Stop, Automate and Listen:

Demystifying report automation to create time for Insights

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THE **QUIRK'S**
EVENT

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

MRS Evidence Matters™ MRS Awards 2015 Finalist

MRS Evidence Matters™ MRS Awards 2011 Winner

MRS Evidence Matters™ MRS Awards 2008 Finalist

MRS Evidence Matters™ MRS Awards 2006 Finalist

MRS Evidence Matters™ MRS Awards 2004 Winner

THE QUEEN'S AWARDS FOR ENTERPRISE: INNOVATION 2010

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Is automation all about SAVINGS?

- Save **time** ?

- Save **costs** ?

- Greater **efficiencies** ?

- Ensure **accuracy** ?

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Automation is about creation !

- Create time for **more analysis and insight**

- Create opportunity for **added value**

- Create greater job **satisfaction**

- Create more revenue **opportunities**

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Let's see automation in action

Urban Myth : Automation is only for tech nerds
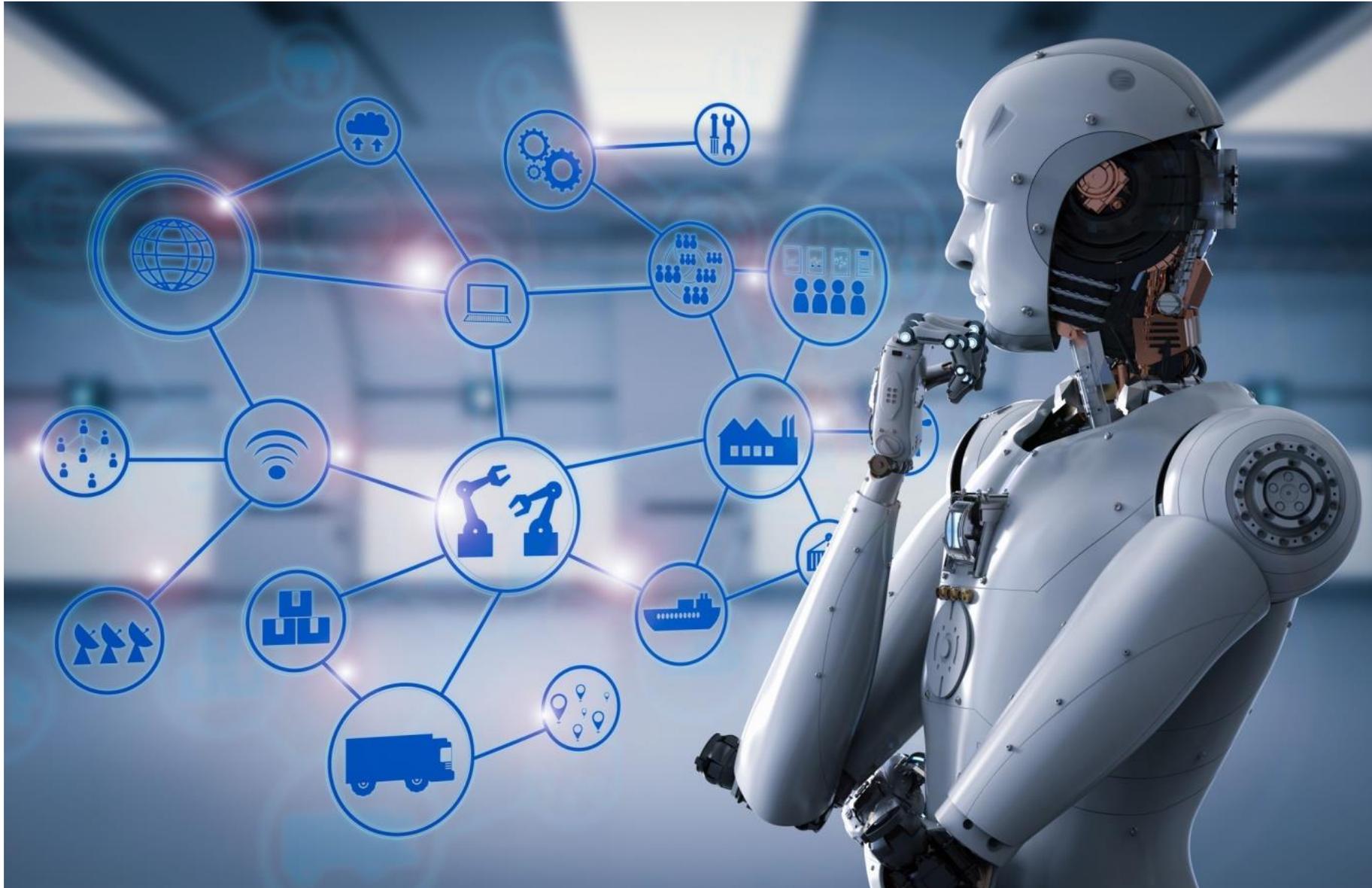
Project Types

- **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

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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

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Thank you

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