

# Marketing EIS

## The Need

Informed decision-making is key to survival in this age of global competition. From the executive who makes strategic decisions to business users making tactical and operational decisions, people need accurate and timely information to make good choices. Across the enterprise, users want information that is specific to their needs. Traditional information systems cannot accommodate such varied demands.

The time is now ripe to realize the fullest potential of your time, effort and money spent on putting in place your IT infrastructure, systems and databases – ERP or otherwise.

**The Marketing EIS solution is designed to present, evaluate and analyse marketing initiatives and performances. The decision-makers can get a better understanding of marketing function, focus better by getting to the depth of information, as a tactical, operational or a strategic executive and drastically reduce generation and distribution of paper MIS reports.**

## With Marketing EIS

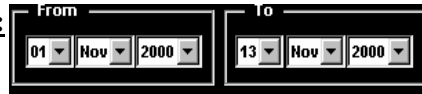
- **Minimize the time spent** in collecting and distributing data across organisational hierarchy
- **Flexibly drill down** along data dimensions, which give valuable clues in tracking sales performance.
- **Zero-in on key performance indicators** by making on screen choices.
- View Alerts and Analyse **Violations** of business rules, **Exceptional** performances, **Thresholds** and **Variances**.
- Take Decisions on **Rewards** and **Rectifying measures** instantly.
- **Combine data** from RDBMS, DBMS, with data from WEB, spreadsheets and text files to add substantial value to data.
- Take **comprehensive** as well as **selective reports** by using the filter choices available.
- **View the underlying transaction details** with a click of a mouse.
- **Hoist your data from transaction databases on the WEB/Intranet for general or for organisational viewing**

## Dynamic Entity-Level choice options

Dynamic Entity-Level choice options is the foundation on which the Marketing EIS users can dynamically move up and down the Business Hierarchy of the Marketing Function. Viewing of Dynamic Reports is also possible due to this key feature.

- The **Dynamic Entity-Level choice options** enable the users to exercise **Period Choices** and **Amount choices** in order to view data selectively or comprehensively.

**Period Choices :**

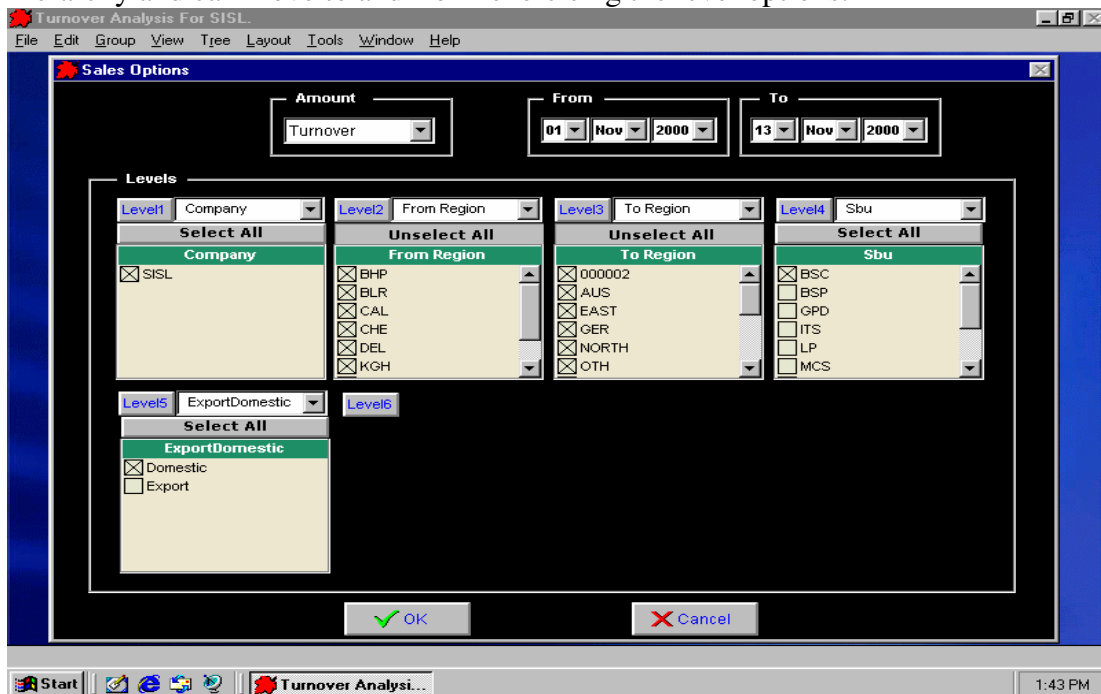


The image shows a dialog box with two main sections: 'From' and 'To'. Each section contains three dropdown menus for day, month, and year. In the 'From' section, the values are 01, Nov, and 2000. In the 'To' section, the values are 13, Nov, and 2000.

You can select any combination of Periods using the **From Date** and **To Date** List Boxes. Appropriate check

is maintained to see that you choose the date options properly.

- The **Dynamic Entity-Level choice options** also enables the user to set-up *any Entity* at *any Level* and allows random Drilldown into sales data *upto 10 levels*. The application thus allows the users to view information and print reports for various permutations and combinations of entities and levels. The user can *filter the values* within the chosen entities at each level. The user can move up and down the business hierarchy and can move to and fro in exercising the level options.



For e.g. the user may set Region dimension at Level1, drill down into Division dimension at Level2, further drill down into Product Group dimension at Level3 so on and so forth upto Level10. Any data dimension may be chosen at any level so that the data may be viewed in infinite combinations. Furthermore filters may be applied to say Product Groups chosen at Level1 and Region and Products which may be chosen at Level2 and Level3 respectively.

### **Level Buttons:**

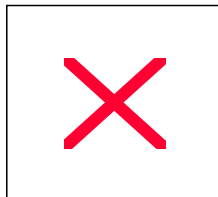
Help to **drill up** and **drill down** in the application Clicking on the button displays the **ListBox**, **Check Box** and a **Select All button** for that level it also displays the next level button clicking on which the user can drill-down further. You can move ahead or move back using Level Buttons.

For Example: Clicking on the **Level1 Button** the **List Box**, **Check Box** And the **Select All** button for the First Level along with the **Level2 Button** is displayed. You may click on **Level2 Button** and move forward. In case the user is already at a higher level say Level5 or Level6 then Clicking on **Level1 Button** hides the subsequent levels and the user may start again and choose another navigation path.





The ListBox allows You to choose any data dimension as seen in the picture. Choosing an entity in the listbox populates the corresponding check box with the values of the data dimension chosen in the listbox.

### **Check Box & Select All Button:**



The Check box gets populated with the values of the Data Dimension chosen in the above list box. If you change the data dimension in the list box the values in the check box will also change accordingly. You may filter the values manually or choose all the values present in the check box by clicking on the **Select All** Button . The **Select All** Button is a multi state Button that allows for quick selection and deselecting of data values.

**OK Button:**  Clicking on this button starts the necessary calculation. The results are displayed in the Position And Trend Depending on the previously displayed Screen, i.e. if the earlier displayed screen was Position then clicking on OK button shows the Position screen again.

**Cancel Button:**  rns to the previously displayed screen without performing any calculations.

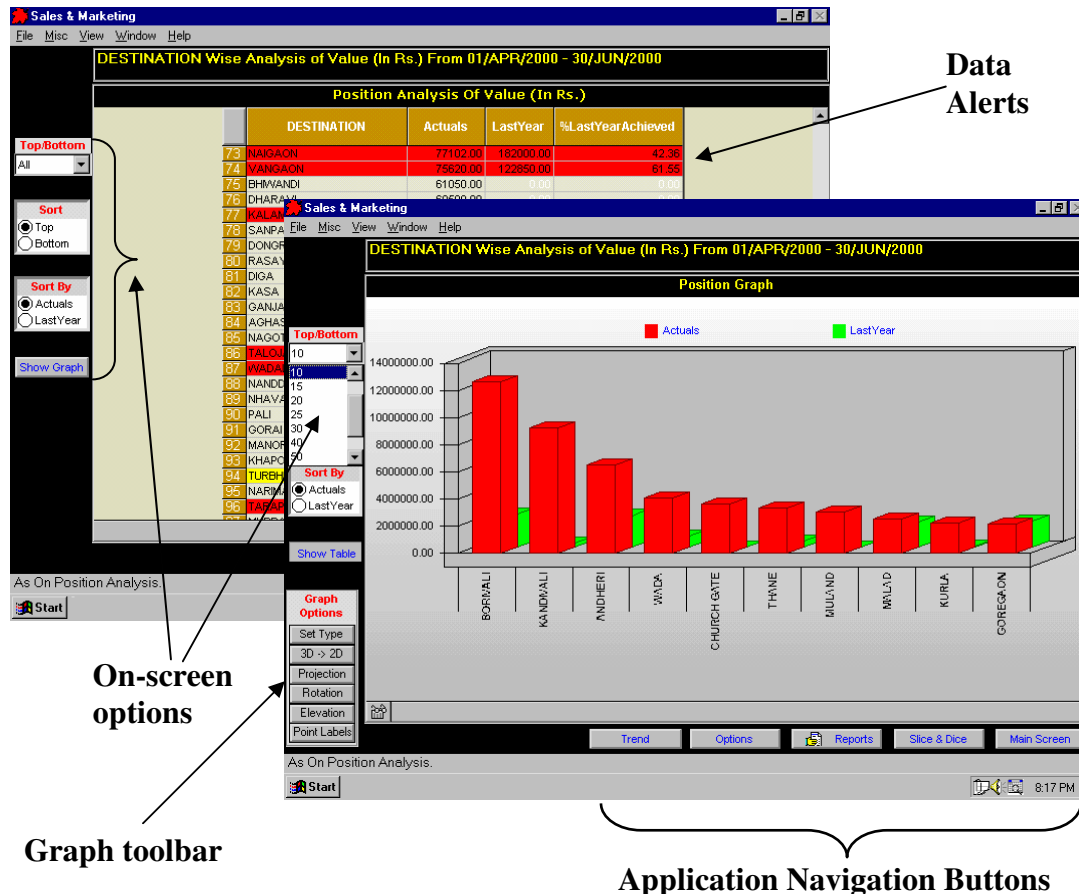
## **Marketing EIS – Data Perspectives**

The Marketing EIS is divided into three data perspectives:

- 1) The Position Perspective
- 2) The Trend Perspectives
- 3) The Slice and Dice Perspective

## The Position Perspective

The Position perspective displays the results and reports, which are cumulative as-on positions of Sales and enables comparison with Budgets and Previous Year data .

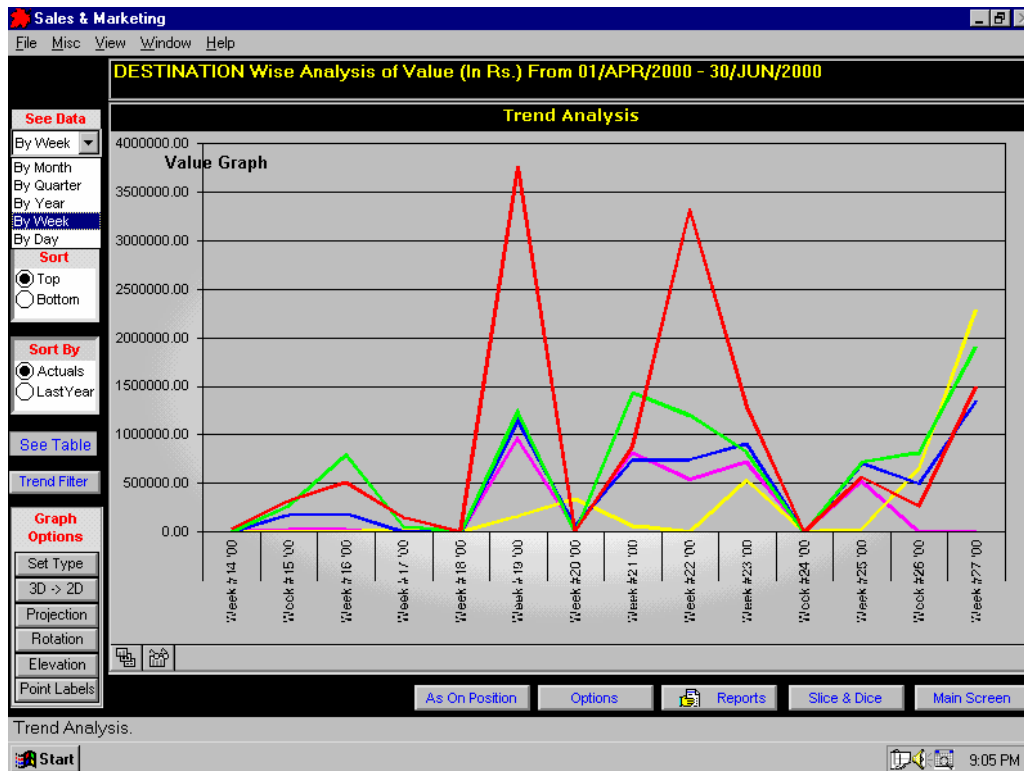


**Position perspective - view actual sales performance and comparisons with Budgets and Previous Year.**

- The Position Perspective can show **actual sales performance vis-a-vis Budgets and Previous Year** for all the entities in a data dimension (regions, products, customers, salespersons etc.) or for top 5, top10, top 15, ..... etc. entities.
- The on-screen options enable viewing of selective data so that **focus on important information** is not lost due to overload of information
- The graph toolbar enables **choice of appropriate graph and movement of graphs** (projection, rotation and elevation) in order to view the minutest of details.
- The Data Alerts, shown in yellow for **CAUTION** and in red for **ALERT**, indicate deviations and exceptions that require focus.
- The Position perspective displays the reports, which are cumulative figures of Sales for the period choice exercised from **Dynamic Entity-Level choice options**.

## The Trend Perspective

The Trend perspective displays the result and report across the time dimension from choice exercised from Dynamic Entity-Level choice options



**Trend perspective - view data and graph across time dimension – day, week, month, quarter, year.**

- The trend perspective can show the trends for all the entities in a data dimension (regions, products, customer categories, customers, etc.) or for selected entities or for top 5, top10, top 15, ..... etc. entities.
- The data is presented for the amount choice ( from value or quantity amount choices) exercised and is presented as **figures** and **percentages** across the chosen time dimension (By Year, By Quarter, By Month, By Week, By Day).
- The graph may also be viewed for **figures** and **percentages**. The percentages allow the user to observe the seasonality of buying patterns of regions, products, customer categories, customers and other such data dimensions.
- The entire table and graph can be sorted in ascending and descending order to view good and poor performance trends.
- The Trend perspective displays the reports, which are Trend figures of Sales across time dimension for the period choice exercised from **Dynamic Entity-Level choice options**.

## The Slice & Dice Perspective

The Slice & Dice Perspective enables you to access Sales and Marketing Information quickly and easily. Simply click on the Slice & Dice Button, choose the analysis you want to run, and click the Calculate button. The slice and dice feature allows the users to select any data dimension/s on the row axis, change the order of row selections and cross-tabulate it with any data dimension on the column axis. In doing so the user may also use filters for analysing selective information for locating exact causes of deviations or problems.

### What the Slice & Dice module looks like

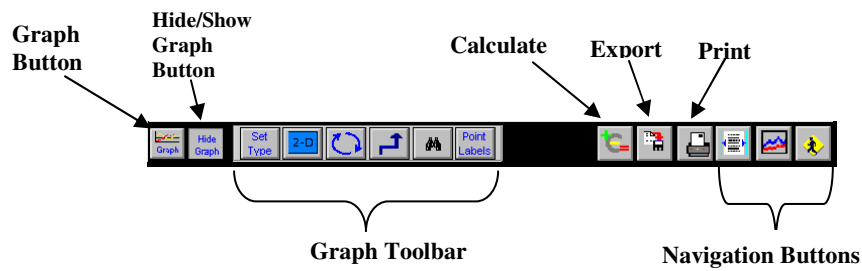
The Slice & Dice module displays the Analysis Result, Row Choices Check box, Amount Choice Drop down list, Row Selection order and the Column Choice radio buttons. At the bottom of Slice & Dice are displayed:

1. The graph button, show graph button and tool bars for graph selection and manipulation,
2. Buttons for Calculating, Printing and Exporting the Analysis Result and Graph and
3. Buttons for Navigation.

Segment	Branch	Qtr	Months	1998-1999	1999-2000	2000-2001	Sum Value	
Direct	MUMBAI	Q1	Apr	0.00	14628298.00	21065300.00	35693598.00	
May	0.00	12926034.00	24752495.00	37678529.00				
Jun	0.00	12776204.00	20878842.00	33655046.00				
				0.00	40330536.00	66696637.00	107027173.00	
			Q2	Jul	4703570.00	16381706.00	31604284.00	52689560.00
			Aug	802912.00	13921635.00	15641534.00	30366081.00	
			Sep	501610.00	14330834.00	0.00	14832444.00	
				6008092.00	44634175.00	47245818.00	97888085.00	
			Q3	Oct	2905862.00	11934643.00	0.00	14840505.00
			Nov	928765.00	18029167.00	0.00	18957932.00	
			Dec	207834.00	2019696.00	0.00	2227530.00	
				4042461.00	31983506.00	0.00	36025967.00	
			Q4	Jan	2306270.00	19762818.00	0.00	22069088.00
			Feb	20151970.00	19118048.00	0.00	39270018.00	
			Mar	8160230.00	34690142.00	0.00	42850372.00	
				30618470.00	73571008.00	0.00	104189478.00	
				40669023.00	190519225.00	113942455.00	345130703.00	

**Slice & Dice feature gives valuable insights into key marketing information, which may be viewed as tables, and graphs and which may be hoisted on the Web.**

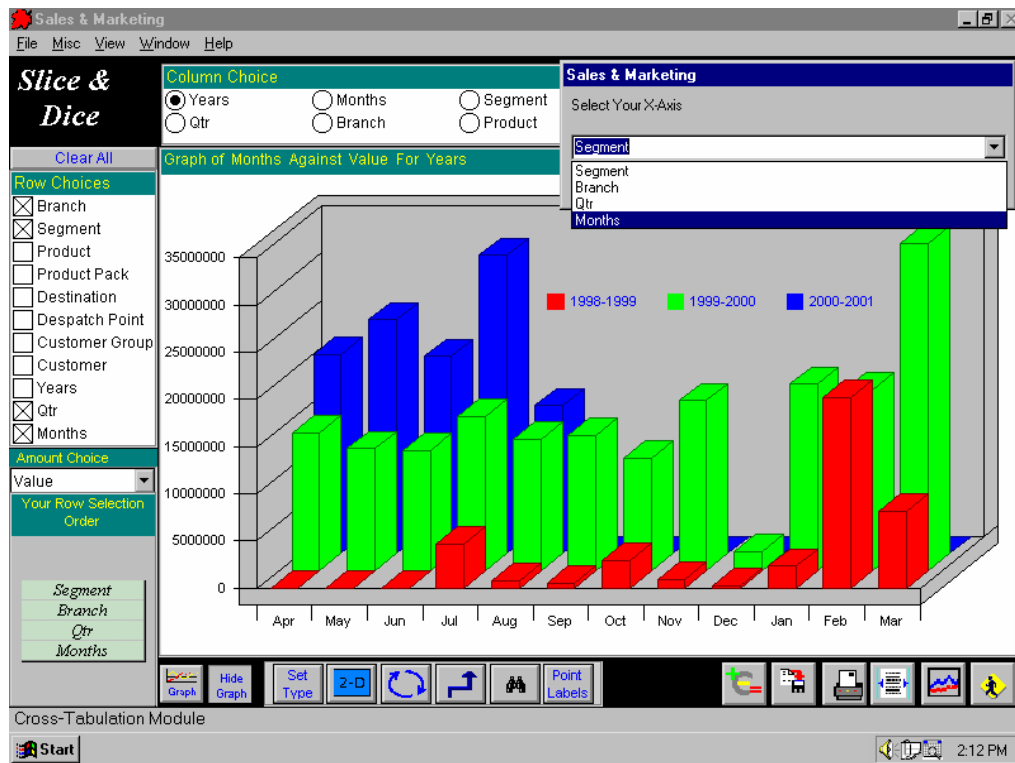
The Slice & Dice also enables you to make changes to the open analysis and to manipulate the analysis results within a Microsoft Excel spreadsheet once the report is generated. You can export the analysis data and graphs to your corporate web site or intranet site.



**Slice & Dice Toolbar**

**Rich Graphics**

One graph reveals more than what hundreds of figures do. The rich graphics creates instant impact and helps the decision-makers in analysing performance at organisation, region, division, product group, product (etc..) levels. It assists the decision-makers in taking better-informed decisions without having to spend time in looking at reams of paper reports.



**Graphically view Analysis Results by flexibly choosing X-axis and Y-axis**

## Enterprise-wide deployment

The Marketing EIS solution has complete *built-in security, which* restricts the access to information to unauthorised users. The security layer enables the *deployment of marketing EIS application across the enterprise*. It allows the users to only see information pertaining to his domain as set by the system administrator. For e.g. - A user at a region or at a branch can only see information pertaining to his region or branch.

The security layer also allows the system administrator to carryout *system administration tasks* which only he is authorised to perform. The system administrator can also add *new users*, give them *privileges* and *allot them passwords*. The users may further modify their passwords at any point of time so that unauthorised access is prohibited.

## About Pranali Consultants

We at Pranali Consultants use Business Intelligence tools to build user specific applications that seamlessly incorporate graphical desktop decision support, horizontal and vertical data navigation and data investigation. Our Business Intelligence Applications deliver information on critical business indicators on the desktops of the users who run the company.

### Our Solutions:

- Are being used by Multinational and Indian Banks, Financial Institutions, Pharmaceutical and Chemical companies, Food and Beverages companies in India and abroad.
- Provide a view of strategic business indicators that is highly graphical and intuitive to navigate.
- Incorporate controls that proactively manage information system and work with data at all levels of needs - strategic and operational.
- Enable automatic data monitoring, data analysis and data investigation with event driven alerts and triggers.
- Can combine data from diverse data sources (over 25 data sources) including data from WEB sites.
- Provide for dynamic and WEB enabled, flexible viewing and reporting environment to the end-users.

## For More Information Contact:

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