Data analytics for MYOB users.

Seeing the big picture: what are you missing in your 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 MYOB ERP system: MYOB Exo, MYOB Advanced, MYOB Greentree, or MYOB AccountRight. But what's next?

While MYOB 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 60 MYOB customers (including DMK, Sentry Australia, Rhino Rack Australia and Chen Foods), we understand the need to:
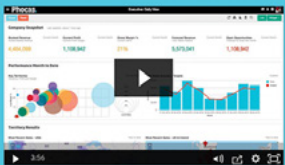
1 Perform trend analysis using data stored in your ERP and other systems

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.

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

" "**We love Phocas.** When anyone asks us for information, my first thought is, 'can I use Phocas for that query?' Any opportunity to use Phocas, we do!"

Eddie Garcia, finance manager, DMK

Phocas demo

Click here to watch a demo of Phocas for MYOB.

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 MYOB, 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.

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.
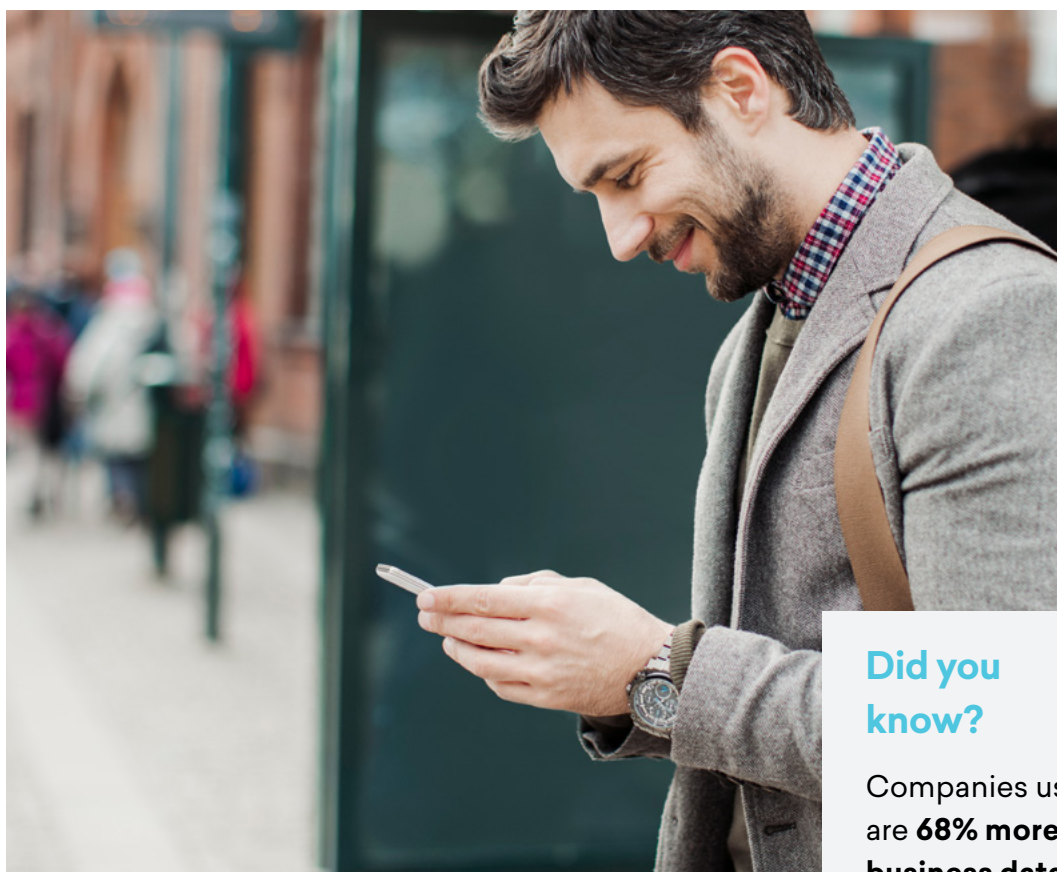

❝ **"Absolutely incredible software.** We save a lot of time and get the insights we need immediately."

Nataliya Allen, finance manager, Drillcut

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.
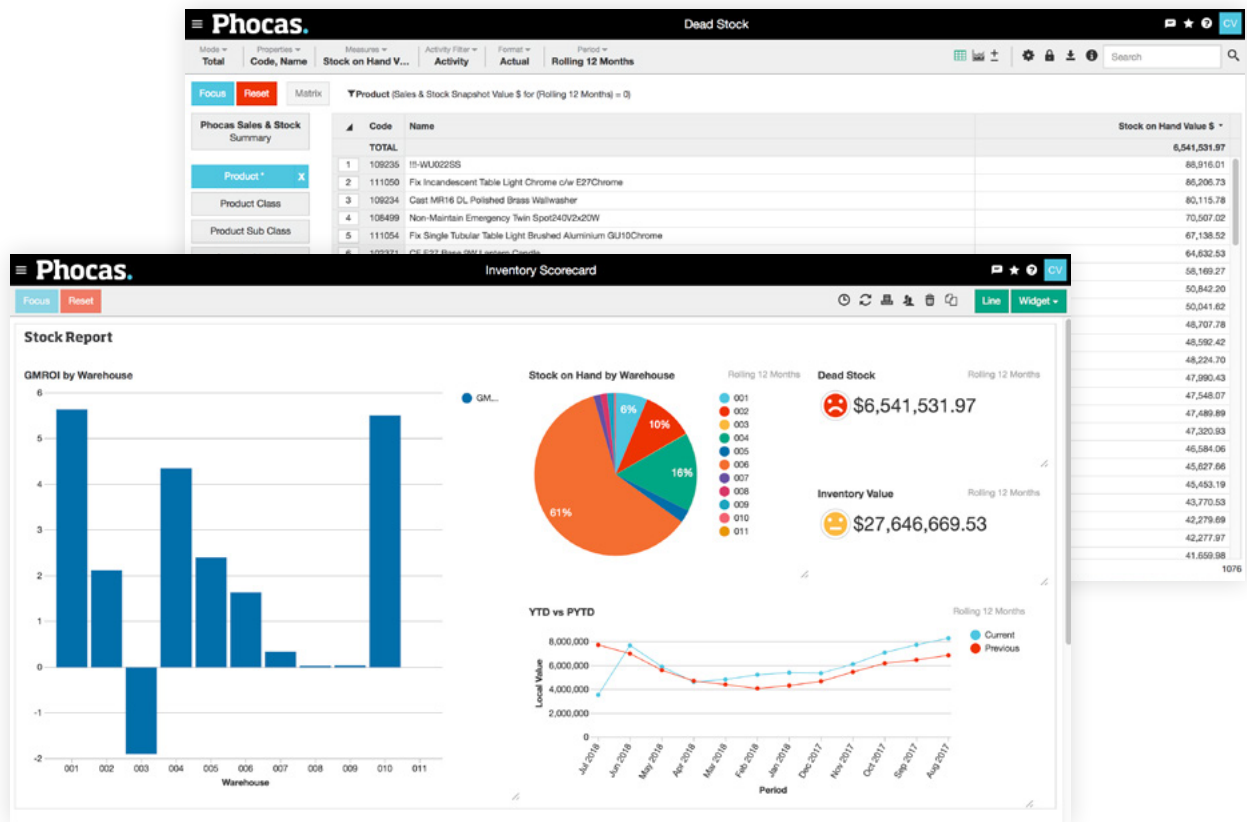

Source: [Abardeen Group](#)

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 MYOB, CRM, finance and inventory data in a single interface.

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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 manufacturing, distribution and retail businesses like yours turn their company data into results.

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

> **"Phocas makes it easy to get detailed results.** Also, the support of Phocas is just absolutely amazing. Hands down, it's better than any other IT company we deal with. Nothing is ever a problem. I can't speak more highly than the quality of the support that we get."
>
> **Laura Colman**, general manager, Splosh

> **"Phocas has helped a lot.** There's data available we've never thought of analyzing before. It's absolutely fantastic."
>
> **Earl Palfrey**, managing director, All Round Supplies

> "In addition to needing mobile data access, **we sought a solution that would allow us to independently make variations to reports**, saving us time and money."
>
> **Gary Dillon**, operations manager for AMARCO.

[Sign up](#) **for your personalized free demo today.**

Goodbye, disjointed data.
Hello, results.

With much of your data stored in your MYOB 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.

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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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Or email us directly:
Email: marketing@phocassoftware.com

Want to know more?

Want to understand why MYOB users love Phocas?

See our Phocas customers' testimonials here.

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

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