



**The same technology**  
that has powered  
***Fortune 500 companies***  
to build all-time record profits  
**is now available**  
for your small or medium-sized business.



## What is Business Intelligence?

Business Intelligence uses the power of state-of-the-art software, real time data collection, and customized high-speed analysis to uncover the biggest opportunities to grow your profits, while helping your business to get the maximum return for every dollar of expense and investment.

Business Intelligence can reveal:

- Who are my most profitable customers? What are my most profitable products or services?
- Which are my most efficient locations?
- How much will it cost to open a new territory?
- Where am I wasting money?
- What method of marketing is most effective?

## What are the Benefits of Business Intelligence?

- Revealing opportunities for improving your business in some of the key most areas of business:
  - Leads
  - Customer acquisition
  - Number of client purchases and transactions
  - Average dollar per sale
  - Profit margins
- Uncovering, reducing and eliminating wasteful and unnecessary expenses
- Knowing and managing your key business numbers 24/7 on your **desktop computer, tablet, or smartphone**
- Use your financial reports to improve your business operations instead of your business running you
- Use your time to build your business instead of managing your accounting
- Having your Bookkeeping go from costing (THE REAL COST OF BOOKKEEPING) you thousands of dollars a year, to generating revenue for your business
- No hiring or training hassle
- Pain - free bookkeeping
- Accurate and verified data enabling you to make superior choices on you and your team's time
- Using our proven systems and processes assures you of accurate and timely reporting without you having to reinvent the wheel
- **Train your team or use our skilled personnel** who are selected to do the tasks they are best qualified to do, you get efficient, accurate, cost effective services of a complete accounting department for a fraction of the cost and none of the hassle
- Connecting with our network of clients & business relationships accelerates the growth of your business



## Large Business Case Study #1

Superior Propane used their business intelligence platform to rapidly develop a cost-effective reporting tool and data market for replacing numerous legacy systems. The company has achieved a positive ROI by eliminating the costs associated with supporting legacy systems on multiple platforms. They achieved an ROI of 206% with payback in just 6 months.

## Large Business Case Study #2

Target – 5 years ago, Target was far behind Walmart in terms of profitability, revenue, and growth. Target created a business analytics department to find out how to grow. What the department did find is that they cannot compete with Walmart's prices for each and every product. What the department did was they found the specific products, that by offering it for less than Walmart does that would have people come to Target and purchase other products as well, even though the other products cost more. Target's Gross Profit Margins for 2011 were 31.64% compared to Walmart's 24.96% Gross Profit Margin. Target's operating margin was 7.8% to Walmart's 5.95%, with the overall net margin being 4.31% for Target and 3.54% for Walmart. None of which would be possible to have been done without their business analytics department.

## Large Business Case Study #3

Florida-based Stein Mart, a large department store chain, wanted faster data reporting and new analysis capabilities. Using a state-of-the-art business intelligence system, Stein Mart runs weekly sales reports in 3 hours instead of 14 and has reduced its monthly technology costs by \$50,000. The company also has new tools for business analysis and forecasting.

## Small/Mid-Sized Business Case Study #1

An eight-year-old medical practice began scheduling patients for treatment twice per month following a business intelligence analysis. In analyzing their treatment schedule, it was revealed that acceptable standard of care is every 7 to 10 days. By scheduling every 10 days, they increased revenue by 50%, improved patient care and speeding recovery.

## Small/Mid-Sized Business Case study #2

A six-year-old professional practice analyzed the previous two years of clients and found the most profitable clients came as a result of referrals and strategic alliances. A formal referral and strategic alliance plan with specific metrics was developed, resulting in a 400% increase in new clients in 63 days.

## Small/Mid-Sized Business Case study # 3

A financial advisor with 23 years in business, offered multiple investment solutions for clients. In evaluating investment performance, and profitability to advisor, one platform offered better historical performance with less risk, and lowered the cost to the clients, with more than double the revenue flowing to the advisor. A detailed plan was designed to transition new and existing clients to the new platform, resulting in a 42% increase in firm revenue in four months.



## Why Business Intelligence?

A recent survey indicates that the Fortune 500 companies are losing in excess of \$250 million per year in missed business opportunities as a result of inadequate business intelligence.

A recent study by Nucleus Research determined that investments in Business Intelligence, Performance Management and predictive analytics return \$10.66 for every \$1 spent. This ROI came from improvements in revenue, gross margin and expenses.

By delivering a real-time data dashboard to your desktop computer, tablet or smartphone you have the key metrics of your business at your fingertips. This enables you to implement strategies and solutions to address waste and losses and to improve and enhance positive trends.



Screenview is an approximation

For a customized Business Intelligence Assessment of the 10 components of your business and how to impact them, contact Jake Wilson 720-235-4500 or email at [JakeWilson@LoomView.com](mailto:JakeWilson@LoomView.com)



[www.LoomView.com](http://www.LoomView.com)

