



Business Analytics for
Microsoft Dynamics



Zap's Business Analytics for Microsoft Dynamics AX turns transactions into insight, empowering employees to improve performance and create a flexible, competitive, and agile enterprise.



"Crest is now able at a touch of a button to produce accurate sales performance reports that analyze our business by channel, customer, and product category down to the gross profit level. We've gained insight into the performance of our major retail customers down to store level enabling us to identify targets for improved distribution. As a distributor we live and die by our margins; at any time during the day we can see our margin performance by customer and product category."

Matt Birtwistle
Chief Financial Officer
Crest Electronics

Business Analytics for Microsoft Dynamics AX is an out-of-the-box solution that turns your AX transactions into insight, empowering employees to improve performance. Enhance decision-making and performance management with business intelligence (BI) capabilities such as dashboards, key performance indicators (KPIs), scorecards, reports, and analysis, and accelerate business value with predictive analytics, alerts, and report scheduling.

RAPID ROI

Business Analytics delivers a rapid return on investment (ROI). Deployment is fast, instant value is provided to end users, and it's easy to make rapid efficiency gains. Costs for ongoing maintenance and change management are minimal, adding to a low total cost of ownership.



INSTANT ANSWERS

Reports tell you what happened, but what you really need to know is why. Easily navigate your data to uncover the reasons behind performance, and use these insights to improve. Use predictive analytics to model your business, optimize performance, and make a tangible difference to the bottom line.

INSTANT CUSTOMIZATIONS

Business Analytics provides a rapid, low-risk deployment, no matter how much you've customized Microsoft Dynamics® AX. Our wizard-driven technology fast tracks the solution set up and makes it easy to import customizations on an ongoing basis, even for entire industry solutions.

INSTANT VISIBILITY

Put performance information in the hands of your business users. Pre-built analytics give you instant visibility from day one of your rollout. Even the most remote employees can gain instant access using a web browser. The interface has a familiar Microsoft feel, and users can create their own analytics easily, without needing technical help. Instead of searching through endless reports to find crucial information, use rules, alerts, and exception reporting for immediate notification about changes in performance.



Solve Business Problems

Business Analytics gives you the power to ask the hard questions, and get instant answers. How quickly can you answer questions such as...

- Who are your most profitable customers and products?
- Are your suppliers meeting performance targets?
- What are your wastage rates?
- What proportion of shipments go out on time?
- How much cash will you have in three months?
- How well are you managing excessive stock or customer turnover due to stock outs?
- How quickly are you informed about changes in Key Performance Indicators?
- How automated is your management reporting?

Use Business Analytics to solve your business problems, including:

FREE UP CASH

Business Analytics drastically reduces the time and complexity usually required to conduct cash flow analysis. Free up cash flow by proactively analyzing payment patterns of accounts payables and receivables – for instance to highlight customers who are paying late, indicating a higher risk of default.

TAKE THE GUESSWORK OUT OF PRICING

Predictive analytics take the guesswork out of setting pricing strategies, enabling you to make better pricing decisions. Gain a clearer picture of your demand curves, and set the right pricing to achieve your goals, such as maximizing market share, increasing revenues, improving profits, or even offloading excess stock more effectively.

GAIN CONTROL OVER VARIANCES

Gain greater insight into planned vs actual results by conducting in-depth variance analysis. Identify areas of weakness where tighter controls are needed, and analyze variance over time to ensure you see the full picture.

ALIGN SALES AND PRODUCTION

Fine tune your business by analyzing the cost of producing different products, their profitability, and whether any should be trimmed. Better understand your market segments and the distribution channels that are working most effectively, so you know where to focus your time and resources.

OPTIMIZE INVENTORY

Predictive analytics enable you to become much smarter in how you manage inventory. Ensure you're not carrying too much inventory, which ties up working capital and increases write-downs, or carrying too little, which causes stock outs and customer turnover.

AUTOMATE AND IMPROVE REPORTING

Drastically reduce the time your team spends on reporting, and free up more time to perform strategic analysis that will make a difference to the bottom line. Automate your reporting workflows, and ensure that all reporting is done from a central, online location.

Stop the use of unsecured spreadsheets by providing more powerful functionality than a pivot table, so financial users can create list and aggregate reports. Streamline management reporting with report packs - create report templates that are auto-populated on opening, and collate individual analytics together with commentary, title pages and contents pages into PDF files for immediate distribution.

ACHIEVE REPORTING CONSISTENCY

If you have different businesses, business units, or regions, it can be difficult to achieve consistent corporate reporting, particularly if different business systems are used. Business Analytics lets you create metrics and reports once, then export and re-use them anywhere inside or outside your organization, regardless of different data sources.



Highlights

A single, complete solution to meet ALL your business intelligence needs

Use a single, central solution to meet ALL your reporting and analysis needs. Prepare exception reports, perform unlimited slice-and-dice analysis by dimension, create cross ledger reports, and view consolidated reports across your AX modules. You only maintain and train one application– which ensures a low total cost of ownership and maximum productivity.

So user friendly it becomes the heartbeat of your organization

Our aim is to make Business Analytics the heartbeat of your organization – the mission critical system used by your business leaders every day to manage more effectively. Business leaders demand pragmatic usability combined with the flexibility to fit the solution to their individual needs – and Business Analytics delivers. Users never touch code or rely on developers to create analytics.

Proactive intelligence provides an early warning system

It's a fact – we're all time pressured. Employees don't have time to manually review data to see what's happening and what's changed. Business Analytics automates discovery and learning so that issues are highlighted the moment they occur. Alerts are pushed to the relevant employees – and combined with contextual reports that show the cause of performance changes. Reports can be scheduled, distributed, and subscribed to, based on a combination of events and timeframes.

Powerful analytics that make a difference to the bottom line

Business Analytics gives you all the standard capabilities your users expect, including reports, ad-hoc analysis, scorecards, dashboards, and Key Performance Indicators (KPIs). It also includes advanced capabilities that have a high impact on operational effectiveness and bottom line profitability – such as alerts and report scheduling, automated management reporting, and predictive analytics modules for price elasticity and inventory optimization. Business users are empowered to create their own analytics, while power users appreciate the simplicity and flexibility in creating complex analytics and automating workflows.

Rapid set up and maintenance, even for your customizations

The most time consuming and resource intensive part of analytics projects is the set up of the underlying cube to suit your individual needs. We provide a wizard-driven process that automatically identifies your Microsoft Dynamics customizations, relationships, and data usage to produce an optimized, meaningful cube you can use immediately. This greatly reduces the technical resources you need to get started, and means you can run the process at any time to keep your cube up-to-date with ongoing changes.

Extreme flexibility to adapt the solution to your needs

Business Analytics gives you unprecedented flexibility to truly make the solution your own. Give users the choice of viewing analytics via Outlook® or exporting to Excel®, or integrate Business Analytics with your SharePoint® deployment. You can even extend the solution to other non-Dynamics business systems to create a single, enterprise analytics portal. Cater for multi-lingual users by automatically presenting them with data in their local language. And share and tailor the system as much as you need to – export analytics to standardize across regions and companies, even across different deployments; create custom calculations and analytic templates to share with users; and customize the help when you add new capabilities.

Minimal technical resources = low TCO and rapid ROI

You'll need minimal technical resources to deploy, train, and maintain Business Analytics, leading to a low total cost of ownership, and a rapid return on investment. Our wizard-driven application fast tracks the solution setup; the web interface for end users means you can deploy rapidly with no software installation; packaged analytics provide meaningful content from day 1; and usability removes the complexities, time and resources required to create custom analytics and ensure user adoption. The solution is built using 100% Microsoft technology, which minimizes any need for specialist technical resources.

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