

Stratatel demo: Improved performance management with IBM Cognos Express

Online demo transcript

The following is a typical dashboard for a retail/distribution organization. Starting at the company level, this high-level dashboard provides an overall summary. Sales figures are listed with variance to the same period last year or budget, while graphs display sales comparisons to last year or budget and breakdown sales by product groupings.

Sales figures for store, product and supplier include micro-charts showing trends for the last 12 months, with high and low points and a drill-through for a full-size version. Gauges show key performance indicators with palettes set to show targets, while multiple dials enable comparisons between various time periods. Insight into KPIs (such as high margin add-ons and extended warranties) ensure managers are driving staff performance to maximize profitability. A drill-down on product group allows the user to drill to the individual product level.

Navigating to the monthly growth report displays a detailed monthly growth comparison between stores. Growth is categorized, giving visibility into positive and negative growth and highlighting trends. Drilling down on a store displays the stores sales by product grouping and then by supplier.

Going back to the company level dashboard, a drill through on store opens the store dashboard. Salespersons now appear in place of stores and the context of the report is of the store selected. Context can be changed by simply selecting a different store or date from the drop down menu.

Drilling through to the salesperson dashboard, and then monthly salesperson review, this report provides a form for coaching and supporting salespersons to assist them in achieving their targets. Sales figures are listed, along with KPIs and comparisons to the store average or proposed targets, while space is provided for the review process.

All dashboards are designed to accommodate automated distribution by email using the bursting capabilities of Cognos Express. Salesperson dashboards could be scheduled to automatically burst to the appropriate store or regional managers email at the end of each week or month.

In summary, Cognos Express empowers users with the information they need to successfully monitor and manage their companies' performance. The Stratatel Retail/Distribution Fast Track adds to the core benefits of Cognos Express, enabling rapid return on investment. For more information please contact Stratatel. Thank you.