   Implication

1. Increased volumes of data from different sources mean increasingly complex reporting	1. The report volume and complexity means it's hard to make sense of data /difficult to digest
2. Reporting requirements are escalating due to the need for data-based decision-making.	2. Need to speed up reporting and analysis to enable more decision-making based on data
3. Speed of digital world means decision-making requires instant real-time data	3. Businesses need real-time data to remain agile, responsive and to compete effectively
4. Businesses are being held back because they cannot access data on mobile devices	4. Both office and field-based staff need access to data to remove delays and bottlenecks
5. Disconnected systems and data silos impeding a joined-up view of the business	5. A connected view is needed to make informed decisions
6. Reporting capability which is centralized or reliant on legacy systems cause bottlenecks	6. When users do not have quick and easy access to data it slows down decisions.
7. Users increasingly need tailored reporting by role which is easily accessible	7. Users need relevant and accessible data to aid analysis and decision-making
8. Despite expensive software integrations spreadsheets still fill the gaps and consume time	8. Dashboards eliminate the spreadsheet cottage industry and simplify data sharing
9. Users struggle to make sense of data and to see what's really important within their data.	9. Business Intelligence and Analytics help users make sense of data and focus on key data
10. Businesses increasingly need to share data externally with customers or third-parties	10. Dashboards enable secure sharing of data both internally and externally

SOLUTION

The ideal solution to this problem is to give users:

1. A tool to **easily connect multiple sources of data**
2. A **self-service tool** which removes the need to create and recreate reports
3. Access to **real-time data** on **any device** to enable quick decision-making
4. Give users a tool which will allow them to **view data** in a way that is **easy to digest**
5. An interactive tool which allows them **to drill down and filter** to analyse and problem-solve
6. Give users a tool which they can use to **create different views** of the same data
7. **A tool which uses exception reporting and automated alerts to focus** on the important things and simplify the job of making decisions which can drive your business forward.

POSITIONING STATEMENT (25 words or less)

Panintelligence is an interactive reporting and dashboard solution which puts data analytics at your fingertips to enable better decision making and drive innovation and business performance.

PRODUCT DESCRIPTION (50 words or less)

Panintelligence allows users to gain a multi-dimensional view of their business, anywhere, any time, and on any device. It offers intuitive dashboards comprised of real-time and third-party data from all business areas, allowing users to drill-down into different data sets and patterns, comparatively or by exception, for instant analysis, meeting evolving business demands and driving business performance.

PROBLEM-ORIENTED FEATURES

1. Optimising business performance

   Combine data from any data source for one view of your business. Role-based access means your users see the data that is relevant to their role and you are always in control of the data your users can see.

2. Driving efficiency

   Self-service tool which makes it easy for users to create charts and dashboards to meet the needs of different roles. Create once, never create again. Share easily across your business to save time and resources. Intuitive interface encourages rapid user adoption so that meaningful data is in the right place at the right time.

3. Speeding up decision-making

   Supports different views of your data from KPI reporting right down to the detailed data, eliminates time-consuming manual reporting and duplication of effort. Interactive filtering and drill-down means users can view data selectively and can easily analyse from a top-level view right down to the detail in the underlying data. Charts and graphs make real-time data visual in an easily digestible format which makes sense to the user and enables them to make decisions quickly. Exception reporting means you can see get to the important information quicker. Email alerts means real-time data is shared instantly so you can make decisions quickly.

4. Accessible data when and where you need it

   Instant, anytime, anywhere access on any device (mobile, tablet, desktop) means you're never waiting for reports. Your field-based teams can always get access to data on mobile devices so you and your business can be agile and make decisions quickly which can help drive your business forward.

5. Enabling innovation

   Enables visibility of meaningful data across your business and across different data sources which drives innovation and improvements in business processes and performance through improved sharing of information, better collaboration, better visibility of processes and business functions. Data visualisation drives changes and improvements in processes, behaviours and business performance.

6. Drives customer satisfaction

   Enables greater transparency and better sharing of information. Enables greater collaboration by allowing you to keep customers regularly updated with the latest information. Improves customer service and satisfaction.