



Vigilmetrics
intelligent business information



Intelligent Reporting™

Reports that will take your decision making to the next level!

Vigilmetrics Intelligent Reporting™ is for clients with specific performance measurement requirements not being met by any of their current products. This reporting tool is the most flexible solution imaginable as it allows clients to dictate their demands – as numerous or as complex as they may be!



Do you have a Performance Measurement Framework?

Vigilmetrics Performance Reporting is armed with unique and powerful capabilities for reporting within each of your defined business areas. Clients can seamlessly integrate all their data information systems and interrogate them to fulfil any of their data mining requests.

If you have a balanced scorecard, or any other measurement framework, **Vigilmetrics Performance Reporting** is ideal for giving you a rich visualisation of your performance as well as inherent functionality to interrogate, filter and drill-down to cause and effect detailed levels.

Are you getting the most out of your Management Reports?

Vigilmetrics Management Reporting is an all-purpose solution which is equally impressive wherever your reporting needs are - Sales, Marketing, IT, HR, Manufacturing, Safety and Security, Finance, Project Management, etc.

Enjoy these powerful reporting capabilities:

- Powerful data visualisation.
- Drilldowns to various layers of details.
- Collation of data from multiple sources and formats into a single interface.
- Mouse-overs to provide expanded detail and insight.
- The ability to add notations to graphs to improve collaboration and information sharing.
- Interactive maps.
- Filters to slice and dice your data perspectives.
- Customized to the look and feel of your management pack.

Dashboards and Scorecards

Vigilmetrics Intelligent Reporting™ makes use of visually appealing, easy to interpret dashboards and scorecards to aid clients in understanding their actual performance and enable them to compare it with a host of alternatives. These alternatives can be in the form of previous calendar periods, benchmarks, geographic areas and more!

In order to create an information sharing environment, clients are able to apply alerts, insert notes and email content to colleagues within all the dashboards, scorecards and individual KPI areas.

Performance metrics can be represented in various forms of tables and graphs such as bar, line, spark, pie charts, gauges and many more! All data representations can be clicked on and "drilled through" right down to source data. Links to maps display geographical information in powerful cascading formats.





Can't stop using Spreadsheets?

Vigilmetrics Spreadsheet Reporting is the answer for clients who have a myriad of performance spreadsheets they update on a regular basis. While they may be constantly encouraged to pursue good data governance and stick to a source or centralised system, the temptation is too great for users to turn to the simplicity and manageability of spreadsheets.

The **Spreadsheet Reporting** tool allows you to turn these manually, and sometimes quite complex spreadsheets into simple, flexible and effortless **Intelligent Reporting™**!

Ideal for Custom Interfaces

In the performance measurement arena there is no such thing as one metric fits all. **Vigilmetrics** is able to incorporate criteria from various data types, locations and sources and turn it into meaningful, visually appealing, easy to interpret scorecards, dashboards and intelligent reports.

Furthermore, we understand each client is unique in their specific requirements and are able to customise and personalise the content and presentations to meet their demand. This is represented in either the content of the KPIs, the corporate colour schemes of the reports or the methodology adhered to in interpretation.

Where you have an existing application in place, whether it is a spreadsheet, third party software or an internationally developed purpose built solution – reporting capabilities will often let you down. You need flexible reporting, a professional and engaging look and feel, access to varying layers of detail – you need **Vigilmetrics Custom Interfaces!**

Manage your Display Options

Vigilmetrics InfoView Manager allows you to publically display important company or promotional information in the most appealing and engaging way. With powerful data visualisation capabilities you can communicate to your staff or customers in the remotest or access restricted locations through TV screens.

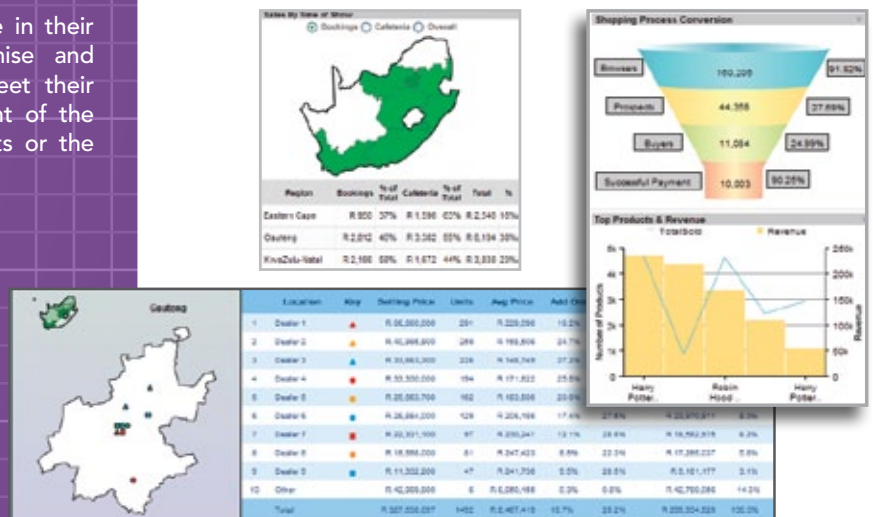
With an accompanying content manager set-up we can help you manage what gets displayed, when and in the correct sequence – tailored to your selected audience.

Manage your Data

Vigilmetrics Data Manager is a powerful tool built to collect data from multiple locations. Data collected can be sanitised for further use in performance reporting – whether this is one of the Vigilmetrics solutions or an existing system a client has.

The advantages you will enjoy by using Data Manager are:

- Data collection is possible from multiple locations.
- No restrictions in platforms or formats from which data can be collected.
- Data can be sanitised or altered to fit the format required for eventual performance reporting.
- Data collection can be scheduled at the most convenient.
- Built-in intelligence to know when data is complete and for how long it should try to gather missing pieces.
- Ideal ETL and data gathering tool to compliment any existing data warehouse systems you have in place.



Manage your Email Collaboration

Vigilmetrics Email Manager is your email management console. It includes a recipient maintenance and email sending portion as well as a front end reporting interface which presents the results of your email marketing in scorecards, dashboards with KPI's and granular detail level drill-down reports.

Email Manager allows you to perform tasks such as scheduled emailing to specific market segments as well as then being able to view the Channel Measurement reports for impact feedback on the Email channel and across other channels.

Vigilmetrics Consulting

Vigilmetrics goes further than simply supplying clients with a suite of products. We have a highly talented team that will work together with you to ensure you get the most out of your solution, and help you uncover detailed insight, no matter how deep you want to delve. We are happy to do this whether you are using the Vigilmetrics suite of products or have your own best of breed products – helping you find the right answers to the right problems is all we care about!

Our consulting competency covers the following areas:

Performance measurement

- Creation of strategy maps
- Identification, definition and building of KPI's
- KPI cause and effect analysis and KPI pyramids
- Data mining and analysis
- Balanced scorecard solutions
- Performance measurement frameworks

Continuous Improvement Framework

The Vigilmetrics MARVEL Continuous Improvement Framework has been designed to help managers measure, manage and optimise their strategic objectives on an on-going and sustainable basis.

Because life happens; because things change and because business is as dynamic and fluid as ever, we have to be continually monitoring our status, performance gaps and strategic alignment. The MARVEL Continuous Improvement Framework is ideally suited to chase those shifting targets.



Seven great reasons to partner with Vigilmetrics

- 1 Reporting is real (no sampling - straight from source), relevant (personalised), reflective and resonates with meaningful information regarding performance, activity and trends.
- 2 Performance measurement which understands your business and has built-in alerts to advise you of performance breaches instantly.
- 3 A centralised view of all your channel and business metrics in a comparable (apples with apples) format.
- 4 Accountability metrics for all third party service providers used, such as agencies, consultants and contractors. Management of projects and campaigns is now transparent and all parties become accountable through comparable and common information.
- 5 Detailed insight through a comprehensive range of reports with an infinite number of drill downs - allowing you to delve into the level detail that best suits your requirements.
- 6 Affordable. Vigilmetrics solutions can be acquired piecemeal i.e. performance measurement reports are added as and when they become required or become relevant. Vigilmetrics can be sourced in a SaaS (Software as a Service) or as an in-house offering. Where you may have budget restrictions this means you can map a solution path from SaaS initially and then migrate to an in-house solution at a later stage.
- 7 Ease of use and simplicity of reporting. The strong data visualisation and mapping capabilities allow for at-a-glance interpretation and spotting of behavioural shifts and patterns.



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