

An introduction to Business Intelligence for the Mid-Market Enterprise



Why Your Organization Needs Business Intelligence (BI)



2.5 times faster
Those using mobile BI can make decisions 2.5 times faster than those who do not.

60% Data Mining
48% Collaboration
75% Operationalizing business intelligence

Data mining (60%), collaboration (48%), and operationalizing business intelligence (75%) are very important to organizations.

Three key business issues that will be top of mind for both the CEO and the CIO in the coming years:

People skills to manage growing organizational complexity.

Client relationships.

Data—business intelligence and analytics.



Business Intelligence accesses trusted information in a timely manner, then puts it into a useable format.

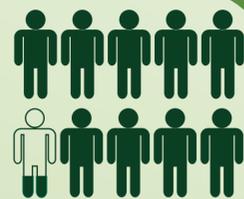


So that people across the organization can collaborate and make better business decisions.

"92% of CIOs said they would lead or support efforts to drive better real-time decisions and take advantage of analytics."¹



Which gives the company a competitive edge.



What Solution Is Best for Your Company



It must address your financial reporting needs

The right solution will provide insights into historical data and help increase transparency of your company's financial events and overall health. And with better insight, you have the ability to make better decisions.



It must be able to consolidate reporting from multiple sources

To stay competitive, you need more than simple general ledger reporting. A good BI solution should go beyond financials and allow you to combine information from multiple sources, including your ERP, CRM, and payroll databases, to deliver a 360-degree view of your company. Your BI solution pulls all of your existing information together from multiple companies, divisions, and data sources and provides an easily digestible format for in-depth analysis.



An Excel-based solution will be easy to use

There is a reason that Microsoft Excel® is so dominant—it is easy to use, global, and it can handle data manipulation and analysis and deliver the graphical representations required for most reporting. It can be a powerful tool when used within a structured BI solution, and your end users already know how to use it.



Graphical dashboards support agility

Graphical dashboards provide a visual overview of the company's top KPIs so you can track performance. Trends are easily recognizable to aid decision making.



Additional tools support business insight

For example (a) Alerts—With automated report distribution and notifications, your company will always know when numbers fall outside of acceptable benchmarks. (b) Drill down or inquiry tools—Learn more about the numbers behind your data points and drill down to detailed transactions.



How Sage Intelligence Can Meet Your Needs

Out-of-the-box value

The solution comes with predefined financial, sales, dashboard, and other reports.

Consolidates data

Data from multiple companies, divisions, and departments can be consolidated into one report using information from any ODBC-compliant database.

Easy to use

Employees can view, analyze, and customize reports in the familiar interface of Excel. This leverages existing Excel skills in your business, maximizes flexibility, and lowers your total cost of ownership.

Eliminates "spreadsheet chaos"

Sage Intelligence provides a controlled and secure environment to store and run your Excel reports.

Saves time and money

Sage Intelligence automates report preparation by pulling trusted info from your ERP system and other sources into Excel report templates when you need it, so you can spend your time analyzing the data rather than pulling it together. You will reduce manual report preparation, repetitive data pulls, and complex back-end data joins.

Flexible reporting

You can take full control of financial reporting with the Report Designer module, which fast-tracks the building of financial reports through an easy-to-use drag-and-drop interface. Reporting Trees functionality allows you to model a reporting structure and view your organization in many different ways.

Improves collaboration

Automated report distribution can be set up, which allows for improved access to information and collaboration among teams

- | Distribution Settings | Manage Distribution Instructions | Select Instructions | Send Now |
|--|---|---|--|
| <ul style="list-style-type: none"> Automatically works with Outlook profile Exchange or SMTP can be set up Only set up once | <ul style="list-style-type: none"> Set up instructions for each unique distribution method Only set up once per instruction | <ul style="list-style-type: none"> Select which instructions to use for your report Create and link your report in the Report Manager to retain your settings for each report | <ul style="list-style-type: none"> Select Send Now to execute your Distribution Instructions for the current report Can also be executed using a scheduler command |

Other key points:

- Part of your Sage ERP package, which makes implementation seamless and cost effective
- Reporting tool of choice for Sage ERP and accounting products

¹ The Essential CIO: Insights From the Global Chief Information Officer Study, IBM, May 2011.