

# Stop, Automate and Listen:

## Demystifying report automation to create time for Insights

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Data in sight

#### **About Us**

- Established 1993
- Acknowledged MR industry leader in Data Visualization, Dashboard and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- Offices in London, New Jersey, Chicago, Auckland





## Is automation all about

- Saving time ?
- Saving costs ?
- Greater efficiencies ?
- Ensuring accuracy ?



## Automation is about creation !

- Creating time for more analysis and insight
- Creating opportunity for added value
- Creating more revenue opportunities
- Creating greater job satisfaction



## What isn't automated

- Analysis rendered as charts
- Automatic charts vs Automated reporting
- VBA and linked-Excel can be challenging



## Let's see automation in action

Ele Project Goto	ain Window - Project View: Sales Demo - Multi-Country		- C ×
Project Files	Project Info		Latest News Release Notes
	C:\Users\russbudden\Desktop\Demos\New multi-country\New multi-country\ Country Tables.zte	•	Latest News
Translation File Output File Other Files	Sales Demo - Multi-Country.pptx Sales Demo - Multi-Country Final.pptx LoopFile.csv	2	In this new Beta we are rolling out a couple of new features. 1) Various users through our Support HUB have requested the ability to extract the raw number from Excel. We have now added this feature, under the Decimal Places filter: Use underlying vals   Decimal places Image: Comparison of the place of
Recent Projects			Data in sight



#### **Urban Myth : Automation is only for**





# **Project Types**

- Trackers the low hanging fruit
- Huge **ROI** wave after wave
- Multiplied over and over if also **multi-market**
- Even the minutest details, variance and complexities
- KPI Dashboards and Scorecards



# **Project Types**

- Segmentation / Multi-category / Multi-market
- Concept Testing, Ad/Copy Testing
- Customer Sat, Employee Sat
- Syndicated
- Omnibus



# **Project Types**

- And even pure **ad-hoc!** 
  - Over-chart and then cherry pick
  - Build with interim data, refresh when final



## Even data-driven Infographics



# How can we help you

- E-Tabs license can be installed, used in-house
- Service bureau can do it for you
- Data Visualisation and InfoGraphics
- Online Interactive Reporting and Dashboards



## Thank you

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