

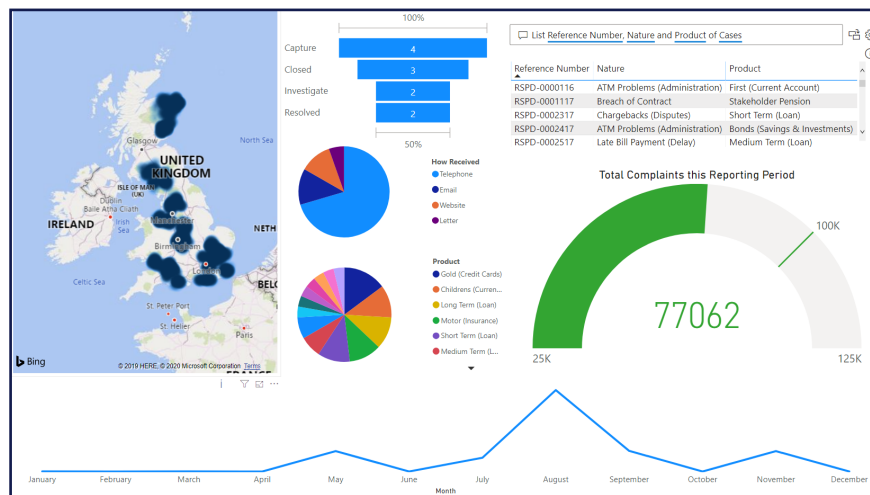
# Business Intelligence Direct for Aptean Respond

## More powerful insights from your Respond data

While user-friendly standard reporting is built into Respond, some businesses may want a more flexible approach to gathering, analyzing and reporting on Respond data.

Respond Business Intelligence (BI) Direct is a SaaS business intelligence tool that gives you ultimate power and flexibility over your complaints data. It outputs Respond data in a standard online analytical processing (OLAP) reporting format, allowing you to leverage the reporting tools of your choice to slice and dice the information. The OLAP database is hosted in the Aptean cloud, giving you easy access and eliminating the need to host your own database server. With Respond BI Direct, you can:

- **Establish the source of an issue with root cause analysis**
- **Merge Respond data with sales, marketing and support data from other applications, providing additional context for your reporting**
- **Identify trends and pinpoint areas for business and process improvements**
- **Streamline FCA reporting by measuring complaints against number of sales**
- **Highlight opportunities for cost cutting and revenue generation**



Respond data output by BI Direct displayed in Microsoft PowerBI

## Key Features

- **Use the reporting tools of your choice** – With BI Direct, you can hook into your data with virtually any end-user reporting tool – PowerBI, Qlikview, Excel and more. This gives you the freedom to slice and dice data as you choose, perform predictive modelling and other advanced reporting.
- **Merge Respond data with external data** – Data from Respond can be merged with data from other sources like CRM, marketing and support applications. Integrate Respond data with sales data from your CRM to easily measure complaints per number of sales or link complaints to specific sales teams or individuals. You can also amalgamate data from multiple Respond databases.
- **Perform comparisons** – Identify trends by comparing complaints data year-on-year, season-on-season, or by region – or pull in sales data to compare volume of complaints received per sales period, product or sales agent.
- **Automate complex reports** – Connect and automatically extract data, enabling you to create complex reports and graphical representations on the fly within your analytical tool of choice.
- **Query data manually** – Data is extracted and stored in a standard format based on the Microsoft SQL platform, giving you the flexibility to extract data to your tool of choice and manually query that data for advanced calculations or data manipulation.

BI Direct is a SaaS solution hosted in the Apteian Cloud, enabling easy access and management with no infrastructure investment.

For more information on Business Intelligence Direct for Respond, contact your account manager or email us at [info@aptean.com](mailto:info@aptean.com).



Apteian provides very specific industries with very specific ERP, supply chain management, and compliance solutions. In today's fast-paced, highly competitive economy, organizations don't have time to waste forcing homegrown software, spreadsheets, and one-size-fits-all solutions to do things they were never designed to do. Apteian is on a mission to end those workarounds – with industry-specific solutions instead of generic software, expert support instead of making you go it alone, and a steady influx of new ideas instead of the status quo. For more information, visit [www.aptean.com](http://www.aptean.com).