

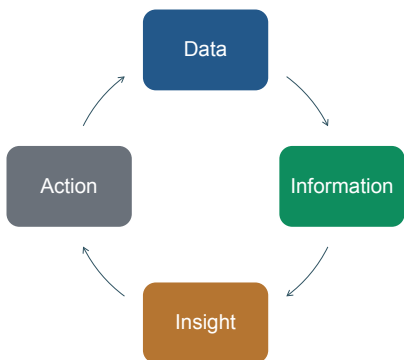
ONYX ANALYTICS

Uncover insights and drive better outcomes

DATA SHEET

INSIGHTFUL DATA AT YOUR FINGERTIPS

Data is only good if you can use it effectively. This sounds straightforward but today's data-driven companies understand the underlying importance in this message. The challenge is to take a seemingly infinite amount of marketing and customer information and translate it into meaningful Key Performance Indicators (KPIs).



Businesses should strive to create a virtuous cycle that turns your data into information and insight which then enable managers and leaders to quickly take action to improve performance. Leading to increased success across Sales and Support operations.

Designed for the non-technical user, Onyx Analytics is self-directed – anyone in any role can quickly and easily tailor dashboards to their liking, without the need for IT support to do so, saving time and enhancing personalization. Aptean provides an unified solution for both Sales and Support for Onyx customers.

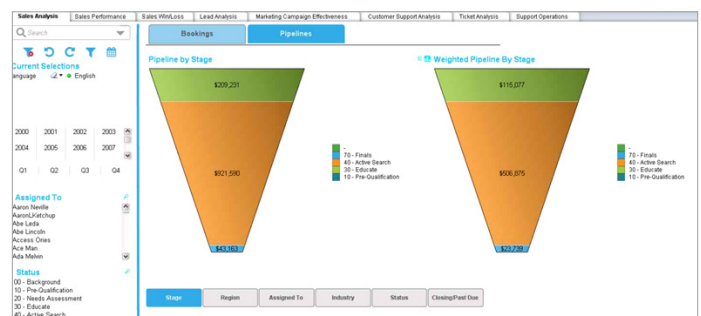
ONYX ANALYTICS FOR SALES

Onyx Analytics for Sales delivers focused sales dashboards for Onyx users that focus on the following:

- Sales Analysis
- Sales Performance
- Sales Win/Loss
- Lead Analysis
- Marketing Campaign Effectiveness

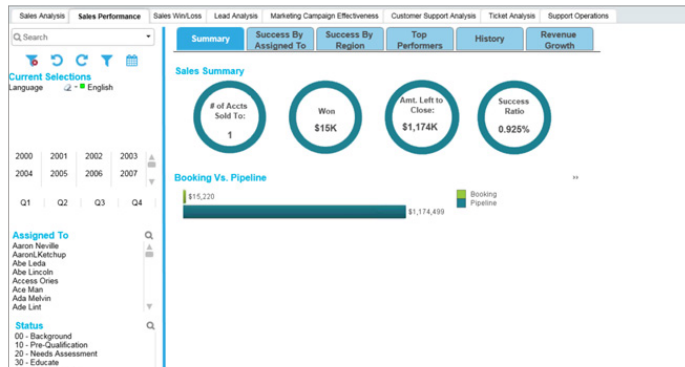
SALES ANALYSIS

The Sales Analysis dashboard provides details about opportunities identified which represent a potential sale. From the pipeline tables and charts, users can quickly see if they have enough leads coming in to meet their sales objectives and whether the team is targeting the right types of deals. Users can also quickly get a list of opportunities closing shortly and opportunities that are overdue so that follow-ups can be made. The beauty of the sales dashboard is the ability to use filters to define what data to display. With a few mouse clicks, a user can see the sales pipeline for a specific time period or user/advisor.



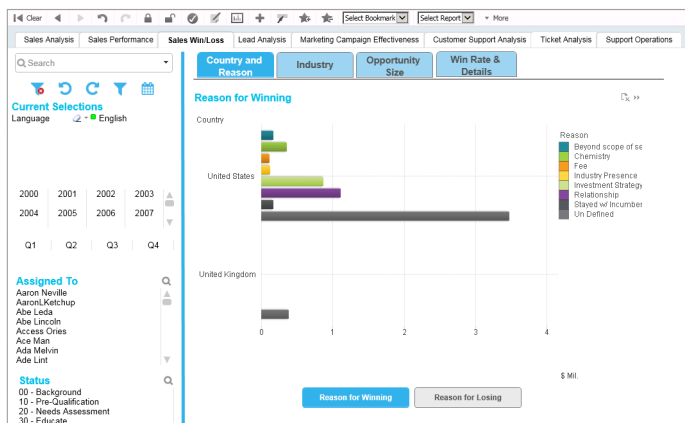
SALES PERFORMANCE

The Sales Performance dashboard gives users a quick and easy way to see how they are performing against forecasted sales. Users can see the number of accounts sold to alongside the value of opportunities closed and the amount left to close to meet their sales objectives.



SALES WIN/LOSS

The Sales Win/Loss dashboard is all about analyzing trends for opportunities won or lost. Understanding the variables involved enables companies to determine the right focus for future deals including high-probability geographies or products. The Win/Loss tables and charts enable users to gain insight on the reasons behind winning or losing deals, whether there is a correlation between deal size and wins or losses and whether the win rate differs by product.



LEAD ANALYSIS

The Lead Analysis dashboard provides a clear way to look at the leads gathered by source, region, product interest, quality and details. This not only helps further determine marketing project effectiveness as previously mentioned but also gives your organization targets for potential future marketing and opportunities.

MARKETING CAMPAIGN EFFECTIVENESS

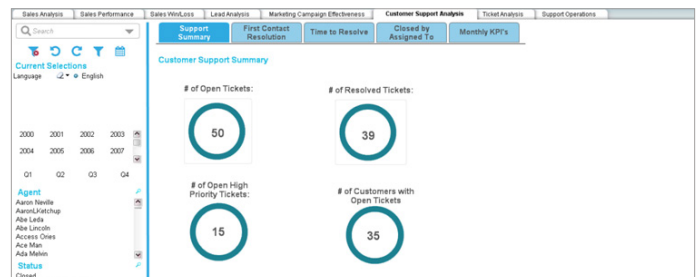
Marketing project effectiveness tracks each tactical component of marketing campaigns which lead to sales. By identifying the effectiveness of each marketing project, a company can determine the right marketing mix for products going forward as well as determine return on marketing investment (ROMI) or other desired marketing effectiveness measures.

ONYX ANALYTICS FOR SUPPORT

Onyx Analytics for Support gives you user-friendly tools for making your business data visual and easy to understand. This gives companies a faster, simpler way to evaluate current support operations as well as plan for future improvements.

CUSTOMER SUPPORT ANALYSIS

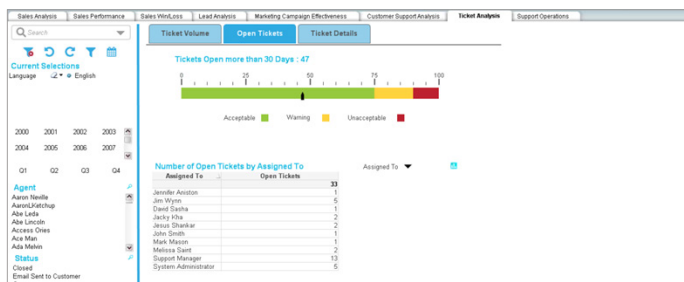
Customer Support Analysis provides both a summary view and details outlining agent performance as it relates to first contact resolution, time to resolve tickets, number of cases closed, and combinations of the above that create monthly Key Performance Indicators (KPIs). By analyzing this data, it is very easy to view and dive down into trends to determine action needed for future improvements or to assess agent and group performance.



TICKET ANALYSIS

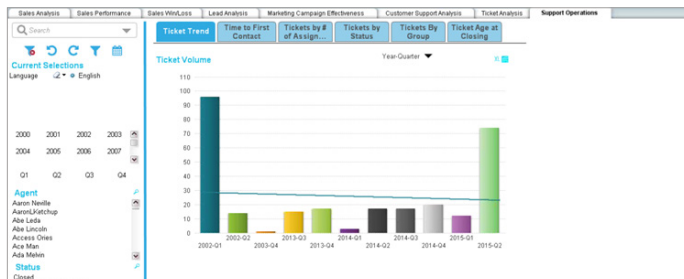
The Ticket Analysis dashboard gives users the ability to analyze support tickets, specifically ticket volume and open ticket details (by age, agents, severity and company). Looking at ticket volume trends and open and closed tickets gives a support organization an easy way to evaluate how well it processes tickets.

While this in itself may not tell the full story of how well the organization is supporting customers or how well its agents are doing, it provides an accurate and clear snapshot over a configurable timeline. Coupled with reports like Open Tickets by Age/Agent/Severity, an organization can quickly determine how well it meets its pre-defined thresholds or where it needs to focus to bring its operation to an acceptable level. Organizations can also drill down on any outliers like months showing double the number of expected support tickets and look at the ticket details to understand the root cause.



SUPPORT OPERATIONS

The Support Operations dashboard serves as another level of detail outlining how quickly and how effectively support tickets are handled. For example, support operations dashboards give a clear view into time to first contact. These measures could help both set a baseline for measurement as well as outline anomalies which need further clarification or investigation.



AN EXTENSION TO THE ONYX YOU KNOW AND LOVE

Customers tell us that what they love about Onyx CRM is that they can do anything with it. It is highly flexible to meet their exact business requirements. With Onyx Analytics, we have ensured that users can tailor it to their exact needs. Custom fields and tables can be added to the data model enabling your organization to quickly adapt the solution to your unique measures and values.

POWERED BY QLIKVIEW

Onyx Analytics is powered by the industry-leading QlikView platform, which has been deployed by more than 30,000 customers across the globe. Onyx Analytics drives real decisions by providing actionable insight with the Associative Discovery capability.

Associative Discovery, the practice of exploring data to uncover key insights, is also shared among all users. With Associative Discovery, Onyx Analytics can quickly dig into data from various data sources and see what's associated and what's not. You can select any data on the dashboards with a touch or click, including ranges or multiple selections. Associated data is identified by dynamic color-coding. This mechanism provides you the capability to quickly find associations that lead to insight, all of which you couldn't easily do with traditional Business Intelligence (BI).

SCALABLE

Onyx Analytics provides faster performance with in-memory processing allowing for handling of and scaling for large data sets. In addition, data association – relationships between existing and a new dataset – happens automatically. As the database scales, the capabilities delivered by the solution scales.

CONCLUSION

Onyx Analytics delivers the perfect combination of specialization, simplicity and actionable data. Delivered with business users and flexibility in mind, Onyx Analytics will help you drive decisions with the right amount of data provided in the most meaningful and usable way.

Interested in learning more about Onyx Analytics? Please contact us at info@aptean.com.



About Aptean: Aptean helps businesses profit, innovate and grow where the work gets done—in the call center, on the floor of the factory, at the end of the assembly line. That's where Aptean's CRM, Complaints Management, ERP and Supply Chain software applications enable nearly 5,000 customers to satisfy their customers, operate more efficiently and stay at the forefront of their industry.

Aptean is where software WORKS. For more information, visit www.aptean.com.