

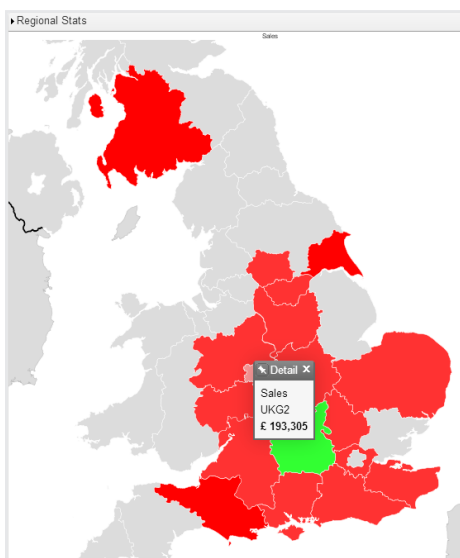
Business Intelligence for sales professionals



At-a-glance insight that empowers you to win and retain business

As a sales professional, you're hired, paid and incentivised to sell. Any activity or task that isn't directed at selling is a distraction from hitting your targets. And with only so many hours in the day, you have to make sure every sales meeting or call is purposeful and productive.

What you need is the ability to access up-to-the-minute information – anywhere, at any time – that can help you win over your customers and outsmart your competitors.



Typical sales metric challenges:

- Gaining a 360-degree view of your customers or accounts
- Having relevant, actionable information to hand to answer customer questions on the spot
- Analysing trends to predict customers' buying patterns and behaviours
- Identifying cross, up and link-sell opportunities
- Anticipating and preventing customer drift
- Understanding the bigger strategic picture as well as tactical opportunities

Introducing Access Insight

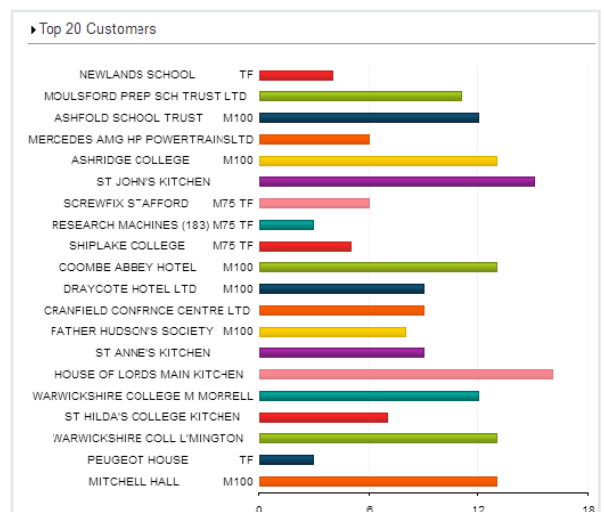
Access Insight brings together the sales, customer, pricing and operational data you need to make informed decisions, and present it in an easy-to-understand dashboard, tailored to your role. Visual and intuitive, it lets you perform sophisticated analysis without specialist skills to get fast answers to your most pressing questions.

Sharpen your reactions

Traditional reports have two limitations; they only allow you to review your historical sales performance and every report can create the need to write another report. Access Insight puts live information, business indicators and alerts at your fingertips, allowing you to proactively uncover and respond to opportunities, and prevent issues before they have chance to impact your customers.

Collaborate with your team

Designed for sales professionals on the go, Access Insight enables your team to collaborate and stay in the loop by creating dashboards, sharing information and having conversations. Because it's web-based, you can join via your notebook, tablet or smart phone – no meeting room required.



★ 6 ways BI can transform your sales efforts

1. Focus on what's important

Spend more time selling and less time preparing by having complete, accurate and actionable intelligence at your fingertips. The streamlined dashboards eliminate the need for you to pull together data from multiple systems or fiddle with pivot tables and charts.



2. Keep one step ahead

Easy-to-use analytics enable you to identify customer and market trends, to help you predict buying behaviour with greater confidence. The more precise your forecasts, the more closely your supply chain can align resources to meet future demand.



3. Get closer to your customer

Knowing your customers better than your competitors do can help you anticipate their needs, add more value to their business and protect your margins. Access Insight allows you to profile buyers' preferences, priorities and behaviours to create real customer intimacy.



4. Play well with Marketing

Use scorecard analysis to synchronise marketing efforts with sales results. By closing the loop on which channels or campaigns generate the most leads or revenues, you can direct Marketing to focus on doing more of the activities that work best.



5. Get to the heart of the matter

Good selling is about solving customers' problems and reducing business pains. Access Insight allows you to drill down in detail to pinpoint areas of concern, share information with colleagues, assign actions to specific departments or make a note to follow up with the relevant people.



6. Stay on track

Determine at a glance how close you are to hitting your targets. The dashboards in Access Insight draw the latest information from across your business, so you can log in and check your performance against KPIs in real-time, any time.



✓ Benefit your entire organisation

Access Insight for Marketing

- ✓ Measure the success of lead generation campaigns
- ✓ Drill down to analyse the most profitable customers, products and vertical markets
- ✓ Use what-if analysis to understand the impact of market spend on brand awareness

Access Insight for Supply Chain

- ✓ Increase the frequency and accuracy of sales forecasts
- ✓ Predict future buying behaviour and optimise resources accordingly
- ✓ Determine how service levels are trending by customer or region
- ✓ Enable your customers to collaborate with their suppliers and customers by offering online access to OTIF statistics

Access Insight for IT

- ✓ Integrate live information from 200 different operational systems including ERP, HR and CRM
- ✓ Give users the ability to customise the look and feel of Access Insight with no IT skills
- ✓ Support real-time collaboration to capitalise on shared knowledge and problem-solving

About Access

We are a leading author of fully integrated business management software. One of the UK's top five fastest-growing software developers (Sunday Times Buyout Track 100), over 10,000 businesses and not-for-profit organisations use Access to unlock their potential. Offering solutions for ERP, finance, HR, payroll, warehousing, business intelligence, PSA and manufacturing, our vertical expertise and template solutions allow for rapid and easy deployment, whatever your industry or sector.