

Chase Insight

Business Intelligence for Advertising and Media Agencies

BENEFITS

- Manage your agency by exception.** Interactive dashboards, key performance indicators (KPIs), scorecards, alerts and ad-hoc analysis allow you to identify opportunities and spot potential problems.
- Gain insight to make smart decisions.** Use powerful tools to monitor performance and identify trends across multiple business systems to improve your ability to make strategic decisions based on facts.
- Empower your account managers with proactive intelligence.** With automated discovery and learning, issues are highlighted the moment they occur and alerts with contextual reports are pushed to the relevant managers.
- Achieve consistency.** Create metrics and reports once and export and re-use them anywhere inside or outside your agency, regardless of different data sources. This means you can achieve reporting and analysis consistency across business units, regions and companies – no matter what source systems are used.
- Collaborate and share.** Schedule the automatic distribution of reports or share them with users or groups of users to empower all employees throughout the agency.

Chase Insight Highlights

Business is changing every day, requiring you to quickly analyze and respond to a broad range of metrics and KPIs. Chase Insight is a dynamic and powerful data analysis and visualization tool that is easy to use and manage, and provides self-service Business Intelligence (BI) capabilities to users across your agency.



Role-based dashboards provide an instant visual snapshot of performance.

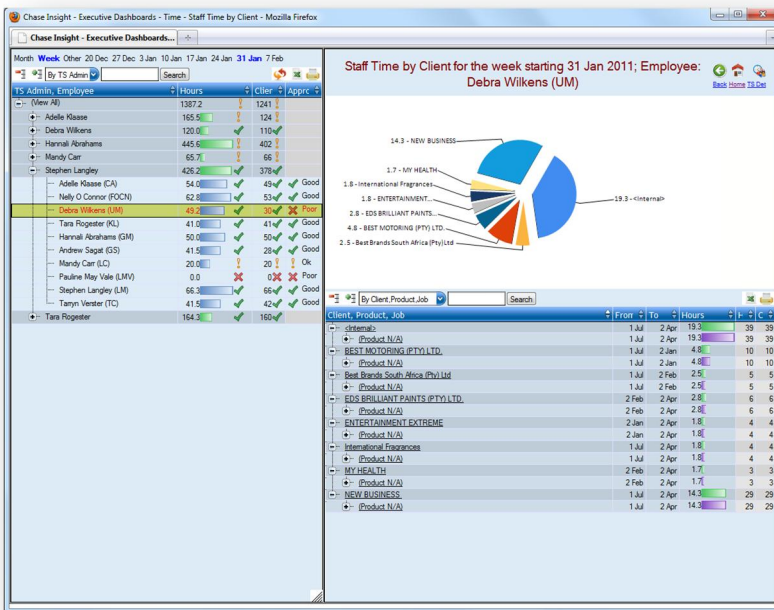
Chase Insight empowers business users with an incredibly easy-to-use set of analytical tools, dramatically increasing the quality of their analysis and understanding of key business issues.

Chase Insight's advanced visualization, presentation, and collaboration capabilities allow analysts and decision makers to quickly see and communicate information that is relevant and intuitive, leading to better decisions.

With Chase Insight you can now get the visibility that business intelligence provides, but without the typical time, costs and technical resources that are usually required to implement and run a successful business intelligence solution.

Perform ad-hoc analysis where and when you need it

When business circumstances change or performance either falls short or exceeds expectations, you need insight into the trends, issues or opportunities that result. Chase Insight allows you to display your data visually to get an instant snapshot of performance so you can spot problem areas immediately. You need to perform on the spot analysis to see what's happening, when performance doesn't meet expectations, you can drill down to uncover the cause of the problem, giving you insight into where your business needs to focus and improve.



Advanced drill-through and filtering features will allow you to pinpoint potential problems in your agency.

Keep your finger on the pulse with an early warning system

If your finance team is spending all their time manually preparing reports, they probably have no time to add real value by analyzing results and providing strategic advice. With Chase Insight, you can look at the big picture. Start analyzing early trends that signal the need for stricter controls or drastic changes and act accordingly. Provide relevant information at the right time to empower your account managers to be able to ask the right questions and become more strategic.

Key features

Dashboards

Dashboards provide an instant visual snapshot of performance. They group different types of resources into one unified display, for example, an analysis report, Key Performance Indicator (KPI), and a scorecard might all be displayed in a dashboard. All the elements are dynamically updated, so you always see the latest information, and you can also filter and slice your data in many different ways.

Management Reporting

Use a powerful, central interface to automate and streamline management reporting. Select reports, scorecards, dashboards and charts into a report pack, add images, title pages, a table of contents, and explanatory text, and distribute to the management team.

Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) are individual metrics that measure performance against target. You can also measure against the value recorded in the previous time period. KPIs represent their performance in a simple, graphical format, and can be drilled into for more information.

Scorecards

Scorecards are a collection of key performance indicators (KPIs) to provide an at-a-glance snapshot of performance against targets. They highlight what you had aimed to achieve, and what the difference is between objectives and results

Alerts and Report Scheduling

Alerts and report scheduling provide an early warning system to notify users about changes in performance. They help to automate discovery and learning, and remove the task of manually monitoring performance and providing updates. Chase Insight ensures that reports are created and distributed when needed and without error, saving time, effort, and money.