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AUTOMATED INSIGHT REPORTING DONE RIGHT

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E-Tabs
Data in sight

DIRECTIONS INC

THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

WHAT WE'LL LOOK AT TODAY

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01 THE DIRECTIONS JOURNEY

The Challenges and the Automation Solution

02 AUTOMATION IN ACTION

Demonstrating the technology

03 LEVERAGING MORE

Innovative ways of using automation further

04 THE STRATEGIC BENEFITS

What Automation can do for your business

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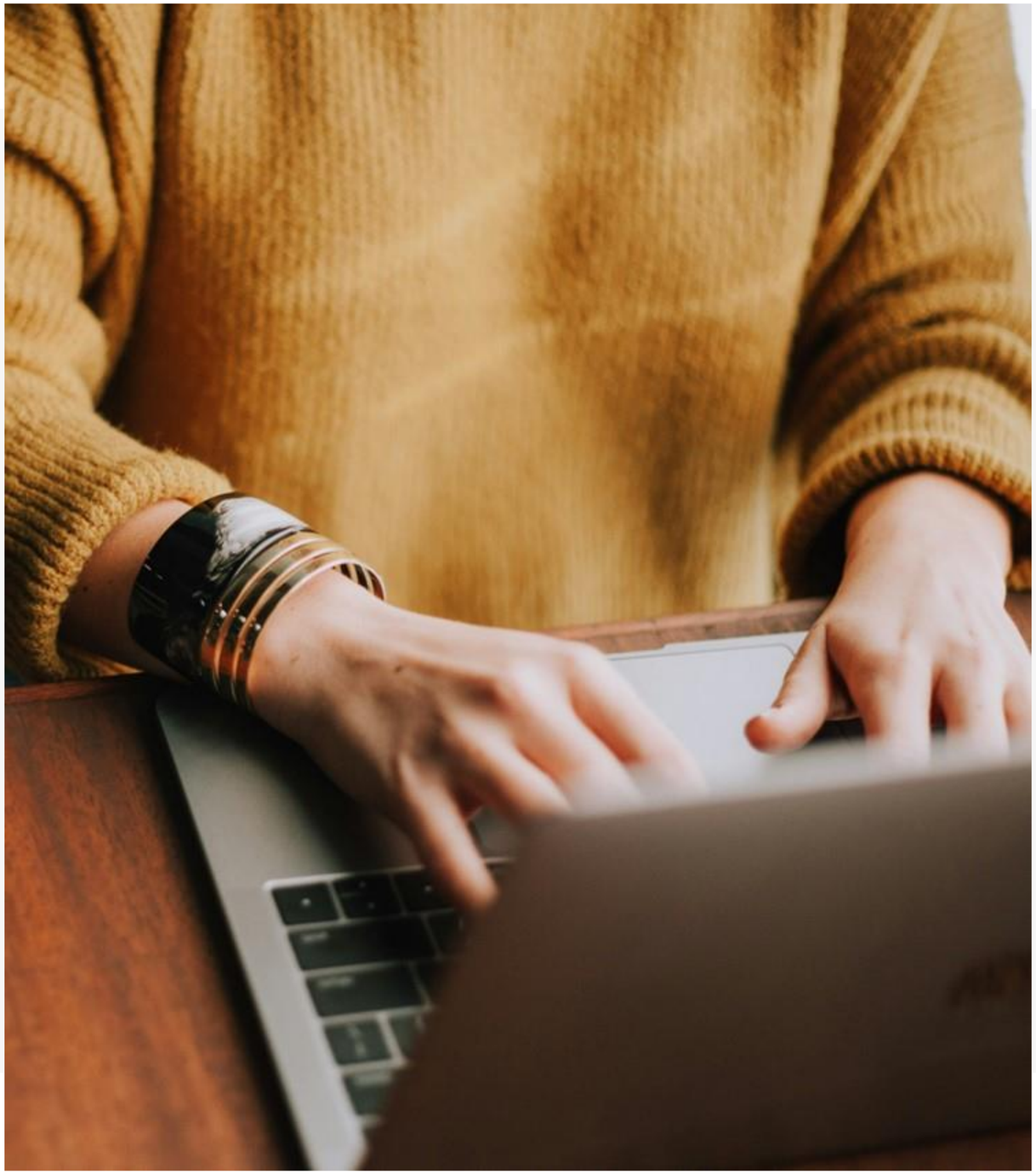
AUTOMATED INSIGHT REPORTING DONE RIGHT!



DESIRED OUTCOMES

1. No experience necessary
2. Scalability
3. Faster Turnaround

REQUIREMENTS

STRATEGIC

User friendly solution that didn't require

SPECIALIZED KNOWLEDGE

Flexibility

CUSTOMIZATION

Fits into

ECOSYSTEM

Strong

PARTNERSHIP

TECHNICAL

STATISTICAL TESTING

DATA INTEGRATION

REPLICATION

WHY E-TABS

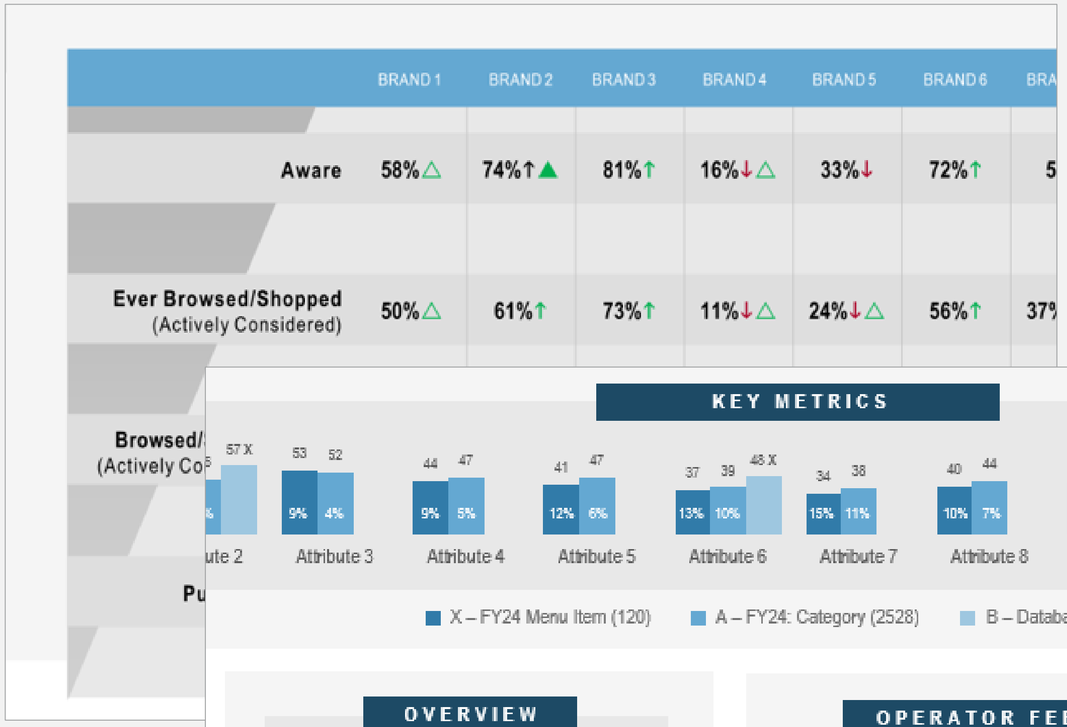
Team members can easily and quickly get up to speed with the **user-friendly** and **accessible interface.**

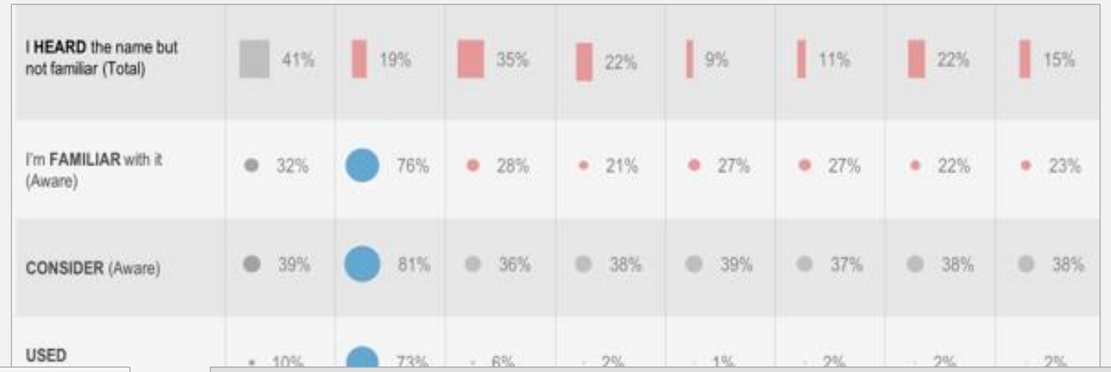
E-Tabs excels in its adaptability and **superior flexibility.**

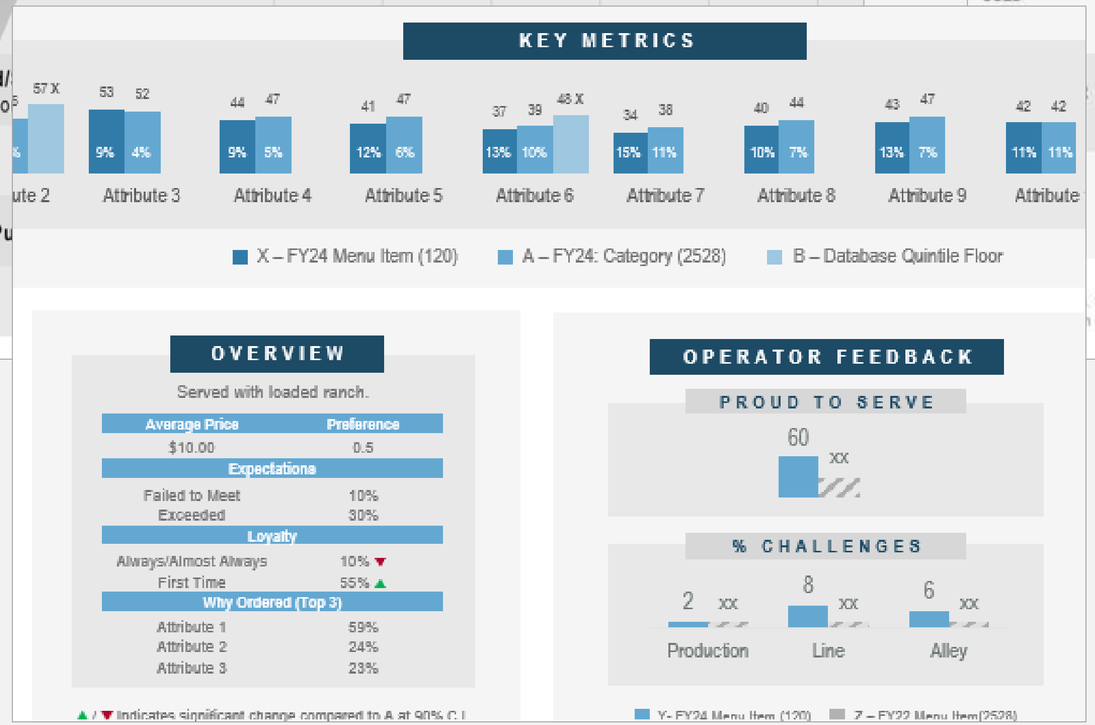
We could seamlessly **integrate into our existing ecosystem.**

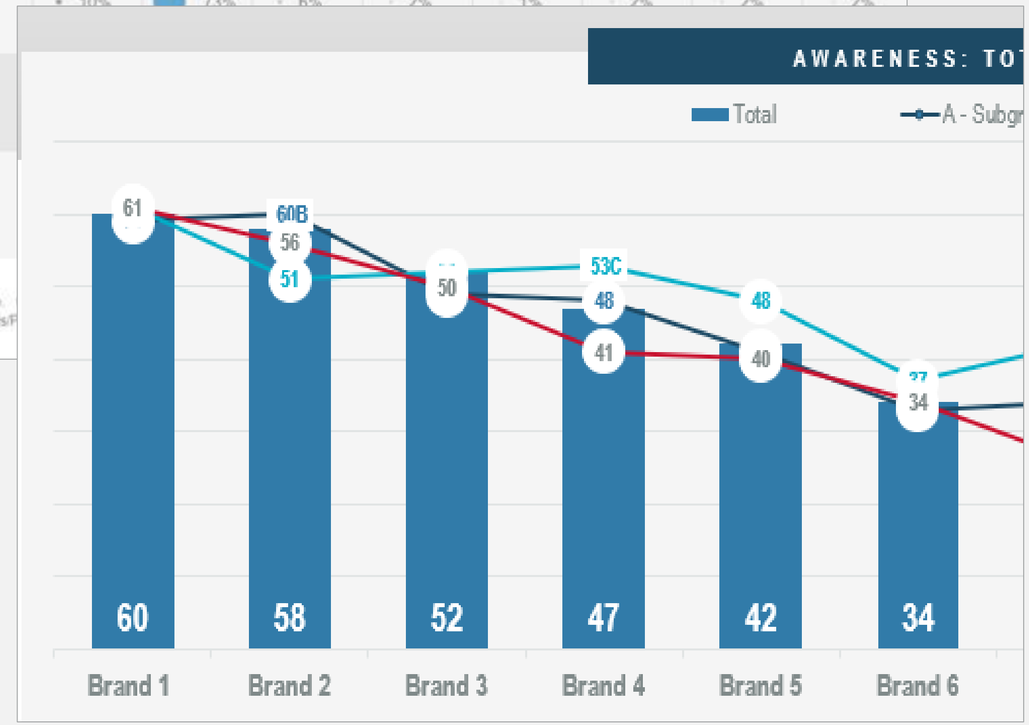
E-Tabs' support team has been invaluable with its **EXCEPTIONAL SUPPORT SYSTEM**

SCORECARDS AND TRACKERS









IMPLEMENTATION

ANALYTICAL SPEND
Reduced by over **30%**

&

HOURS
Saved by well over **50%**
in projects where we are involved.

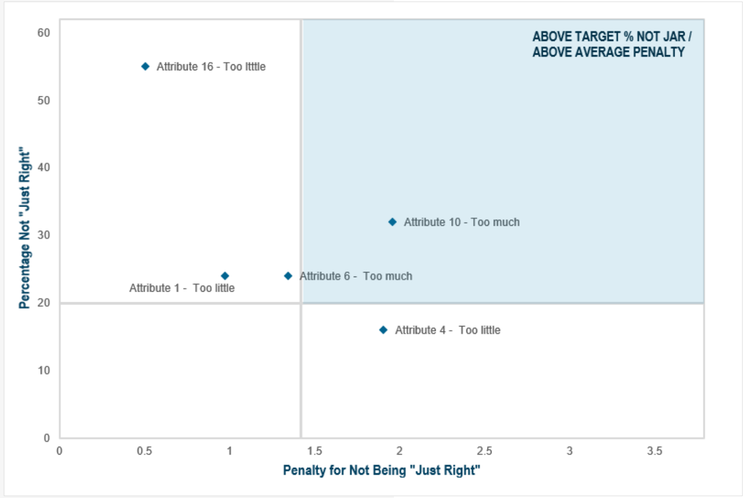
AVERAGE HOURS PER WAVE
without E-Tabs **38.5**

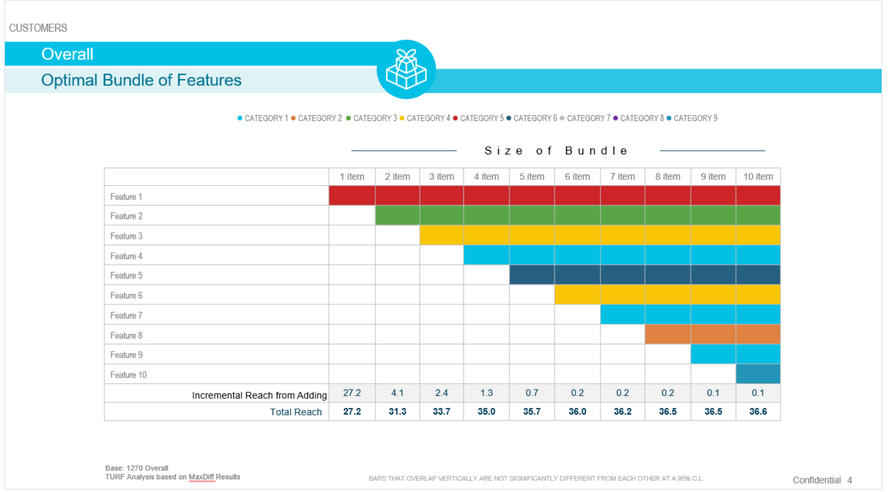
vs.

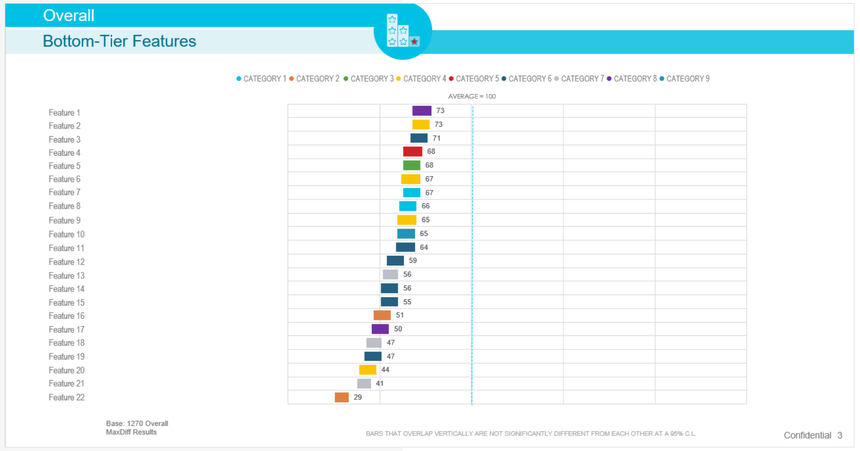
AVERAGE HOURS PER WAVE
with E-Tabs **9.8**

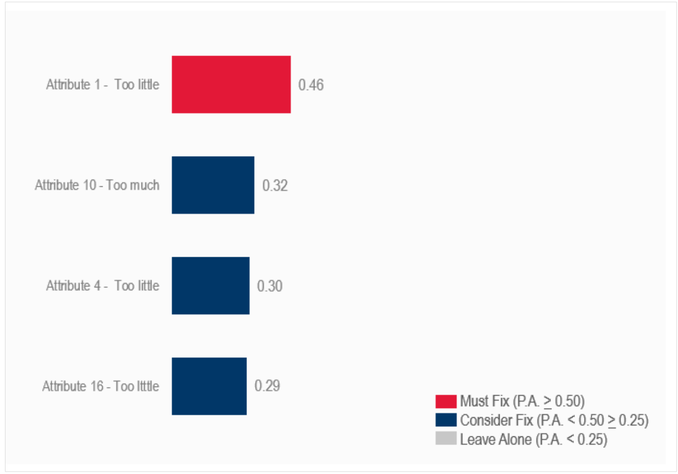
BEYOND SCORECARDS & TRACKERS…

- TEMPLATES
- SUBGROUP ANALYSES
- APPENDIX SLIDES
- NON-DELIVERABLE TASKS
- EVEN INDIVIDUAL SLIDES!









IMPACT…

Automation and E-Tabs have been ***game changers****, especially with simplifying the production of a high volume of scorecards.* ***This efficiency upgrade not only saves countless analyst hours but also adds value for our clients by delivering timely and accurate insights.***

Automation has been super helpful for reporting a very large yearly tracker. It's tons of data to manage and I can't imagine doing it all manually. ***The automation makes it a much smoother and manageable process.***

*Automation is an amazing tool for us to use in our reporting****.*** ***It allows us to build reports more efficiently and accurately.***

IMPACT…

Automation for this study was incredibly vital to getting this project done. ***The team automated about 400 slides for me across 4 separate reports.*** *We worked very closely for several months to ensure she could include* ***all the necessary complexities and visualizations...***

Quantifying the number of hours automation saved me is very difficult as I honestly don't think this project could have happened without their help.

At the time these projects were done, we didn't have any people with time to help out on stuff like this. So, I would have either worked (more) nights and weekends, or we would have had to extend the project timeline by a couple of weeks.

So, you also contribute to analyst job satisfaction and client satisfaction with a fast turnaround.

DON’T SETTLE

- EXPLORE PARTNERSHIPS TO DRIVE SCALE
- LOOK BEYOND THE OBVIOUS
- BREAK THE BLACK BOX

ABOUT US

- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- 24-hour Global support

AUTO CHARTING OR AUTOMATED REPORTING ?

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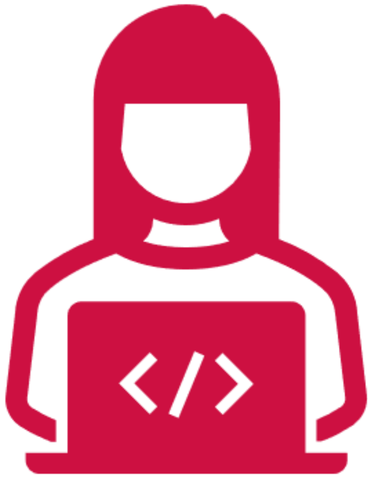
AUTO CHARTING - INFLEXIBLE

- MACROS
- IMAGES OF CHARTS INSTEAD OF EDITABLE OBJECTS
- ONLINE ANALYSIS EXPORTING TOO SIMPLISTIC
- LIMITED ON CHART TYPES, NUMBER OF CHARTS PER SLIDE
- VERY FEW OPTIONS FOR HANDLING CHANGING CONDITIONS



AUTO CHARTING OR AUTOMATED REPORTING ?

E-Tabs
Data in sight

- CAN READ IN MR BANNER TABLES, SPSS FILES
- CAN HANDLE VARIANCE ACROSS TIME OR MARKETS
- CHANGING BRAND LISTS, NUMBER OF BRANDS
- CAN READ IN STAT TESTING, OR CALCULATE SIGNIFICANCE ITSELF
- HANDLE LOW-BASE CONDITIONS
- BRAND LOGOS, INDICATORS
- CALCULATE DIFFERENCES, TRENDS, GENERATE STANDARD ANALYSIS TEXT

AUTOMATION DESIGNED FOR MARKET RESEARCH!

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NOW YOU'RE TALKING! SO MUCH MORE DETAIL IS POSSIBLE THAN JUST SETTLING FOR *AUTO-CHARTED"*

FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION nation

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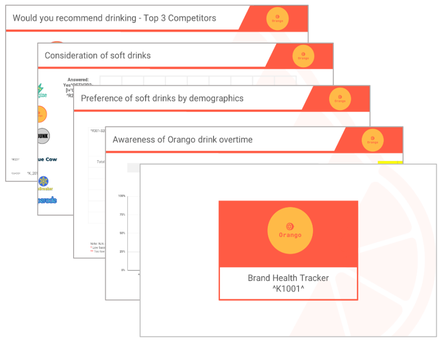
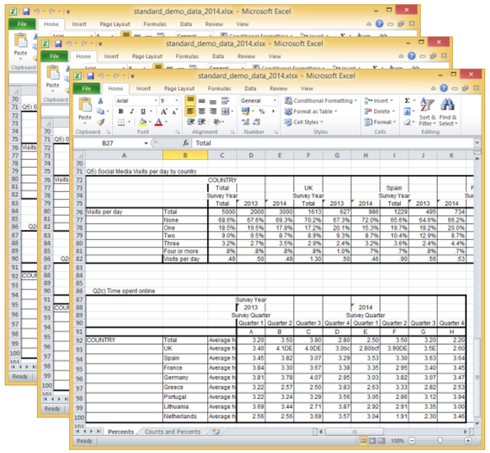
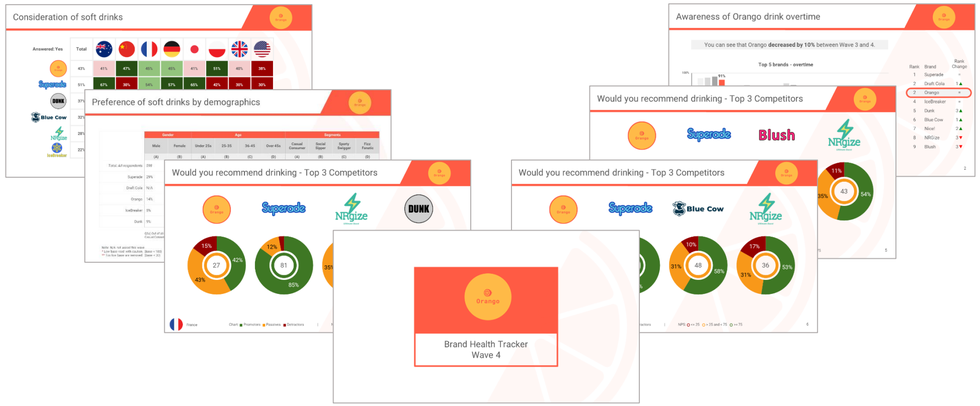


Data pulled into your own existing template



Google Slides

Google Sheets



Google Sheets

Power BI

+ableau

E-Tabs Enterprise - E-Tabs Enterprise - Script View: Powerpoint - Orango Demo

File Project Goto Backup Help

Home Script Constants Sources Tables Data Calculations Rules New Window

Project Options

Project Files | Project Info

Project Folder: C:\E-Tabs Enterprise projects\Orango demo\

Data Files: Drinks.xlsx, Sample Data.xlsx

Template File: Orango BHT - PowerPoint - Template.pptx

Translation File:

Output File: Orango BHT - Wave 4.pptx

Other Files:

Recent Projects

1 Powerpoint - Orango Demo (C:\E-Tabs Enterprise projects\Orango demo\Powerpoint - Orango Demo.epg)

Latest News | Release Notes

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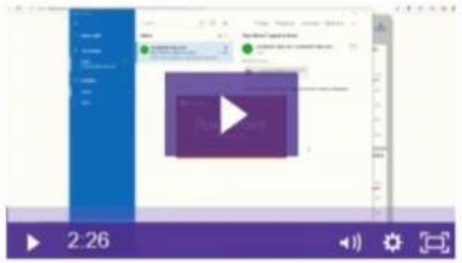
News Feed

E-Tabs FOLLOW US

Generate reports on our E-Cloud! (February 2022)

With Enterprise Cloud, you can generate automated, editable PowerPoint/Google Slides outputs from your online dashboards (including Powe
and Tableau). See the video below:



Book a demo HERE

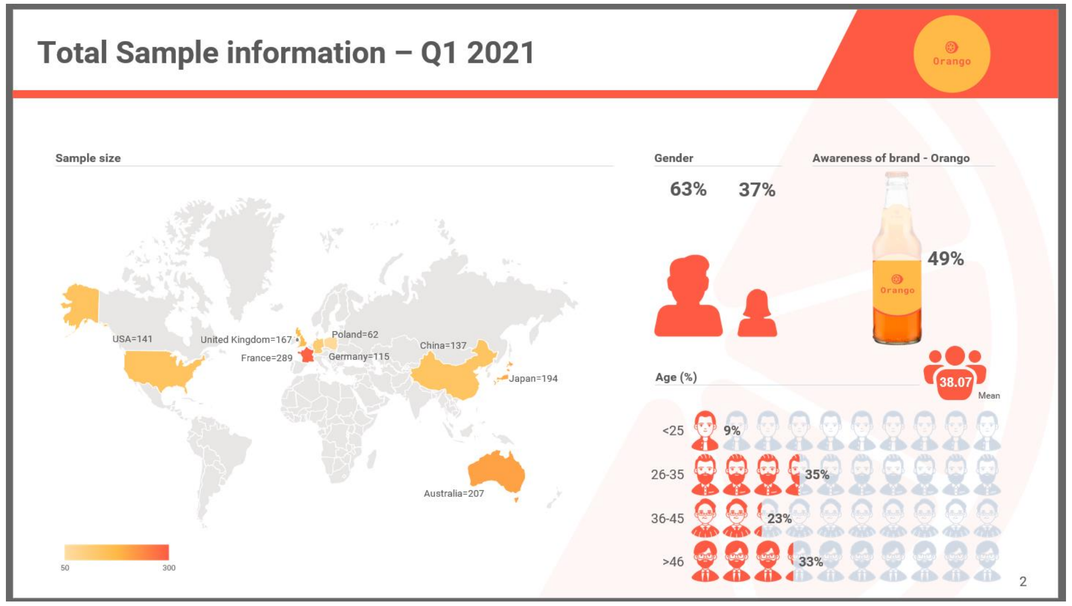
You can keep up to date with new features by clicking the icons below:

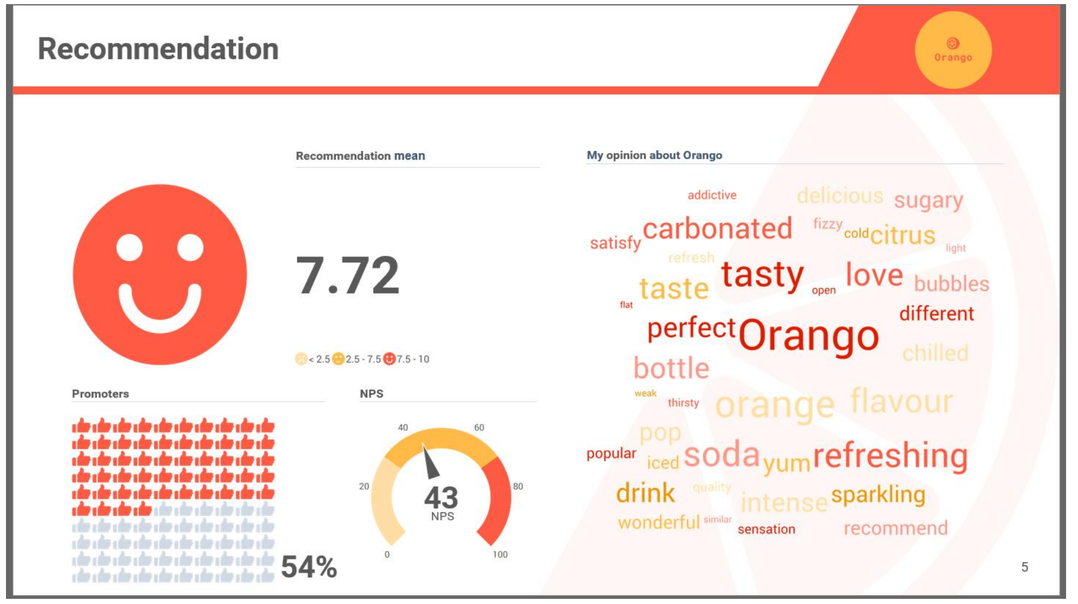
Data in sight

Version 10.1.39.5304

NOT JUST YOUR STANDARD CHARTS....

DATA-DRIVEN INFOGRAPHICS TOO





TYPES OF PROJECTS

TRACKERS

MULTI COUNTRY

SEGMENTATION

CX SAT

LEVERAGING MORE FROM AUTOMATION

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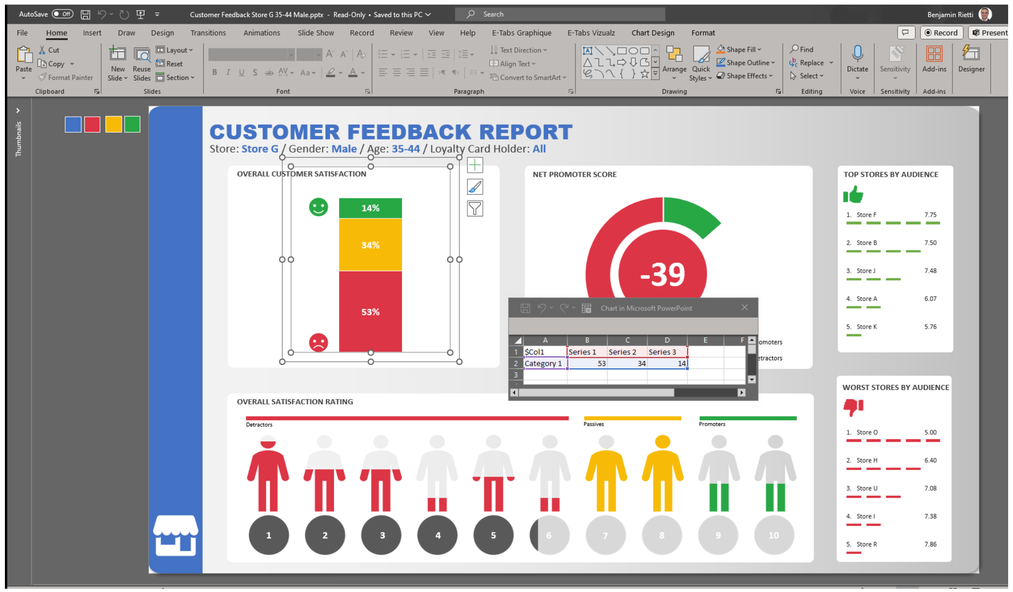


API

Power BI

+ableau

SQL

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

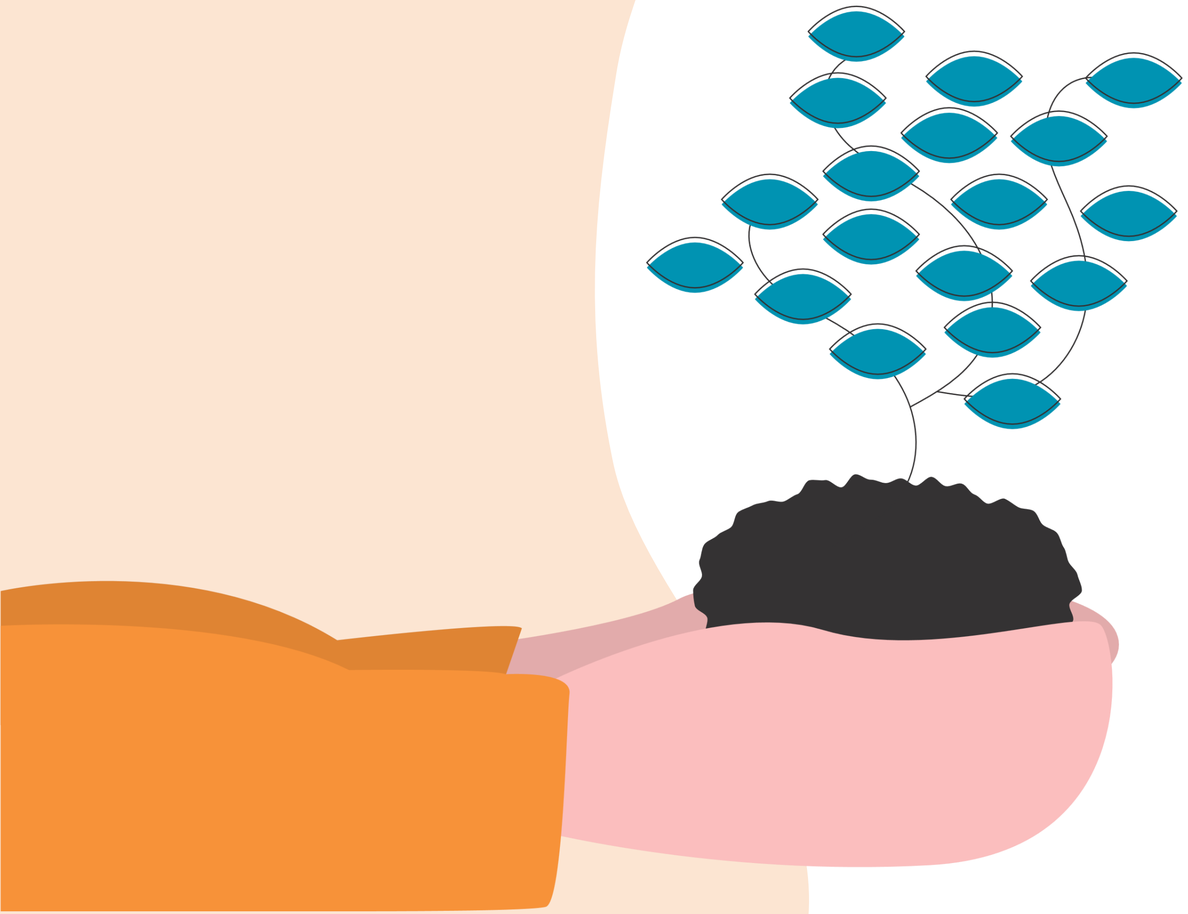
E-TABS ENTERPRISE SOFTWARE SUBSCRIPTION

- We provide the software, training and support
- Automate everything – Google, PowerPoint, Excel +

HOW TO ENGAGE WITH E-TABS FOR AUTOMATION

E-TABS BUREAU SERVICE CAN AUTOMATE FOR YOU

- Give us your template, tables and instructions
- Any project –PowerPoint, Google Slides, Excel +
- We set-up and then update each wave/market



STRATEGY FOR GROWTH

- Creates opportunity for added value
- Creates time for more insights
- Creates options for more revenue
- Builds stronger client relationship
- Increased employee satisfaction

ANY QUESTIONS ?

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