



# EyeOn Insights Proposition

Data is considered as the lifeblood of today's organizations. It is one of the most valuable assets a company possesses. But no matter how many petabytes of data you have collected, when it's not effectively presented to the right people at the right time, the effort is lost. Here lies the power of insights. Proper dashboards give a visual context to the numbers and help you navigate through the maze of information.

## BI Capabilities and Business Value

Insights extends on existing concepts such as business intelligence (BI) and analytics. The potential business value gained from insights grows with the BI capabilities of the organization (figure 1).

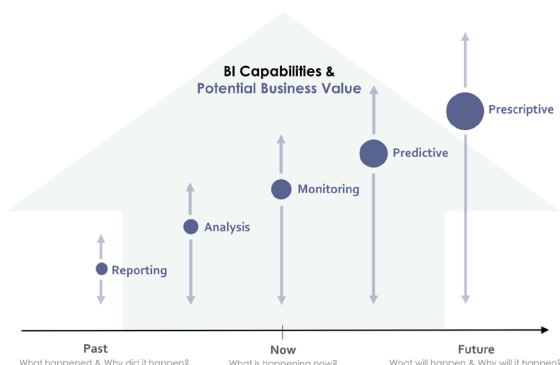


Figure 1: Business value through insights

In recent decades the scope of insights has shifted. Initial reporting systems were mainly about analyzing the past. Then real time analytics provided us with insights based on live data. Present day, predictive and prescriptive analytics support us to look beyond today. Enabling users to consider the future while making decisions today.

By incorporating forecasted demand as a dynamic input in an inventory model, EyeOn has created an advanced inventory projection dashboard that enables users to interact and play with several future scenarios and directly see impact on inventory levels. This interactivity adds business value in providing sensitivity analysis, and contributes to the user understanding of the underlying data model. The latter is important for company wide acceptance.

Highly advanced but poorly installed insights lose most of their added value. Users lose control if they do not understand the logic. Simplicity is key. This can be obtained with a clean analytics model and effective dashboards. It is crucial that there is both growth in technical capabilities as well as analytical skills in the team.

Cutting-edge BI capabilities come at a price, but as advanced tooling becomes accessible to virtually any organization at low cost, the tradeoff between costs and capabilities is slowly vanishing.

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## Realized Business Value through Data visualization

Realizing the full potential of your reports depends on the ability to understand, transform and communicate the information clearly. Here lies the crucial difference between effective dashboarding and information overload.

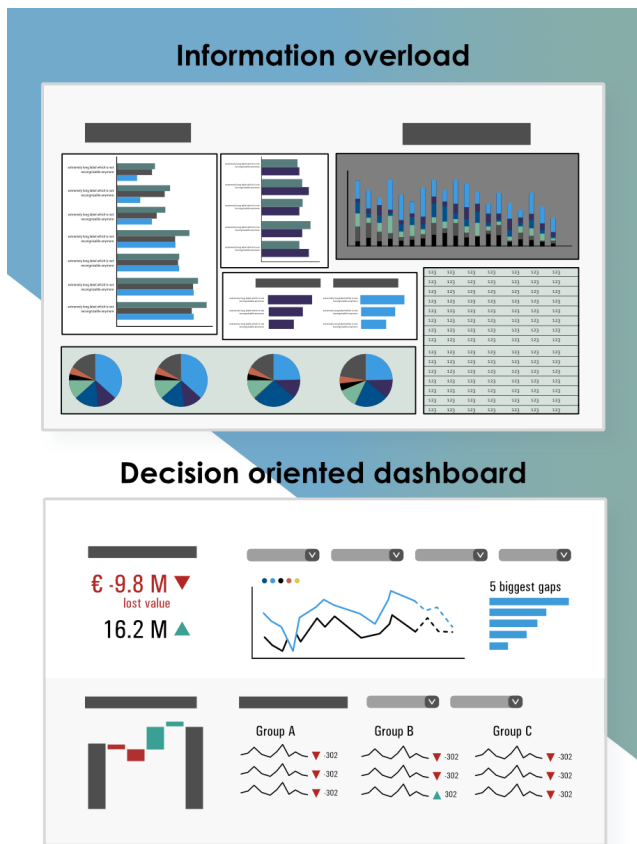


Figure 2: Example information overload vs decision oriented dashboard

Effective dashboards have a clear focus and are targeted towards actionable insights. The insights are driven by data but should be understood by the ones making the decisions, whether it is the local planner, the supply chain manager or a board member.

## Insights from EyeOn

The insights team at EyeOn brings together data analytics and information design. Always considering the purpose behind the visualization. Our team knows how visual perception works, pays attention to details and selects the right presentation form for the occasion. We strive for engaging design with goal to improve your strategic business decisions making, all in short development cycles and in close relationship with the end users.

## Contact

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## Our promise

We implement proven innovations to raise your forecasting and planning performance. We work in the most pragmatic way possible, based on our knowledge and experience in over hundred large, international companies. We develop and implement the best fit-for-purpose improvements with real impact.