

## Service Highlight: Business intelligence

**What Is It?** Business Intelligence (BI) refers to the use of company data to produce useful, timely, and accurate management tools. These tools can take the form of highly formatted reports, graphical “dashboard” style applications, pivot table analyses in Excel, and even email/SMS/pager alerts.

**The Situation:** A retail client with multiple store locations had managers manually consolidate sales and payroll information. On a regular basis, the totals were faxed to staff at headquarters. Once all the faxes were received, the information was manually typed into various systems including accounting, payroll, and spreadsheet reports.

**The Project:** I worked directly with the Point of Sale (POS) vendor to establish hourly polling of all store data. This information was then fed into a SQL Server database at the client’s headquarters. Analytical tools were developed to meet the client’s needs.

- Daily operational reports provide information on store performance versus key company measures.
- Nightly email alerts are sent to store managers and the payroll manager to inform them that an employee forgot to punch out when their shift ended.
- Mid-day sales updates allow company officials to understand how each store is performing so that any corrections can be made before it’s too late.

**The Result:** The client now has usable information in the format and timeliness required. The integration of the systems helped eliminate several hours of manual work per day. In addition, the client now has detailed transaction level data upon which additional analysis can be performed in the future.

**How I Can Help You:** Working directly with you and your employees, I can help identify areas where information is needed but not accessible in the right format or with the right timeliness. We will determine the best way to collect and deliver that information, using tools that are selected to fit your environmental and budgetary constraints.