



PRIMOBILE DIGITAL SOLUTIONS

Maximise Efficiency

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Primobile Custom Information Management Solutions

In support of the EAMS, Primobile Custom Information Management Solutions are an innovative approach to individual needs by providing a comprehensive range of tailor made solutions including:

- a standard pack of reports measuring Key Performance Areas (KPAs)
- custom reports catered to specific requirements
- real time performance information displayed on a dashboard
- custom scripts to update large volumes of data
- automation of repetitive manual processes
- automatic transfer of data between the EAMS and external sources
- system generated email notifications with optional attached reports
- intelligent solutions for data clean up and merging of databases
- custom software tools to enhance business processes.

The dashboard : A dashboard gives you the snapshot of the actual performance. It shows what's happening right now like your car's dashboard. You need to know what are the actual metrics to drive, not the past performance or the future predictions. We also believe a dashboard is not the place to add insights and comments. (Reference: Stéphane, DashThis)

The reporting tools: The reporting tool is to create reports. A report unlike a dashboard, will give you a historical and contextual view. Past month's performance, last 7 days, 5 year trend, etc... You don't use a report as a dashboard nor do you use a report to drill down. The report is the piece of paper you give to make decisions. The report is the place to add insights and all your expert valuable comments. (Reference: Stéphane, DashThis)

Analytics: This is all the ways you can break down the data, assess trends over time, and compare one sector or measurement to another. It can also include the various ways the data is visualized to make the trends and relationships intuitive at a glance. If Business Intelligence BI is about making decisions, analytics is about asking questions: like how does the sale for the new model this month compare to the sale for the old model last month? How do you compare one salesperson to another? Are certain products selling better in certain locations? You can even ask questions about the future with systems that perform Predictive Analytics. Some companies treat analytics and BI as synonymous-or simply rely on one to the exclusion of the other. But analytics is generally the data crunching, question-answering phase leading up to the decision-making phase in the overall Business Intelligence process.

(Reference :Dennis Junk, blog.apterainc.com)

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