

Executive.



As a busy CEO or executive, you may think you have all the data you need to make effective business decisions.

Before your monthly Board meeting or [management](#) review, your IT team may deliver you a report with the latest key metrics across your business. Other executives may receive their reports in the same way. KPIs and metrics may be selectively presented to you by your direct reports and you may find that you cannot drill into the number to find more information. Instead of figuring out how to take advantage of an opportunity or fix a business problem, you are arguing about whether the number or statistic is accurate. It doesn't need to be this way.

Below, we outline some of the common statements we get from executives before they purchase business intelligence. We provide a rebuttal based on the experiences of the many CEOs and executives who have made the switch to Phocas business intelligence.

STATEMENT

The IT team gives me everything I need. Why should I invest in a complex tool when I can get a report within 3-4 days of asking?

REBUTTAL

You do not need to wait 3-4 days for a report with Phocas.

With Phocas, you can drill down on business information and follow your train of thought. Phocas is easy to use (far easier than manipulating spreadsheets). You can even access Phocas on your [mobile](#). This gives you continued access to your company data when you are travelling, in meetings, on leave or in the spur of the moment.

STATEMENT

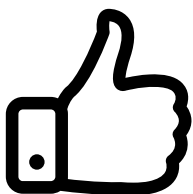
I have consultants that provide me with my business analysis.

REBUTTAL

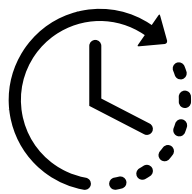
Consultants are great, but wouldn't you prefer to analyse your business data yourself? With Phocas, you have instant access into opportunities and threats facing your business. Phocas is a lot more cost effective than consultants.

With insights from Phocas, you can get your consultants focusing on more meaningful projects to grow your business.

No need to wait for technical help



Easy to use



Real-time data



At your fingertips

STATEMENT

I get my Board report that tells me everything I need to know. Why do I need anything else?

REBUTTAL

As an executive, from a cost and efficiency POV, it is cheaper to use Phocas. Phocas makes it easier to prepare these board reports so your staff can spend more time selling. As a business, you can save money as staff won't be required to prepare the reports. In addition, if you have a question about something in your board pack, Phocas give you the ability to drill into it. Instead of arguing about a number, you can spend time interrogating it.



Gain a deeper understanding of your business and identify trends on your data by asking the right questions



“Phocas has to be worth a person to us in terms of time and energy.”

Paul Hoad, [Sapphire Group](#) executive.

STATEMENT

Reporting tools are expensive. I don't have thousands to spend on a BI system.

REBUTTAL

Phocas is extremely cost effective and in most cases ROI is delivered within the first few months of usage. Phocas also has a monthly subscription model which means the onus is on us to ensure you get the most value from the software. We also have a 98% customer retention rate. Our rate of retention tells us how much value **customers** get from Phocas. With Phocas, there are no long-term contracts. You subscribe monthly and are free to cancel whenever you like.

THOUSANDS of users share the love:

98%

customer retention rate



Cost effective



Fast ROI



No long-term contracts

STATEMENT

I've got too many projects going on. I don't have space for another.

REBUTTAL

Implementing Phocas is extremely easy, and requires minimal effort on your part to get up and running.

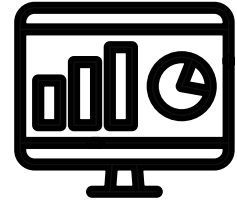
Unlike many other competitors, Phocas has invested heavily in a customer success team and an implementations team. These teams have years of experience delivering successful BI solution into companies like yours. The money generated from identifying new business opportunities in Phocas can be used to help fund other projects you've always wanted to do.

STATEMENT

We're changing ERPs and our new system will have a reporting function.

REBUTTAL

In our experience, ERP systems don't offer the level of reporting that Phocas can offer. For example, Phocas [partners](#) with many leading ERP providers such as Epicor, MAM and NetSuite. These leading ERP providers can provide general reporting, however they collaborate with Phocas because of the level of detail and ease of further analysis that Phocas can bring to their customer base.



Get more reporting power and deeper insights from the data that's sitting in your business systems

We are confident you too will notice these benefits once you have implemented Phocas alongside your ERP system.

Phocas can also be used during your transition into a new ERP system which can allow you to perform your due diligence to ensure that transition of data occurs without any potential mistakes or loss of information.

I invite you to read [this blog](#) for more.



“I think people are afraid because these tools can be complicated. **With Phocas, it's simple to get really detailed results.** It creates so much access to the ins and outs of your business in a really simple manner.”

Laura Kendall, general manager at Splosh.

Phocas.