



Beat the Financial Downturn Using Business Intelligence

Let Business Intelligence Help Drive Your Business

In a tougher market, purchasing new technology can often be delayed until times are more certain. Contrary to this, slower times of economic growth can actually be the best time to invest in technology that helps to **maximise performance and enhance decision-making**, and secure a company's future.

Decision-makers who embrace business analytics applications will find that the initial investments in such tools are a relatively **low cost method of maintaining a competitive edge**. Slow business periods are also often the best time to launch new initiatives, for example, vendors will find that implementation times are shortened when business is slowest.

Often organisations are loath to change, preferring the devil they know such as spreadsheets, even when they realise the inaccuracies and operational inefficiencies of remaining stagnant. Progressive organisations understand that the real question is not whether your company can afford an investment in business analytics, but in such lean markets, can you afford not to?

Understanding that business analytics can be your organisation's greatest shield against a market downturn is a significant advantage to all decision-makers. By **transforming raw data into business intelligence** and undergoing rigorous questioning and ongoing measurement, your business will be better placed to **make accurate and informed strategic decisions**, ensuring your organisation emerges from a downturn leaner, and in a strong competitive position.

SOLUTION: Zap Business Intelligence

Zap Business Intelligence is a web-based business intelligence solution that provides the big picture you need to drive your organisation's success. It delivers a shared understanding of key data across the whole organisation so you can monitor and improve performance. With Zap Business Intelligence, you can instantly find out how your company is doing, understand why, and plan for the future.

Zap Business Intelligence provides a common information system across your organisation. It takes data from your operations systems – such as Enterprise Resource Planning (ERP), finance, payroll, sales, manufacturing, point-of-sale, Customer Relationship Management (CRM) – and provides an integrated view of performance. Your employees access a user-friendly web portal and view dashboards, analysis, reports and scorecards to help them make decisions and decide on strategy. Selected information can also be shared with trading partners, suppliers and customers.

FEATURES & BENEFITS

◆ Analysis

Users can "slice and dice" data to quickly investigate multiple dimensions.

◆ Dashboards

Give you an instant visual snapshot of how your company is performing.

◆ Scorecards & KPIs

A collection of KPIs such as revenue and cash flow that are used to measure an organisation's performance against targets.

◆ Reporting

Provides flexible, self-service reporting that improves the accuracy and efficiency of your reporting processes.

"Of all the business applications we use, Zap makes the most significant contribution to the company. We use it every day to manage the business and monitor performance and it improves our ability to make informed decisions."

*Sean Duggan
Masterpet Australia*

7 REASONS TO CONSIDER BUSINESS INTELLIGENCE

1. Focus your organisation through a centralised information portal
2. Proactively detect issues and opportunities at the earliest possible stage
3. Provide a shared understanding of performance across the organisation
4. Reduce manual reports and processes with automation
5. Provide self-service information
6. Enable fact-based decision-making
7. Improve data accuracy and minimise errors



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