

*“Advanced, customized reporting for business users, 100% Web.”*

Aqua Business Metrics is a dashboard for key business indicator management, featuring integrated OLAP navigation, information viewing, analysis, and reporting for simplified monitoring and decision making.

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## Main benefits

Reporting environment to support analysis and monitoring of business performance.

Allows quantifying value creation from previous decisions, both short and long term.

Simplified comprehension and communication of business goals and strategies for the entire organization.

Speeds up daily management and flow of information my means of alert management and goal compliance monitoring.

Provides support to various business domains (management, quality assurance, marketing, sales, etc.) in terms of information accessibility and security.

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## The solution

Aqua Business Metrics is a solution designed to empower business users with the following capabilities:

- Answers to their questions in a flexible way, by means of a user-friendly interface.
- Simplified, customized data queries through OLAP navigation and graphics-supported reports.
- Information drilling for environmental change detection and threat / opportunity identification.
- Faster performance measurement for all corporate business areas by managing their key indicators.
- Improved access, input and output of relevant business information.
- Easy comprehension and communication of corporate goals and strategies.

## Key elements

- Web application designed for easy integration within existing infrastructures and standards at corporations as well as with other Aqua solutions.
- Easy to implement and highly scalable.
- Fast management and monitoring of business performance by first defining goals within the application.
- Simple goal compliance visualization base on user-defined deviation thresholds.
- Automated alert system triggered by deviations for immediate action.
- User desktop for customizable information querying and viewing, as well as shared workspace for coordinated business indicator management and follow-up reporting.
- Collaborative work approach for validation and authorization of all shared information. This feature makes Aqua BM a standalone, online work environment.

## Main areas for application

Aqua Business Metrics supports management in a variety of business domains. Its independent security and information access capabilities simplify application by all corporate areas. Some business areas where Aqua BM can be successfully applied are the following:

- **Marketing.** Managing metrics related to impact of commercial actions on consumer behavior, economic impact of both mass marketing actions (TV, radio, etc.) and direct marketing actions (Phone, personalized mail, etc.), brand power, campaign interaction costs, marketing activity by channel and geographical region, etc..
- **Commercial and sales.** Managing metrics related to profit margins, sales cycle durations, recurrent revenue amounts, new revenue amounts, number of open opportunities, number of proposals submitted, number of prospects, time to market per channel, etc..
- **Management and financial.** Managing metrics related to profitability, market share, customer satisfaction, customer lifecycle (signups, renewals, and cancellations), customer value segments, sales costs, distribution and service, etc.

## Success story

# Major insurance company

Single, integrated environment for corporate performance measurement and analysis, with additional capabilities to address specific business needs and evolve into a fully integrated forecasting and budgeting system for improved decision making.

### The Challenge

The starting point was a proprietary reporting interface, based on fixed listing processes, requiring heavy user manipulation.

Moreover, processes and data model were generally inadequate to address business needs, adapt queries and select relevant information for viewing.

Lastly, existing information focused on products only and no customer-centric management strategy was in place.

These issues applied to the entire corporation, with heaviest impact on senior management as well as sales and marketing departments. In particular, the existing interface neither granted access to all relevant users nor did it apply access restrictions by employee profiles.

### The Results

With Aqua BM in place, our client now uses an integrated analytic and monitoring environment capable of meeting users' management needs in a customized manner. The system currently supports over 500 users.

Time elapsed for result reporting, identification of causes behind anomalies and application of corrective measures has dropped significantly. In other words, significant management time has been gained.

Our client now manages goal compliance automatically while additionally using simplified information exchange protocols.

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Data quality, reliability and coherence.

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Single management environment to drill down on business threats and opportunities from a customer standpoint.

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Improved information presentation and viewing capabilities.

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Foundations laid to transform operational, hand-crafted management into analytical management.

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Improved technological infrastructure and application performance.

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