

DNA ERP – Business Intelligence - SALES

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The analysis of sales data is the milestone of Business Intelligence. The performance analysis of the sales force network and the analysis of revenues and margins are the basis of business needs. Of course, the respect of the delivery date, and therefore the customer satisfaction is an important aspect that should be kept under constant review. This is just a small part of the graphs and tables that you can display in real time with many searching criteria already set in the standard dashboard, immediately available after B.I. activation. The Sales dashboard can bring your attention to maximum detail, e.g. a document row, allowing you to check in a few moments how they were achieved, or missed, your business goals.

To remain consistent with its philosophy of software development and customer approaching, ITACME Informatica wanted to stand on the growing market of B.I. not with custom projects implementation, but investing in the development of a series of products that are already configured and complete which relate to the managerial areas of main interest.

This philosophy, widely used in DNA, does not affect the ability to customize and implement the B.I. module in the individual customer project.

The BI DNA modules are based on the powerful tools of the innovative Aql technology of QlikView, which allows the real-time processing of millions of unaggregated records directly collected from the Oracle data base of DNA, without requiring the presence of an intermediate architecture or hardware or software.

The modules of DNA B.I. do not use a data base already aggregated or with a predefined size of the cubes, as in traditional OLAP technology, but use the data at the same level of detail of the ERP.

This allows the applications to provide both associated data defined in charts and pivot tables and the detailed data used by the calculation algorithms.

Moreover, the definition of new dimensions and new graphic objects or modification in the algorithms can be carried out without the need to implement anything in the application database, since all DNA data are already available in each module.

This increases the productivity for customers as the standard solution of ITACME Informatica allows an operating range of management and implementation to create, change or update the content and the layout of the application.

Sales dashboard

The product has in its database all the records of many months or years with all the needed detail of data. The data are splitted by category to allow for an appropriate and consistent aggregation:

- sales orders
- sales invoices
- invoices to be issued
- credit notes
- customer contracts or open orders
- quotes

The main features are the following:

Analysis over time

The analysis allows you to navigate to one or more categories of data for temporal dimensions in combination with classes of materials, geographical areas, customers, manufacturing orders, sales agents.

Statistical analysis

The analysis allows you to check different data categories and the comparison among different timeslots (year, quarter, month, week, day) in combination with classes of materials, geographical areas, customers, manufacturing orders, sales agents.

It includes specific graphics for the profitability analysis for geographical area, customer, product.

Variations analysis

The analysis allows you to highlight the different value of one or more data category and the comparison among different timeslots (quarter, month, week) in combination with classes of materials, geographical areas, customers, manufacturing orders, sales agents. You can survey cost and quantity values.

Average analysis

The analysis allows the compare the average values of one or more data categories.

Margin analysis

The analysis allows to classify the sales margins of products in zones with drill downs to the single item.

Analysis on prices

The analysis allows you to compare and calculate the prices and the discounts charged for different time periods and business areas, customers, geographical areas, products, prices and discounts applied.

Dashboard changes

With different dashboards allows you to examine one or more data categories the actual and the forecast values (mathematically calculated) in one section, the comparison with same periods of the previous year in a second section.

Analysis on the timeliness of delivery

The analysis allows you to examine and calculate times and delays in delivery, based on time periods, business areas, customers, geographical areas, sales agents, product.

Sales orders (backorder)

It is possible displaying the customer orders portfolio for different time periods in combination with products, customers, geographical areas, manufacturing orders, sales agents.

Documents

Contains a pivot table to survey the data details of the graphic representation described above; it is a useful tool for monitoring data.