



**E-Tabs**

# 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

SAVINGS

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

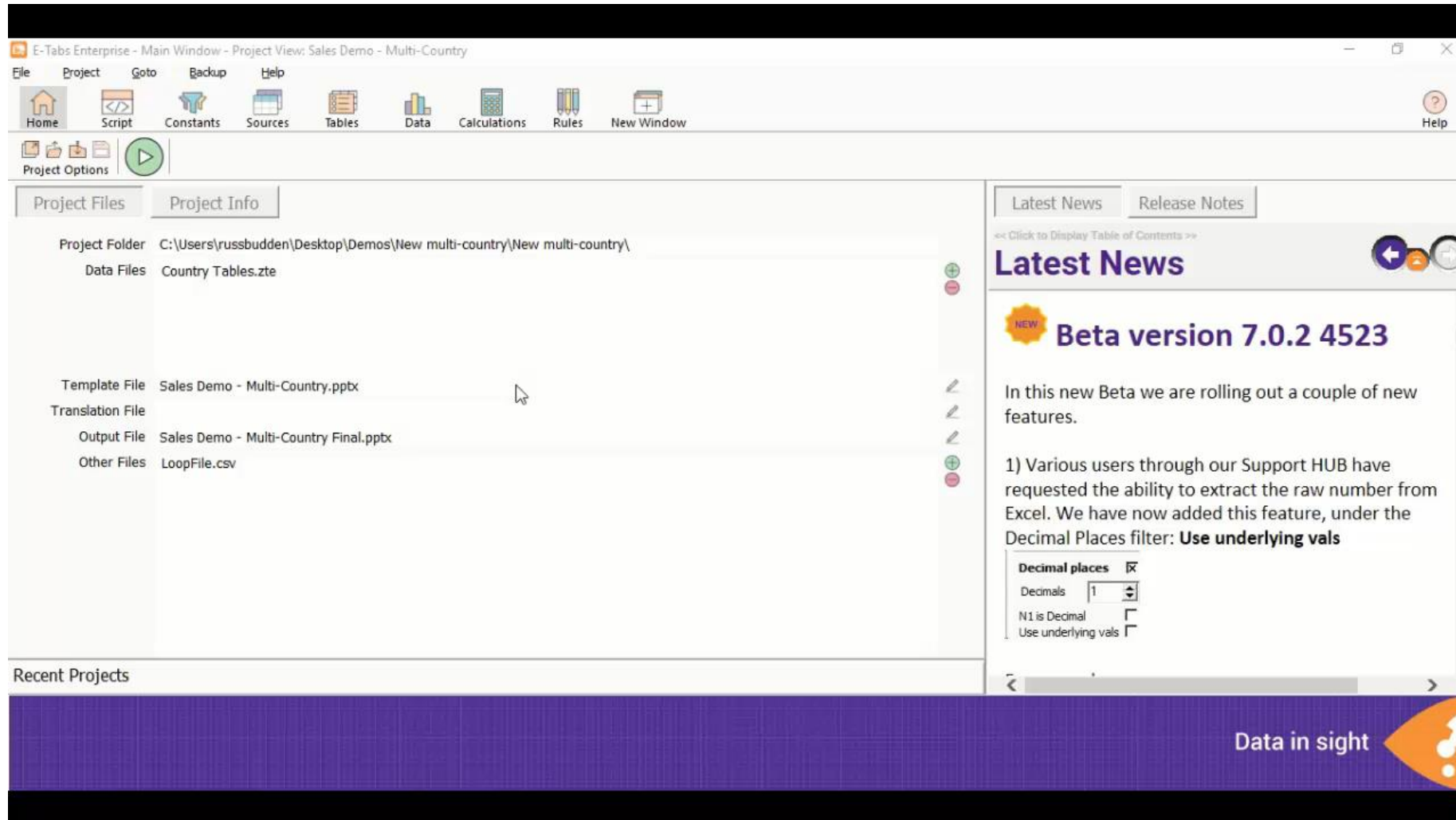
# Automation is about creation !

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

# What *isn't* automated

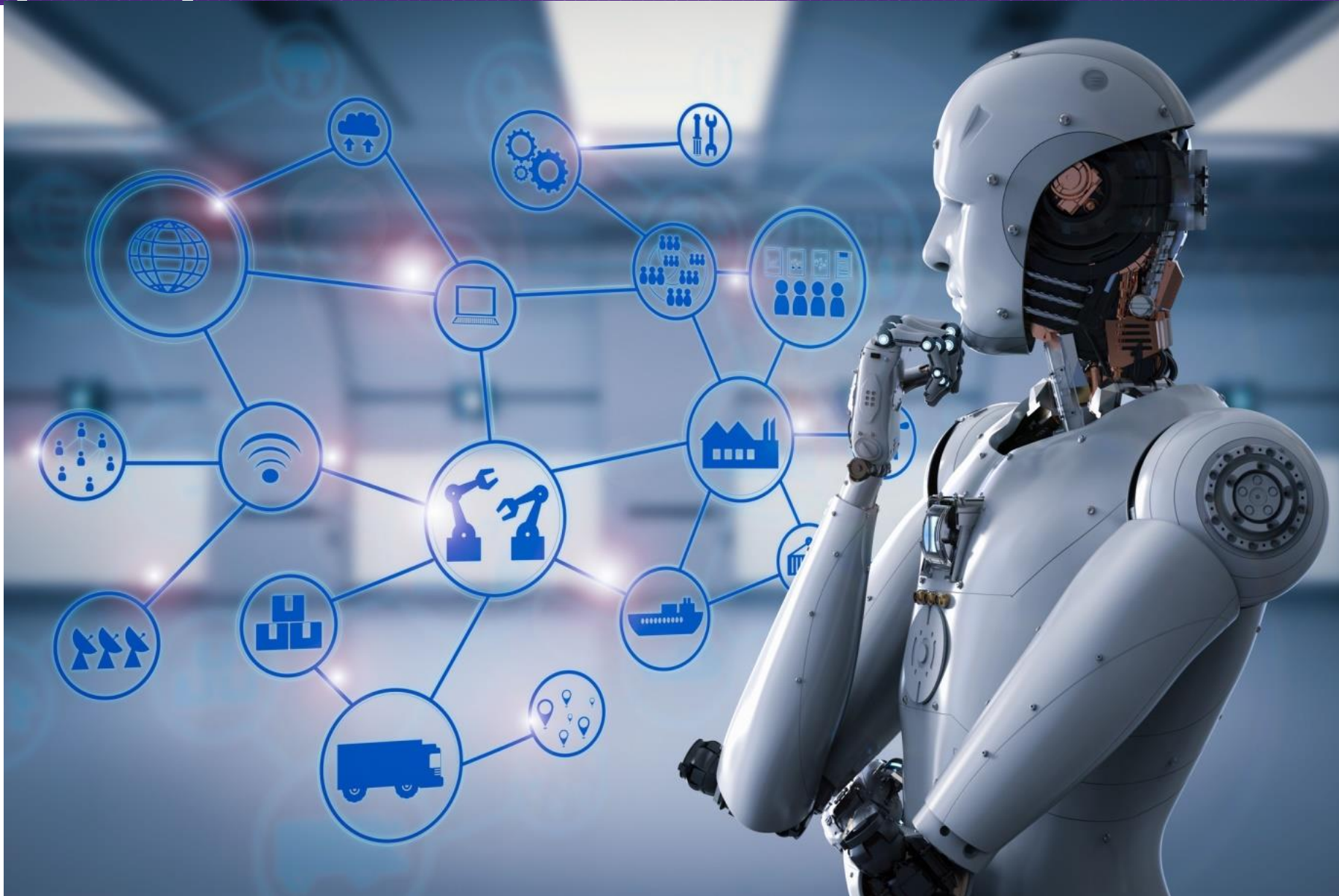
- Analysis rendered as charts
- Automatic *charts* vs Automated **reporting**
- VBA and linked-Excel can be challenging

# Let's see automation in action





# 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

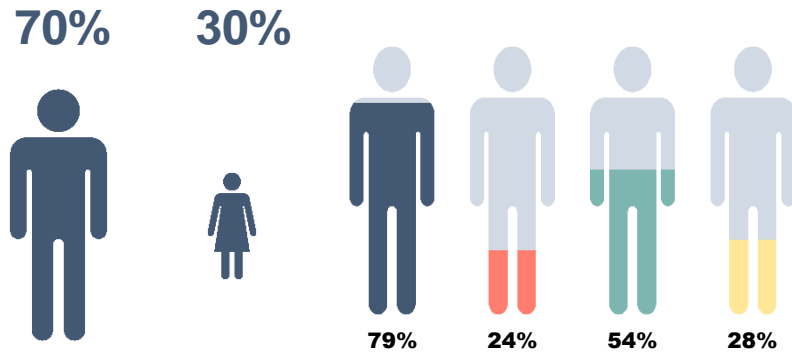
- Segmentation / Multi-category / Multi-market
- Concept Testing, Ad/Copy Testing
- Customer Sat, Employee Sat
- Syndicated
- Omnibus

# Project Types

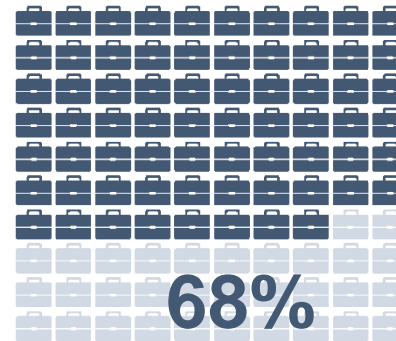
- And even pure **ad-hoc!**
  - Over-chart and then cherry pick
  - Build with interim data, refresh when final

# Even *data-driven* Infographics

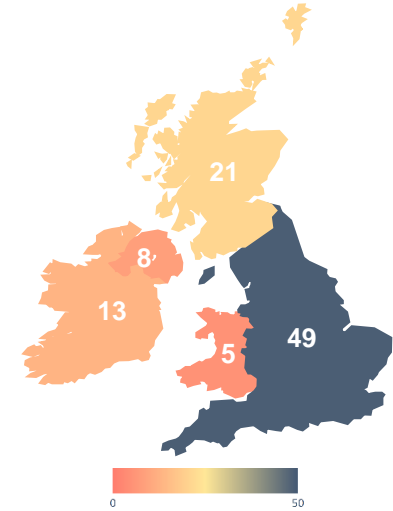
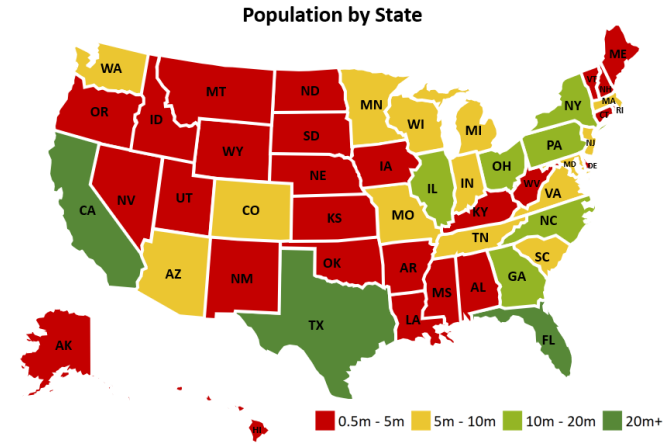
Proportionally sized or filled images, icons



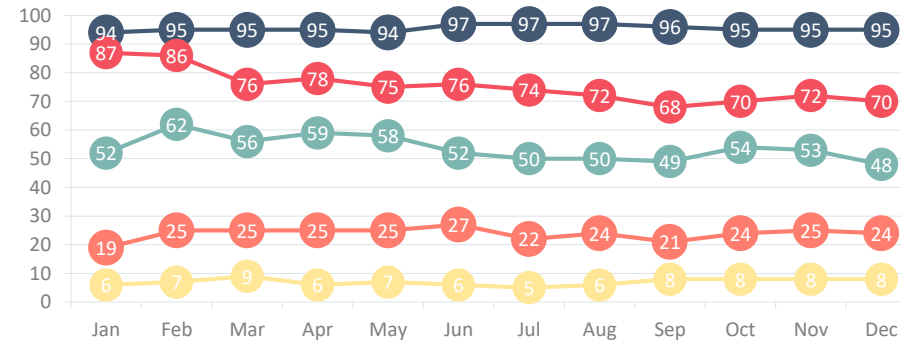
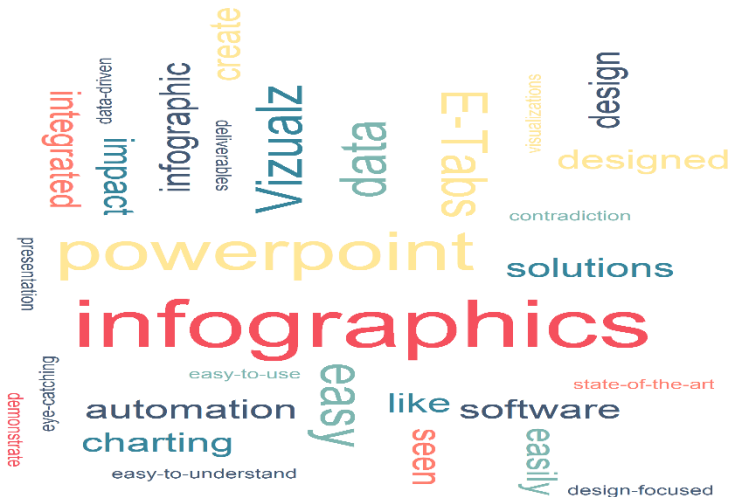
Repeated images



Auto-filled maps



Wordclouds



# 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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