



Analys^{RT} The comprehensive analytics core of Investigator^{II}

Investigator^{II} provides the business professional with the tools to analyse, forecast and monitor performance. Analys^{RT} is the data analysis module within Investigator^{II} providing comprehensive real-time data investigation tools. Building on sales reports of products, by channel and customer, and including price and cost information, Analys^{RT} generates information on revenues, volumes, margins and a host of KPI's. Comparisons against budgets and plans can be quickly analysed down to individual products and channels. Measures such as moving average and year on year comparisons are just some examples of the array of calculated facts on offer. The facilities in Analys^{RT} apply equally thoroughly to producing forecasts and investigating market performance as to analyzing sales history. Analys^{RT} includes the following functions to make it an analysis platform of choice for managers and their teams:

Real-time data

All calculated facts are produced dynamically on-demand, not only basic data, but the measures used for your KPI's are always current. The web browser access to the central data repository assures you of the latest data dependent only upon the rate of input data feeds.

Easy navigation around multi-fact data

Product or customer hierarchies can be drilled down to individual entries. You can move directly from one hierarchy to another at any level. So from looking at products at one level you can immediately see the customers at that level, or for that matter any other hierarchy you may have facts for. Having drilled down through one hierarchy you can track up in another, and all with simple point and click commands.

Charting

Any data set can be presented as a chart. Chart types include line graphs, bar charts and pie charts. Any chart colours can be chosen and pre-set to represent particular categories of data, such as products or sales territories. So, if a corporate colour code exists, this can be used consistently across the organization.

Personal Settings

Because you will have individual responsibilities and objectives you will want the data relevant to you to be presented as you want it. Selections of data over any hierarchy or category and time period can be made. When you log on, the system remembers your preferences, your last view and saves your report templates.

Time and calendars

Analys^{RT} treats time like a hierarchy so you can make selections over periods you define and drill down through months, weeks, days or other periods defined in your system. It is possible to work with parallel calendars so a sales team might look at data in calendar months, the operations people may use week numbers and the financial department financial year and accounting periods. The system ensures these different views can be reconciled and are consistent.

	Jan 2004	Feb 2004	Mar 2004	Apr 2004	May 2004	Jun 2004	Jul 2004	Aug 2004
1- Total All Prod	549,212	53,867	160,457					
2- Bath products	100,648	251,859	13,186	81,912				
2+ Bath Misc	67,318	5,031	30,089	1,590	20,414			
2- Total Shower Prod	190,093	69,252	180,866	8,112	18,764			
3+ Shower Gel	143,480	94,708	69,631	5,550	13,991			
3+ Shower Creme	54,613	14,644	31,234	2,562	6,173			
2- Total Soap	236,375	39,890	130,633	7,988	49,864			
3+ Bar Soap	114,657	34,871	54,422	7,148	18,176			
3- Total Liquid Soap	121,718	5,019	64,211	840	31,688			
4+ Luxor Led Soap	9,853	2,256	5,164	564	1,869			
4+ Natural Led Soap	30,514	2,441	16,948	276	10,651			
4+ Value Led Soap	20,982	2	16,326	0	4,524			
4+ Suds Liquid Soap	40,887	110	45,773	0	14,644			
2+ Gift Sets	35,486	21,230	26,772	2,991	8,503			

Pivot tables and paging

Switch between product and market views with one click. Create your own 'data cubes' by comparing any hierarchy with any other (we check to see if it is a valid comparison) and view them with the prime data of interest as rows or columns. View multiple facts in adjacent rows and still have totals correctly displayed at row and column ends.

Calculated facts

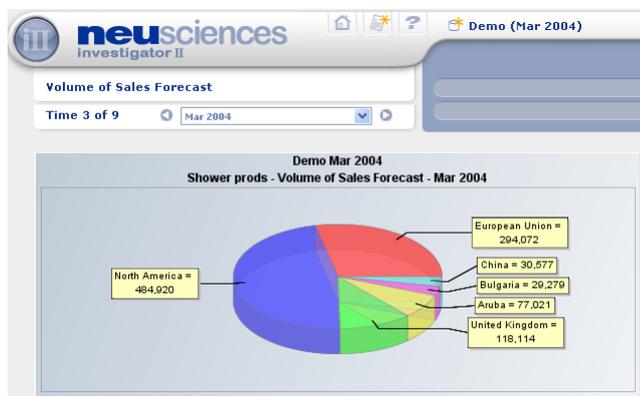
Common calculated facts like values from volumes and prices, cumulative sales over periods, averages, comparisons of actuals to budgets as differences or percentages, are all available. But if you need unique calculations to get KPI's meaningful to you, then these can be easily incorporated. As all calculations are performed dynamically with the latest data, results are always current.

Filtering and Ordering

To compare the performance of different products, customers, categories and markets, Analyser^{RT} offers powerful methods for selecting and ordering data. For instance, you can ask for the best selling products. Choose the number you want to see individually, say four or five, order them by value and see what percentage they are of total sales. You could split them out and order them alphabetically or by other attribute, such as margin or price. There is no need to create complex expressions to do this, simple intuitive point-and-click operations are all that is needed.

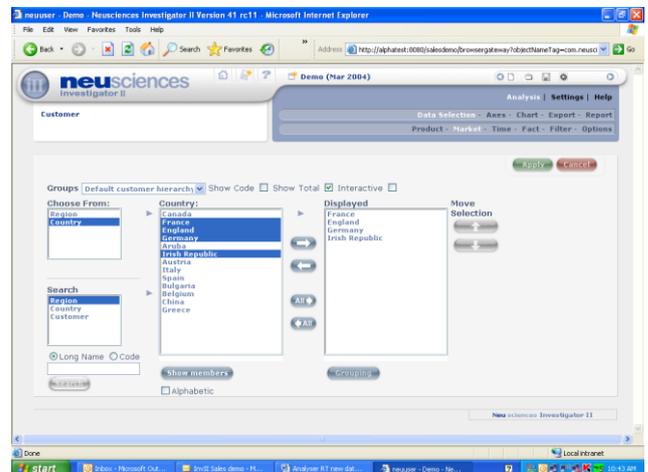
Using Market data

If your business has access to good market and competitive data (like most FMCG sectors), this can be imported into Investigator^{II} and used for analysis. Filtering and ordering becomes a powerful tool in this situation to be able to spot the strengths and weaknesses of your competitive situation in different markets and product sectors. The Market Watch module makes this straightforward and powerful. Furthermore, with the associated Forecast^{FL} module you can use this data to predict market movements.



Services to support Analyser^{RT}

To support the configuration, installation and support of this enterprise-level analytical application, we can provide consultancy, development, data management, help desk and maintenance services. Because we are focused on businesses manufacturing, selling and distributing high volume product ranges, our support staff are experienced in translating your needs and processes into applications that work for you.



Investigator^{II} system architecture

Investigator^{II} is a web server application accessed via standard browsers, using HTTP, or SOAP. As well as manual input, data can come from file feeds, automatic feeds linked to ERP systems, transaction systems and other sources. Only base data is stored using SQL Server. All calculated facts are performed on request. This makes the system capable of real-time operating. The application comes with Analyser^{RT} as standard and additional capability, such as Forward Look forecasting and Market Watch for external market data come as options. Backing these up are administration facilities for configuration, security and management.

Capacity & performance

The application can accommodate an unlimited number of hierarchies or facts. Performance is dependent upon hardware configuration. This should be configured according to the number of users and extent of the data to be held.

Minimum Requirements

Web Server:
 Pentium processor > 1.5GHz, 512Mb RAM, 40Gb disc, running SQL server, Apache Tomcat and Java VM1.5.
 Note: database can be hosted on the web server or on a separate database server as required.

Client:
 PC with Internet browser Explorer 6 or equivalent, internet or VPN network connection

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