



E-Tabs

Stop, Automate and Listen:

Demystifying report automation to create time for Insights

Presented by: Benjamin Rietti



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

- **Save time ?**
- **Save costs ?**
- **Greater efficiencies ?**
- **Ensure accuracy ?**

Automation is about creation !

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

Let's see automation in action

The screenshot displays the E-Tabs Enterprise software interface. The title bar reads "E-Tabs Enterprise - Main Window - Project View: Sales Demo - Multi-Country". The menu bar includes "File", "Project", "Goto", "Backup", and "Help". Below the menu bar is a toolbar with icons for "Home", "Script", "Constants", "Sources", "Tables", "Data", "Calculations", "Rules", and "New Window". A "Project Options" section is visible with a play button icon.

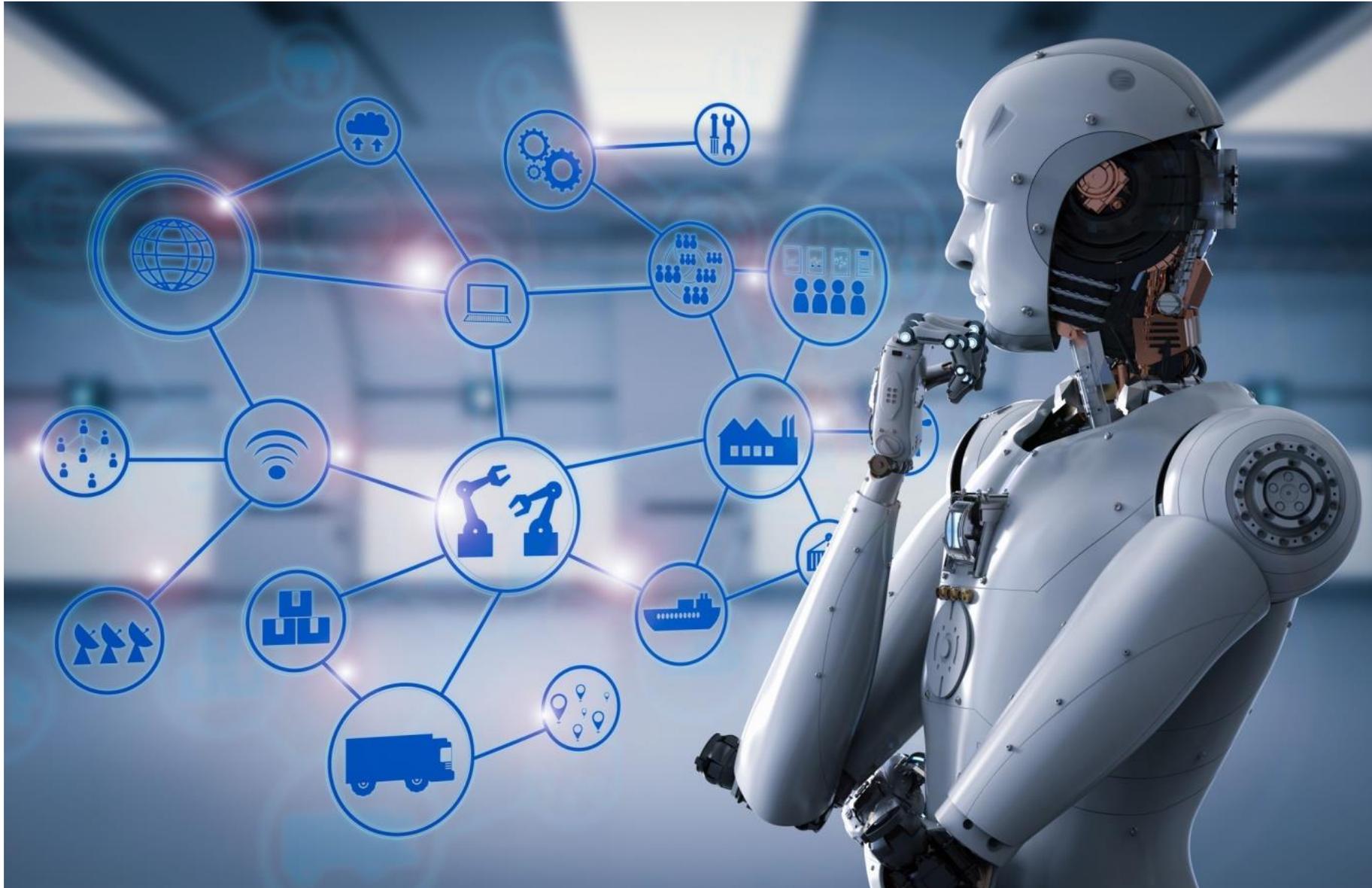
The main workspace is divided into two panes. The left pane, titled "Project Files", shows a tree view of project files:

- Project Folder: C:\Users\russbudden\Desktop\Demos\New multi-country\New multi-country\
 - Data Files: Country Tables.zte
- Template File: Sales Demo - Multi-Country.pptx
- Translation File:
 - Output File: Sales Demo - Multi-Country Final.pptx
 - Other Files: LoopFile.csv

The right pane, titled "Latest News", contains a "Beta version 7.0.2 4523" announcement. The text reads: "In this new Beta we are rolling out a couple of new features." Below this, a list item states: "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**". A small control panel for "Decimal places" is shown with a checked checkbox, a "Decimals" dropdown set to "1", and checkboxes for "N1 is Decimal" and "Use underlying vals".

At the bottom of the interface, a "Recent Projects" section is partially visible. The footer of the slide features the text "Data in sight" next to an orange arrow graphic.

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

How can E-Tabs help you

- License and take it in-house
- Let our service bureau do it for you
- Data Visualisation and Infographics
- Online Interactive Reporting and Dashboards

Thank you

www.e-tabs.com

b.rietti@e-tabs.com

