

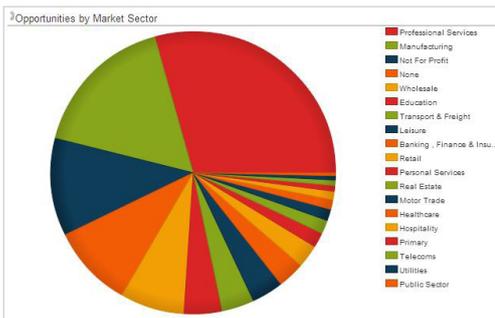
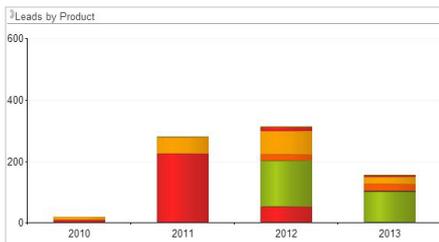
Business Intelligence for marketing people



Proving that marketing adds to the bottom line

Justifying your budget can be hard work. Time and costs for branding, campaigns, online activity and social media all feed revenue and profit, but how much exactly?

Marketing professionals are under constant pressure to prove and justify their value. As new elements enter the marketing mix, how do you evaluate them? Even if you can find the information you need, it won't have much of a shelf life. You need a continuous feed of accurate metrics.



Typical marketing metric challenges:

- Making sense of information from finance, CRM, analytics and third parties
- Information in different formats including; spreadsheets, traditional reports, email
- Time-consuming chasing and reformatting of data
- Coping with reporting deadlines like board meetings
- Getting visibility of staff targets
- Having the information to hand when asked

Introducing Access Insight

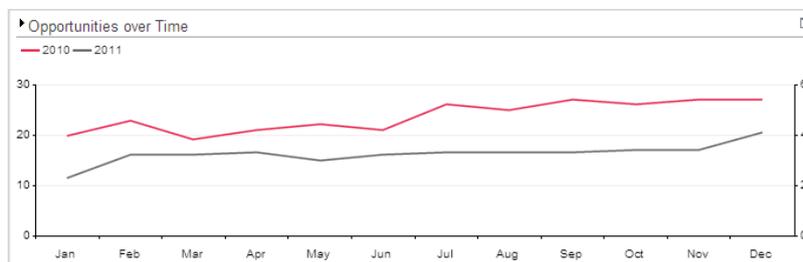
Gather your business information and present it in a way that's easy to understand, Access Insight eliminates complex data manipulation and lets you focus on the numbers. Your core drivers, hot and cold leads, campaign activities, and all your costs, consolidated and displayed in your own visual 'dashboard'.

Get a snapshot or drill down

Access Insight is very easy to use. If you're familiar with Google analytics then you're already up to speed. But instead of presenting information from one or two sources like leads generated from web enquiries, Insight gives integrated business intelligence (BI) that draws information from every data source that's relevant to your bottom line.

Changing the mindset

Insight turns the traditional reporting format on its head. Because dashboards draw on the latest information from across your business, in real time, you can simply log on and view your KPIs as they happen. When it's time to report, simply pull off the numbers you need, accurate to the latest 20 seconds.



★ 6 ways BI can transform your marketing efforts

1. Continually improve your marketing efforts

Insight lets you slice and dice your data to analyse the best campaigns, which customers spend the most money and buyer behaviour.



2. Measure what's important

Whether it's click-through rates, conversions, opportunities, closed revenue or another metric altogether, good insight can be tailored to measure the values that are important to you.



3. Punch your weight in the boardroom

Business intelligence makes it easy to measure the effects of marketing campaigns on the bottom line. Using scorecard analysis, you can synchronise marketing results with company financials, aligning marketing with the strategic business objectives.



4. End to the quality v quantity debate

Reveal the activities that generate the most revenue. For instance telemarketing might generate most of your leads, but with a system to close the loop you could prove that it's referrals that translate into real revenue. Access Insight delivers a true picture, letting you focus on what works and readjust your spend accordingly.



5. Confident decision-making

Worried about the impact of pulling the plug on advertising? Want to trial those external lead suppliers for another three months? Insight provides what-if analysis to illustrate the impact of your decisions, like reducing brand awareness marketing spend on the lead generation results.



6. Motivate your team

The beauty of Access Insight is its flexibility. Dashboards are configurable by job role, without additional consultancy or specialist software knowledge. Only showing what's important means that everyone in the team can see which activities contribute most and act accordingly.



Benefit your entire organisation

Access Insight for marketing managers

- ✓ Save time – no need for timely data manipulation
- ✓ Make better decisions- information representative of all sources
- ✓ Be proactive, not reactive – view online, anytime
- ✓ Get to the heart of the issue – drill down to detailed information in a few clicks

Access Insight for your marketing team

- ✓ Available on smartphone and tablet – ideal for creatives on the go
- ✓ Configurable by role – only see the KPIs relevant to the job
- ✓ Multi-platform & multi browser – & viewable on Mac or PC

Access Insight for your IT department

- ✓ Quick and easy set-up – works with any data (finance system, CRM, Excel)
- ✓ Pure SaaS solution – we host the data, no backups required
- ✓ Cost effective – monthly subscription model means you pay for what you need

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.