

# Sales Analytics AI for Microsoft Business Central



**Affordable! Quick! Intuitive!**

# Basic Consideration

Tired of paying 50.000 bucks and waiting 5 months for an uncertain outcome?

Imagine paying 50 bucks a month and it takes 5 minutes to be up and running. Without any risk!

- For decades, the idea of standardization and thus ERP solutions has prevailed in the area of business process optimization
- However, projects are still being sold instead of solutions for the area of data analytics
- ✓ The goal is therefore the development of standardized business analytics solutions which can be downloaded in Microsoft App Store and are up and running in minutes
- ✓ This solutions is based on Microsoft Business Central

# The Analytics Solutions

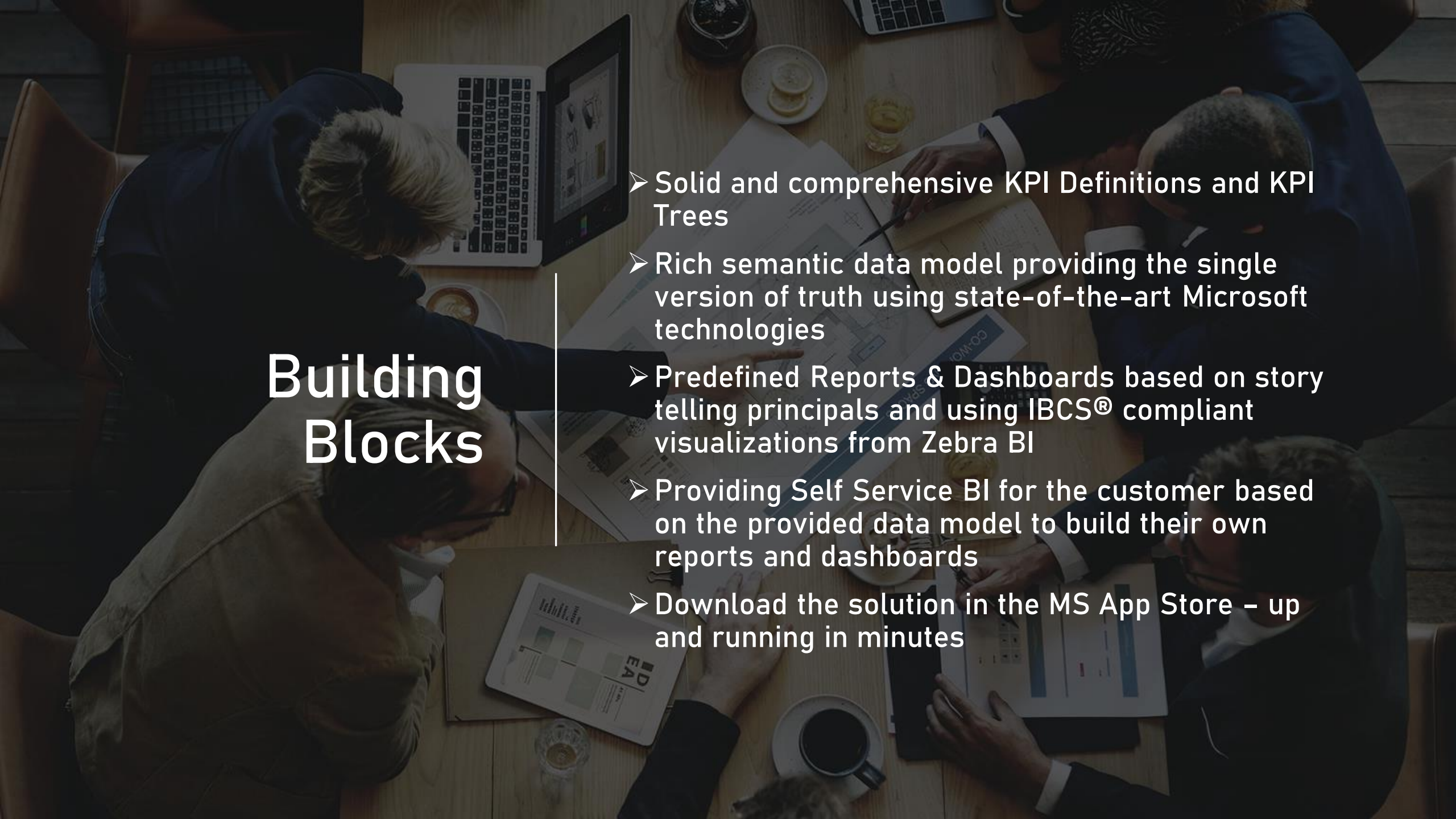
## ➤ General Solutions

- Financial (P&L, Balance Sheet, Cash Flow)
- Sales
- Customer Service
- Procurement
- Manufacturing
- Warehousing
- HR
- ...

## ➤ Industries

- Retail
- Insurance
- Banking
- Telecom
- ...





# Building Blocks

- Solid and comprehensive KPI Definitions and KPI Trees
- Rich semantic data model providing the single version of truth using state-of-the-art Microsoft technologies
- Predefined Reports & Dashboards based on story telling principals and using IBCS® compliant visualizations from Zebra BI
- Providing Self Service BI for the customer based on the provided data model to build their own reports and dashboards
- Download the solution in the MS App Store – up and running in minutes

# Solid and comprehensive KPI Definitions and KPI Trees

- The basis of every business analytics solutions is a solid set of KPI definitions derived from tactical and strategic objectives
- Every solution is based on a KPI Tree with a full set of predefined Dimensions and KPIs



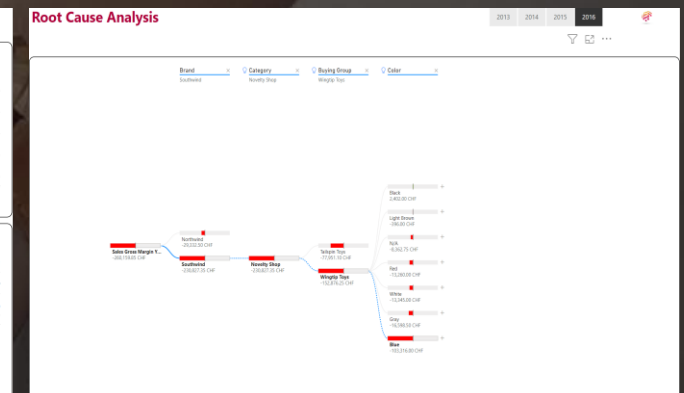
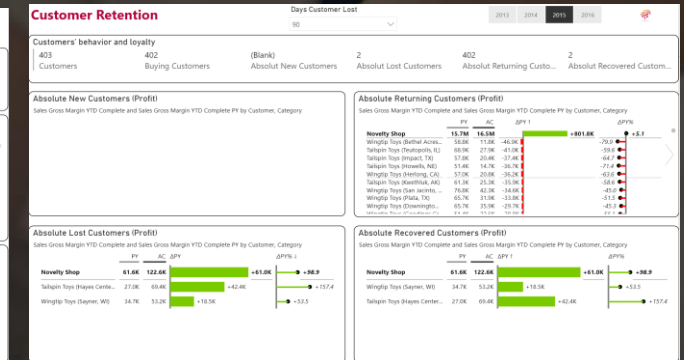


# Rich semantic data model providing the single version of truth

- In the last couple of years, self service BI has become a mess. User have been enabled to build their own data models and therefore their own truth.
- We strongly believe in Self Service BI, but not in the layer of the semantic data model which has to be waterproof and trusted



- Every Report consists of a couple of rich and meaningful report pages and dashboards (Status Trend & Contribution, Customer Retention, Dynamic Segmentation, Root Cause Analysis, ...)



# Predefined Reports & Dashboards based on story telling principals and using IBCS® compliant visualizations

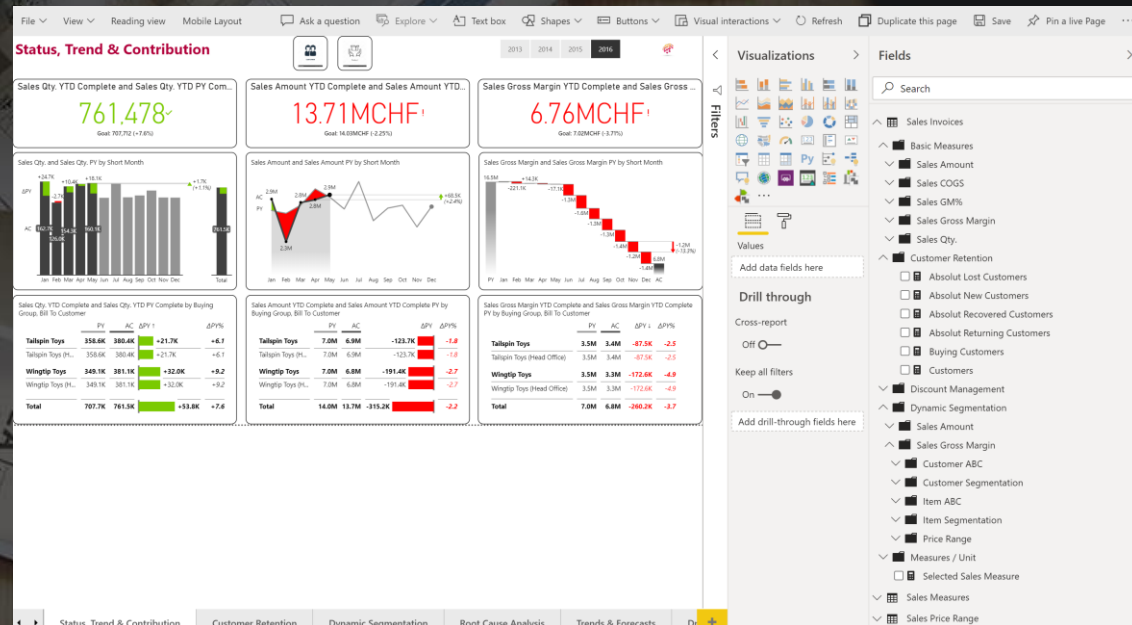
- Data visualization is both an art and a science and an underestimated topic. There are many pitfalls that mislead decision makers and result in wrong decisions
- Using the right visualization is crucial. We believe in the IBCS® standard to provide the data in a easy, unmistakably and meaningful way

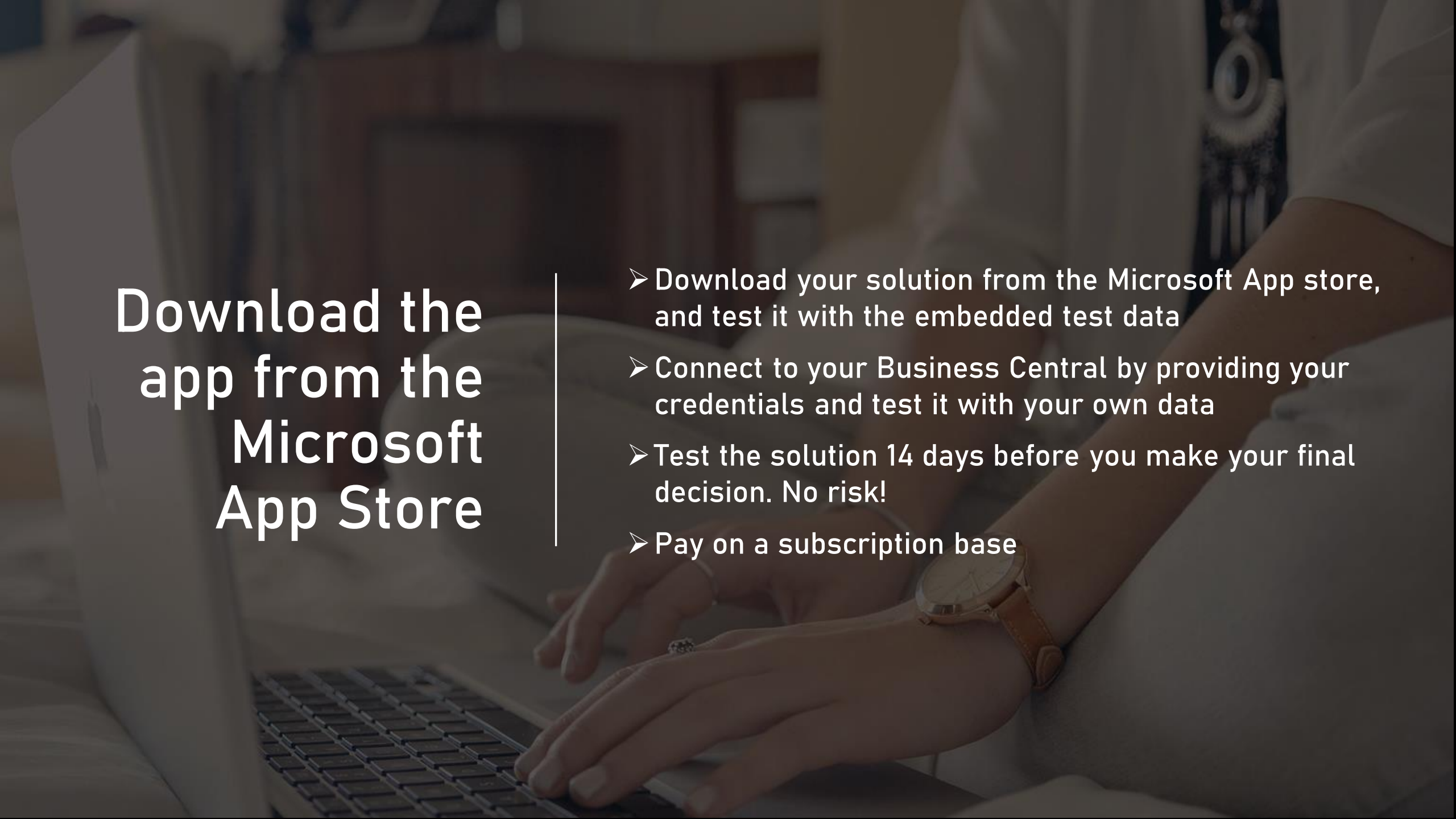




# Providing Self Service BI for the customer based on the provided data model to build their own reports and dashboards

- You can never prebuild all necessary reports for a customer
- Enabling customer to build their own reports is essential for growing with the solution
- Therefore we enable the customer to build their own reports based on the provided data model and KPI Definitions





# Download the app from the Microsoft App Store

- Download your solution from the Microsoft App store, and test it with the embedded test data
- Connect to your Business Central by providing your credentials and test it with your own data
- Test the solution 14 days before you make your final decision. No risk!
- Pay on a subscription base

# Contact

Swiss Business Analytics  
Kirchweg 60  
CH-3324 Hindelbank

[www.swissbusinessanalytics.com](http://www.swissbusinessanalytics.com)  
[office@swissbusinessanalytics.com](mailto:office@swissbusinessanalytics.com)  
+41 79 805 5000

