Data analytics for MAM users.

Seeing the big picture: what are you missing in your automotive business?

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Got data. Get results.

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Introduction.

Seeing the big picture: what are you missing in your business?

Your business has the data. This data is captured in your ERP system: MAM. But what's next?

While MAM provides you with an operational view of your business, your level of insight can be complemented by having the ability to perform trend analysis or provide high-level data-driven insights.

Specifically, from working with more than 70 MAM customers (including Serfac, Morelli, Motor Parts Direct and HGV Direct), we understand the need to:
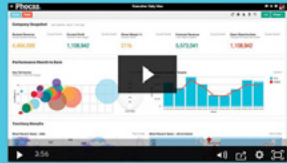
1. Perform trend analysis using data stored in your ERP and other systems

2. Identify opportunities for sales, finance and stock management

3. Uncover potential challenges and threats that can harm the business' bottom line

But we also understand you need a helping hand. **Introducing: data analytics.**

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Read on to find out the benefits you can get from integrating the right BI solution with your ERP system.

"The whole software solution has improved us as a company and it would be a different situation if we didn't have all of those systems working so well together. **If you need to analyse your data in a structured way, get Phocas and use it!**"

Michele Laybourn, commercial director at Morelli Group.

Goodbye, missed sales opportunities. Hello, better business decisions.

You can solve this ERP challenge with reporting and analytics by aggregating all of your data from various systems and presenting it in one view.

If data sources such as your MAM, CRM and website data aren't brought together, you might be missing a key trend or insight, such as a true understanding of inventory levels or customer interactions.

But besides needing to view your data in one place, it's also important to have it in a way that everyone can understand and leverage, including non-technical users.

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Data analytics — and the insights that come from it, known as business intelligence (BI) — will help you ask questions of your data, as it lets you explore it while following your train of thought.

And most importantly, you can easily share what you find with others through graphs, dashboards, scorecards and reports.

BI minimizes the uncertainty around predicting future trends, easier. It also offers facts to inform decision making regarding your market's conditions, competition and customers' buying behavior.

"The automated reporting in Phocas allows us to monitor sales, promotions, margins and compliance in a very simple and effective way **allowing us to concentrate on growing our business and securing our future in the years ahead**."

Jason Hill, area manager at Dingbro Limited.

Goodbye, information overload. Hello, comprehensive insights.

Specifically, BI has the capability to help you make better decisions by offering the following benefits:

1 **Easy access to your data:** be able to see your data anywhere, any time on any device.
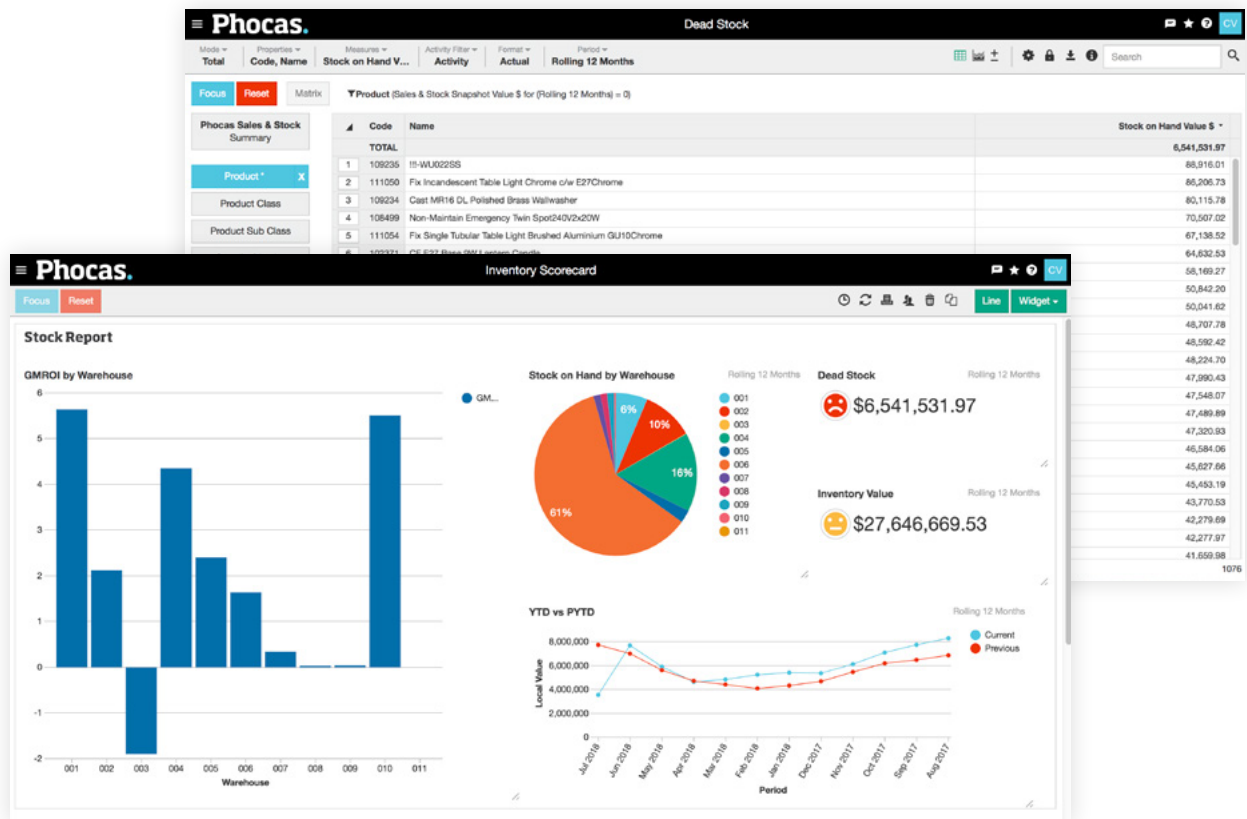

Source: Abardeen Group

Did you know?

Companies using mobile BI are **68% more likely to get business data on time than companies not using it.**

2 **House multiple data streams in the one place:** access all of your MAM, CRM, finance and inventory data in a single interface.

3 **Ability to follow your train of thought:** instantly go from what's in front of you to the data behind it.

4 **A better understanding of your customers:** Dig deep into customer buying habits to:

- Be aware of their needs
- Offer complementary products
- Incentivize them with promotions, rebates and other offers

5 **The knowledge of what's happening with finances:** see your overall profit margin, as well as margins on individual products, product lines, customers and lines of business.

6 **An easy way to track inventory:** see your stock by branch, store, or your distribution centers in one consolidated view.

Goodbye, complex reports. Hello, Phocas.

It's time to bring these benefits to your business — and we want to help you get there.

Phocas doesn't just make data analysis quick and easy; we help thousands of businesses like yours turn their company data into results.

Don't take our word for it. Hear first-hand from our customers:

"Very easy-to-use and many benefits over the other tools I have used previously. Support has been second to none. I'd recommend Phocas to any of our customers though would prefer not to tell our competitors. **Fantastic tool!**"

Duncan Richards, sales director at European Exhaust & Catalyst Ltd

"We started using Phocas a few years ago and, like everything that is new or different, we were slightly skeptical about its potential. However, **it is not an over statement to say that it is now the single most important selling tool that we possess**. Our sales team use Phocas on their laptops or iPads and are confident extracting data in face-to-face meetings with customers which was unheard of in the past."

Andrew Marpole, UK general manager at KYB UK Ltd

"Phocas took us to a different level of intelligence, it has definitely helped us make smarter business decisions about our customers and about our stock. **We can look into individual customers in case we want to target them or we just look to see who's buying what in general.** We can ensure that we have better stocks of products that sell well, and we can keep the stock down of products that don't do so well."

Ashley Branch, managing director at Branch Bros

Goodbye, disjointed data.
Hello, results.

With much of your data stored in your MAM ERP system, it's time to bolt on best-of-breed data analytics to connect your various data sources and turn information into intelligence.

Phocas Software integrates your ERP information, as well as data from other systems, into a single grid and dashboard.

Data is presented visually, providing historical context alongside real-time information to give you a complete picture of your operations and performance.

It's ease of use means all areas of your business have equal access to the data, helping them be more efficient, identify trends and opportunities, and address challenges in a way that will help your business achieve its short, and long-term goals.

Sign up for your personalized free demo today.

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Get in touch.

Learn how Phocas can help you achieve your business goals.

Give us a call:

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Email: marketing@phocassoftware.com

Want to know more?

Want to understand why MAM users love Phocas?

See our MAM customers' testimonials here.

Book a demo – https://phoc.as/BookDemo

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