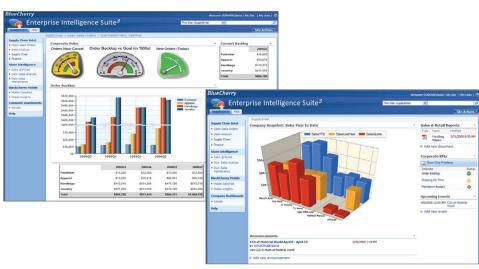# BlueCherry® Business Intelligence (BI)

In the highly competitive and fast-paced world of consumer lifestyle products, executives and decision makers require real-time enterprise data and predictive analytics to monitor the organization's performance, track important trends and make better informed and timely decisions that support the overall business strategy.

Advanced Business Analytics–Actionable Intelligence

BlueCherry® Business Intelligence (BI) solutions help leaders and managers understand the issues, trends, and opportunities most important to their unique business. It is an innovative database reporting tool that provides concise, aggregate views of overall performance and business health. **BlueCherry®** BI transforms a broad range of data into actionable information by displaying it in easy to visualize and understandable charts, graphs, and summary reports that can be delivered via your web browser, email inbox, or through text messages.

Executives and managers leverage BI to make a wide range of strategic business decisions; such as how to increase inventory turns, optimize product allocation, establish more effective pricing and promotions, and improve vendor score-carding. The system can be set to report on a variety of sales, profits, receivables, inventory, and other Key Performance Indicators (KPIs) relevant to your business.

BlueCherry® BI takes the worry out of business analytics by delivering more than 500 preconfigured KPIs right out-of-the-box. You can also connect **BlueCherry®** BI with external point-of-sales, accounting, warehousing, or other database systems to paint as broad a picture of your business as you want. Get email or text message alerts at specified times or have them triggered when defined thresholds are exceeded. You can even setup a dynamic ticker readout that updates reports and charts in real-time.

Example of data as published in Sharepoint

Key Benefits

Identify Opportunities
Identify new business opportunities through analysis of data by region, currency, customer, or other relevant factors.

Increase Sales
Analyze customer profiles, segments, and purchases to optimize assortments and sizes; improve pricing and promotions.

Reduce Costs
Reduce product, supply chain, inventory, marketing, and other expenses while increasing response rates, sales, and gross margins.

Optimize Inventories
Analyze past performance and combine with plans and forecasts of future customer behavior to increase inventory turns, reduce out-of-stocks, and lower costs.

Optimize Operations
Predict changes in demand for specific time periods, locations, promotions, and other factors to manage deliveries, replenishment, staffing, and more.

Sharpen Business Focus
Easily configure exception reports and email or text message triggers and alerts to keep teams focused on the most important business activities and results.

CGS®

Key Features & Benefits

Mobile Analytics: Stay up-to-date with critical information and reports direct to your mobile device, wherever you are.

Commercial Toolset Integration: Compatible with Microsoft Office and other commonly available toolsets.

Out-of-the-box Usability: Comes ready to use with industry-specific, role-based dashboards comprising more than 500 preconfigured KPIs and reports.

Flexible Configuration: Configure to individual company needs; reconfigure to meet changing business requirements.

User-Defined Triggers & Alerts: E-mail and text message alerts; create triggers and alerts around predetermined parameters.

Customized Dashboard Displays: Choice of KPIs, level of information, presentation formats, and report displays. Create or modify reports/business reporting objects (BRO's) on the fly.

In-Depth Analysis: Analyze data by region, currency, customer, or other relevant factors.

KPI Comparative Analysis: Year to year, division to division, and more with dynamic grouping and sorting.

Easy to Setup and Use: No database expertise required to use or maintain.

Superior User Interface: Easy to navigate and use; choose your KPIs and report displays.

Manage Demand: Analyze demand for specific time periods, locations, promotions, and other factors to manage deliveries, replenishment, staffing, etc.

Manage Costs: Identify product, supply chain, inventory, marketing, and other costs.

Manage Sales: Analyze customer profiles, segments, and POS data to optimize assortments and sizes; improve pricing and promotions.

Manage Inventories: Compare past performance and forecasts to increase inventory turns, reduce out-of-stocks, and lower costs.

Intuitive Reporting: Report Launcher makes all reports easy-to-use for all. Create and tailor reports down to SQL Server Reporting Services (SSRS).

In-House Report Configuration: Report Builder tool enables in-house creation of virtually any report against the data warehouse.

Cost Effective: No technical resources or user licenses required.

Connectivity: Standalone BI database easily connects and consolidates data with **BlueCherry**® and other ERP, PLM, SCM, WMS, POS, and any ODBC-compliant database.

To learn more about **BlueCherry**®, contact your **BlueCherry**® sales representative at 212-408-3809 or email us at applications@cgsinc.com. You can also visit us at www.cgsinc.com. Computer Generated Solutions, Inc., 200 Vesey Street, Brookfield Place, New York, NY 10281-1017

For over 30 years, CGS has enabled global enterprises, regional companies and government agencies to drive breakthrough performance through business applications, enterprise learning and outsourcing services. CGS is wholly focused on creating comprehensive solutions that meet clients' complex, multi-dimensional needs and support clients' most fundamental business activities. Headquartered in New York City, CGS employs more than 5,200 professionals across North America, Latin America, Europe and Asia. For more information, please visit www.cgsinc.com.