Phocas. + Infor

Like many distributors and suppliers, your business is made up of several moving parts with many team members and partners supporting your operations.

With so many factors to consider, ensuring that everyone is working together to contribute to the overall success of your business can be challenging — but data analytics can help.

By providing you with a clear, complete picture of your business, data analytics can help team members stay focused on the big picture while also exceling in their individual roles. The key is staying closely aligned to the following three areas that are fundamental to business success:

Customer experience

Growth

Profitability

Actionable, intelligent decision making with data analytics

Every day, your company is challenged to improve the customer experience, increase sales and grow the bottom line.

Access to a clear picture of your business performance from supply chain, procurement and inventory to sales, finance and human resources will help your executives, managers, sales reps and other teams respond to the requirements of their roles, as well as align their efforts with the overall objectives of your business.

Your Infor ERP system helps you manage your business processes, and aggregate and automate the flow of this information so you can monitor and manage your day-to-day business. Centralized data analytics can serve as a single source of truth, converting raw information into actionable intelligence, empowering everyone, regardless of skillset, to analyze shared data for more effective, data-based decisions.

Must-have 3-layer data analytics for product-centric businesses
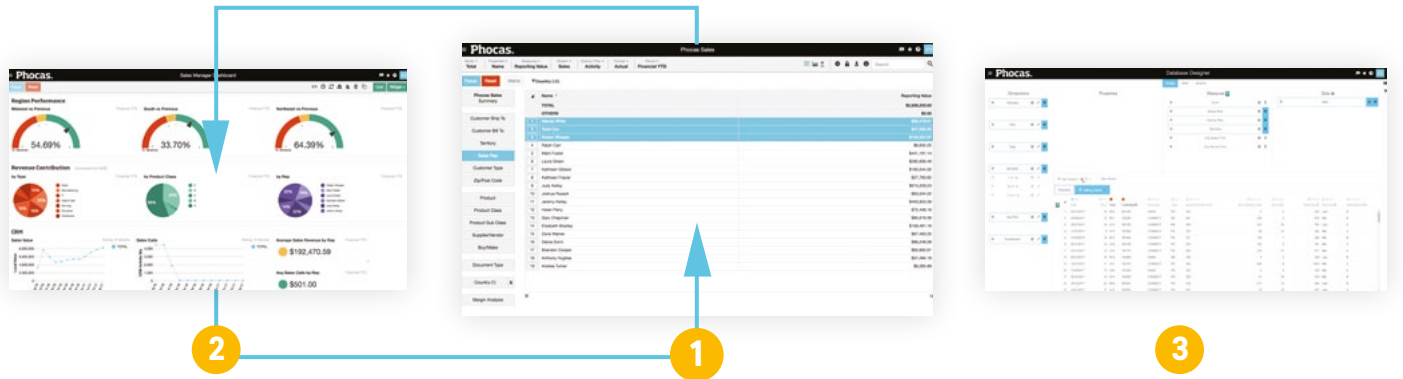
Visualization

- Dashboards give the full picture
- Customer scorecards enrich conversations
- Improve individual or team performance with live tracking
- Chart or graph findings and share

Toggle between these layers to move between the overview and the underlying detail

Analysis

Where the magic happens!

- Follow your train of thought
- Designed to fit your industry and typical role-based KPIs
- One version of the truth, companywide
- Share datasets, views, reports and findings with others based on your access rules
- No set drill paths and canned reports – slice and dice to suit you
- **You can't break it!**

Database Designer

- Other data sources are brought in easily yourself or have Phocas help you out
- Customize to perfectly match your needs
- Drag and drop functionality

Customer experience.

Your team can use data analytics to have a powerful and positive impact on the customer experience across a number of key business roles.

It can help you better understand your customers' needs and purchasing behaviors so you can develop a more tailored customer journey from sales, purchasing, inventory, warehouse management, finance and other business areas.

The table below identifies multiple role-based customer experience KPIs that can be measured using Infor and Phocas.

Sales	Purchasing	Inventory	Warehouse management	Finance
Order accuracy	Fill rate	Stock outs	On-time delivery	AR credit usage

Growth.

As your team embraces data-driven analysis, they will base more of their decisions on facts.

Diving into the layers of your data and the underlying details will reveal new opportunities for productivity and growth that will drive bottom-line results.

Team members can use personalized dashboards to track and measure KPIs relevant to their roles to drive a more cohesive and growth-centered business.

The table below identifies several role-based growth KPIs that can be measured using Infor and Phocas data analytics.

Sales	Purchasing	Inventory	Warehouse management	Finance
New/existing customer tracking	New product tracking	New product tracking	Productivity tracking (lines, orders picked)	Return on assets/ expenses

Profitability.

Bringing all of your processes together, along with your data, under a single data analytics solution can increase productivity and give you the information you need to adapt to an evolving market, customer purchasing behavior, competitive pressures and supplier pricing.

It can also provide broad visibility across your operations and improve profitability and efficiency.

Consistent analysis of product margins, vendor accuracy, deadstock and cost to serve, among other metrics, will help you discover important opportunities and challenges that are impacting your profitability. The table below identifies several role-based profitability KPIs that can be measured using Infor and Phocas.

Sales	Purchasing	Inventory	Warehouse management	Finance
Pricing overrides Margin analysis	Vendor pricing accuracy	Turns and earns Deadstock analysis	Lines/$ per delivery	Cost to serve analysis

Infor users find success with Phocas.

Hear firsthand from Infor users like you who are using Phocas data analytics in their day-to-day business operations and are finding success:

> "At Riley Sales, we are all about the data and being more analytical to help us better understand our customers and how they engage with us through different KPIs. Phocas allows us to go deeper into our data to see what our customers are and are not buying, and helped us develop a grading process that makes it easy to identify sales and customer engagement opportunities."

Michael Riley, President, Riley Sales

One of the main benefits of Phocas is getting the right sales information into the hands of the people that need it on a daily basis.

> "Data is pulled from SX.e, and as long as the data is accurate on the accounts receivables side, it works flawlessly," said Clay. "Sales reports are critical, and our sales people now run their own commission reports directly from Phocas. In addition, purchasing, executives and owners, and recently added branch managers can use Phocas for their specific needs and functions. One solution does it all."

Michael Clay, Director of IT & Operations, Tropic Supply

For Crescent, the difference between Phocas and its previous solutions is the adoption from team members, and the ability to know what to do with all of the data and take action.

> "There is a difference between understanding data and making it actionable and deployable," said Deccio. "We've struggled in the past because we didn't have a good platform. We had other tools, but they didn't allow us to get down to the level we needed to impact our business. With Phocas, we get actionable data and that's becoming part of our culture."

Nick Deccio, Controller and Director of Business Intelligence, Crescent Parts & Equipment

Contact us about a personalized demonstration for your business.

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We have a solution for CloudSuite users. Contact us for more information.

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Phocas.

Got data. Get results.