



# Data analytics for SAP Business One users.

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

**Phocas.**  
Got data. Get results.

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# Introduction.

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

Your business has data. This data is captured in your ERP system: SAP Business One. But how do you take advantage of the value of your data?

While SAP Business One provides you with an operational view of your business, you can enhance your level of insight with the ability to perform trend analysis or provide high-level data-driven and actionable intelligence.

Specifically, from working with SAP Business One customers (including Medical Supply Company Ltd, Mercor Lighting, Iccons and Sapphire Group Pty Ltd), 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 your business' bottom line

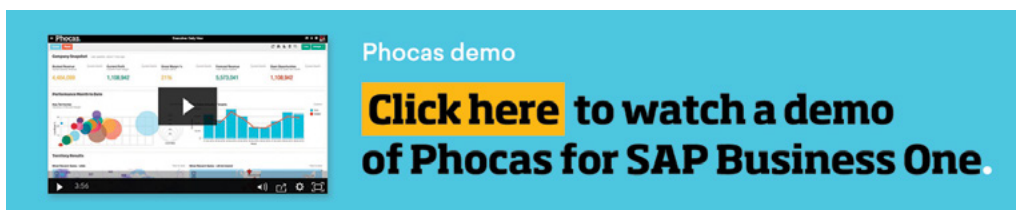
But we also understand you need a helping hand. Introducing: data analytics.

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

“Phocas affords us the opportunity to analyze sales in numerous ways. **The intuitive nature of the product allows us to quickly identify trends and make necessary adjustments.**”

**David Eckartt** - Vice President Operations Charles Leonard Inc



# 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 SAP Business One ERP, CRM and website data aren't brought together, you might be missing key trends or insights, such as a true understanding of inventory levels or customer engagement.

In addition to needing to view your data in one place, it's also important to have it presented 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 and answer questions as you explore your data 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. It also offers facts to inform decision making regarding market conditions, competition and customers' buying behavior.



“**Phocas simply checked all the boxes for us.** It was easy to implement, and easy to use. Our sales team became self-sufficient quickly, and we no longer need to rely on anyone else writing the reports for us.”

**Marie-Louise Flannery** - Head of Sales at Medical Supply Company Ltd



# Goodbye, information overload. Hello, comprehensive insights.

BI can help you make better decisions by offering the following benefits:

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



Source: [Aberdeen Group](#)

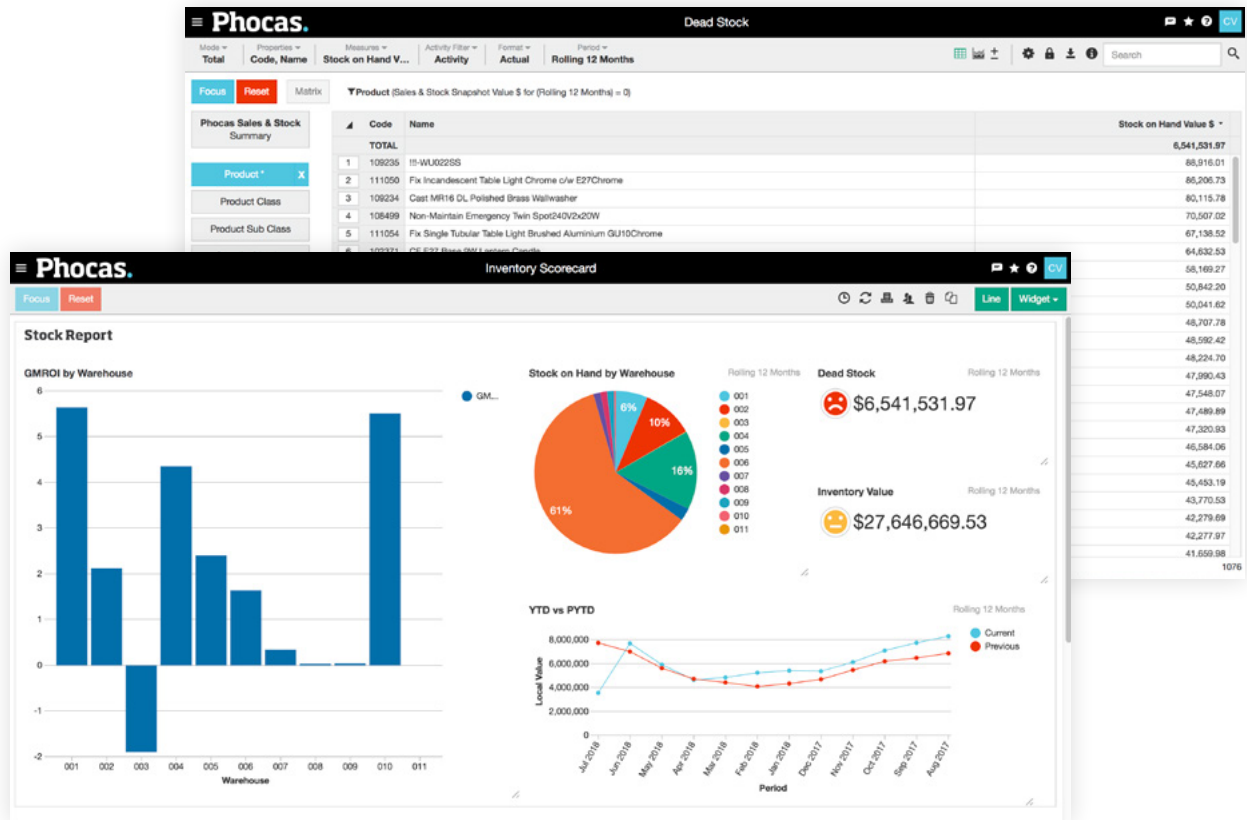
## Did you know?



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 one place:** access all of your SAP Business One, CRM, finance and inventory data in a single interface.

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




**4 Better understand 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 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 Easily track inventory:** see your stock by branch, store, or distribution center in one consolidated view.



Phocas free demo

**Click here to book a free demo of Phocas for SAP Business One.**

# 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 raw company data into actionable intelligence.

Don't take our word for it. Read firsthand from our customers:

“Very useful bolt-on tool to extract system data. In a sales and marketing role, the ability to run quick reports and drill down in detail is invaluable in growing your sales and having meaningful focused discussions with customers. **Phocas meets all the requirements for an end user - being easy to operate and able to drill deeper into the data.**”

**Neil Sutherland**, State Manager, WA Rud Chains Pty Ltd

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**Marie-Louise Flannery** - Head of Sales at Medical Supply Company Ltd

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



# Goodbye, disjointed data. Hello, results.

With much of your data stored in your SAP Business One 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 data, as well as information 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.



# Get in touch.

Learn how Phocas can help you achieve your business goals.

Give us a call:

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**Asia/Pacific:** +61 2 6369 9900

**North America:** +1 877 387 4004

Or email us directly:

**Email:** [marketing@phocassoftware.com](mailto:marketing@phocassoftware.com)

## Want to know more?



**Want to understand why SAP Business One users love Phocas?**

See our SAP Business one customers' testimonials [here](#).

**Book a demo –** <https://phoc.as/BookDemo>

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