A close-up, profile view of a person wearing glasses, looking intently at a tablet device held in their hands. The background is a warm, blurred orange and blue light, suggesting a professional or office setting.

JIWA BI
Business Intelligence
built for JIWA

Introduction

The purpose of this paper is to provide an introduction to JIWA BI – the Business Intelligence (BI) solution tailored for JIWA customers. JIWA BI was born out of customer requests for simpler and more flexible ways to get and display information from JIWA Financials. The solution is a pre-packaged business intelligence application that covers reporting and analysis on Sales, Inventory and Debtors. While the pre-packaged analytical views are designed to cover a vast degree of the JIWA system, customisations can be performed simply and cost-effectively, including incorporating third party data sources. **Here we examine what BI is, how it works, the opportunity for SMEs to capitalise on better BI and how JIWA BI provides an affordable, valuable and timely solution for JIWA users.**

What is BI and how does it work?

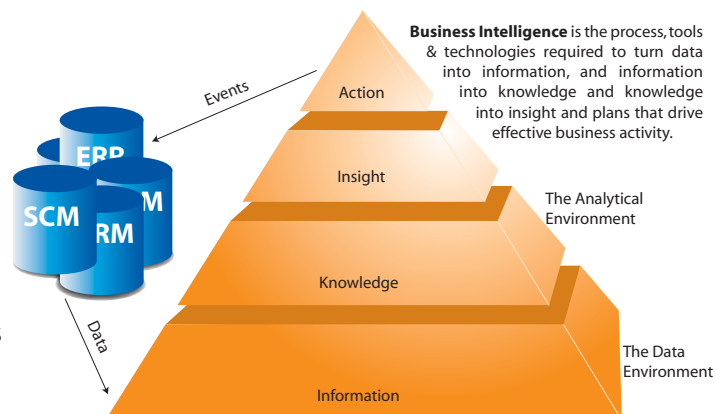
Conceptually BI is the processes, tools and technologies required to turn data into information and information into knowledge and knowledge into plans that drive the actions to improve business performance.

Data is initially extracted from one or more transaction or operational systems, such as JIWA, and is integrated and stored in a dedicated database or data repository. For example, this data repository might match and merge customer records from multiple operational systems (e.g. JIWA, CRM, Service) into a single file for ease of analysis. This extraction and integration process turns data into a new product—**information**.

Users are then equipped with analytical tools (e.g. query, reporting, and data mining tools) to access and analyse the information in the data repository. Their analysis identifies trends, patterns, and exceptions. Analytical tools enable users to turn information into **knowledge**, empowering them to make decisions on the best available information, rather than ‘flying blind’ or making decisions on gut feel alone.

Armed with this knowledge and **insight**, action plans can then be developed. For example, Managing Directors and Sales teams can determine their most profitable customers and products, putting in place plans and campaigns to target problem or undercapitalised areas such as slow moving stock, identifying those past customers most likely to take up a refreshed offer. These plans turn knowledge and rules into **action** as the plan is executed.

The cycle then repeats itself as operational systems capture customer responses to the campaign (e.g. actual sales). The BI solution then integrates this data with other relevant data, which is analysed by users to evaluate the effectiveness of their original plans. Future plans are then refined accordingly in a continuous cycle.



The BI opportunity is underutilised by SMEs

Most operational and transactional systems are designed to provide an efficient way for organisations to run and operate their business on a day-to-day basis. Many however, were not designed with detailed analysis and reporting for end users in mind. As a result, many SMEs today over rely on manual, time-consuming and costly processes to get the information they need to run their business.

According to industry analysts IDC, Australian SMEs are looking to enhance their competitiveness with BI in particular need to¹:

- **Provide** fast, consistent access to company data to employees through the enterprise
- **Deliver** a “single version of the truth” streamlined from the various disparate systems within the company
- **Give** decision-makers the data they need so that they can “aim before they shoot”
- **Focus on productivity** – deploying applications that facilitate company-wide business processes that are easy to deploy and are workable within weeks, not months
- **Focus on integration** between BI platforms and existing enterprise systems and skill sets
- **Capitalise** on their ability to be adaptive in the market to outsmart competitors
- **Look for a low total cost of ownership (TCO)** in all technology choices that enable them to create an advantage over their closest competitors.

While some have made great inroads here, most SMEs still suffer. Similarly to larger enterprises, SMEs are still subject to fragmented data environments, with different areas of the business producing and reproducing information locally. It is common to have people across the business extracting data from multiple sources and then manipulating this data in Excel, Access databases or using a third party report writer. This is typically a very time consuming process and only adopted by the more technically proficient users. What’s not provided is a simple and quick way for business users to get the information they’re looking for – the last thing you want to do is spend time trying to develop and manipulate spreadsheets or learn to use a report writer.

Because there is no standard way to create and share information and no common place from which to retrieve it, an employee in one area could make an important change or update and a staff member in another area would not even know that a change has been made.

This manual approach to reporting and analysis provides a single point of failure. It not only increases the workload of the person or team responsible for producing the reports through adhoc requests (typically IT, Finance or a third party contractor), it also removes focus from other core business activities. The end result is a reporting process that doesn’t recognise the need for a ‘self-serve’ approach to information gathering, instead, one that provides responses in an untimely manner and one that is costly. Businesses ‘make do’ with the standard reports they have, even though they may be outdated or based on incomplete details. This can be lost opportunity to your business.

¹Australian SME Software Adoption, 2005, IDC January 2005.

There is also considerable scope for most SME's to uncover new opportunities or gaps in the business by simply going beyond traditional two dimensional column and row style reports – to being able to review and analyse information in a completely flexible way across multiple dimensions. Analytical tools should allow users to either view a report as a static document, filter the report by relevant criteria (e.g. geography, products), or navigate the report (i.e. search, drill down, drill across) to change the view or level of detail they see. In addition, delivering exception-driven reports are useful, such as dashboards or scorecards, which show how performance compares to plan. For users who want to explore the data in a more detailed fashion they should have the ability to easily drill down and across any dimension, to as many levels and across as many layers (for ex. customers by channel, by sales rep, by time of day, by location) to see the results against their KPIs.

Quickly determining one material opportunity or gap in the business can by itself provide massive financial benefit to a company using BI effectively.

Unfortunately the complexity of traditional BI approaches means that this level of flexibility has been out of reach for most SMEs. This means no analysis is done at all as they rely on sending out static reports in excel that answer a few of the many questions people have. Organisations gain more value from their analytical environments as users move from reporting (“What happened?”) to analysis (“Why did it happen?”) to predictive analysis (“What will happen tomorrow?”) to monitoring (“What just happened?”). However, this doesn't mean that all users within an organisation will follow this path. It is important the organisation as a whole evolve to greater levels of analytic sophistication in order to deliver the most value possible from BI investments.

The key is to keep information analysis simple enough to be used by all. The benefits of BI accrue in proportion to the number of users using the system, so the more broadly the BI system is used, the more benefits it will deliver. But it's still important to deploy the right tools to the right types of user.

BI made simple for JIWA users.

JIWA Business Intelligence (JIWA BI) is a BI application designed specifically for JIWA customers that fully complements and integrates with the core JIWA system. JIWA BI is built on the QlikView BI software platform developed by QlikTech International - the fastest growing BI software vendor that's used by over 3,000 companies worldwide.

JIWA BI brings the power of business intelligence to all JIWA users in a simple to install, simple to use and affordable package, with most businesses trained and up and running within a day. JIWA BI is designed to take off where traditional reports and spreadsheets leave off, extending the value of JIWA. Designed with business users in mind, JIWA BI provides everyone with a simple point and click way to get the information they need, monitoring and analysing performance across any area of the business.

Some key advantages of JIWA BI:

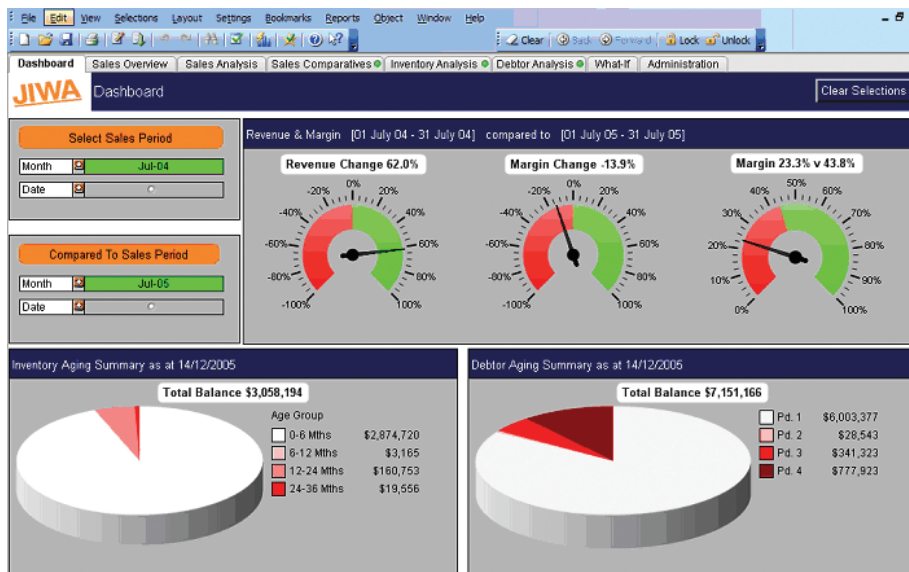
- Prepackaged to complement the JIWA system;
- Easily customisable to your specific needs, including third party data sources;
- Affordable, with a low entry point that's relevant to all JIWA customers;

- Typical installation and training within 1 day;
- Highly visual and intuitive front-end that's simple enough for everyone to use;
- Supported and distributed by JIWA and JIWA Partners for investment protection; and
- No obligation, no upfront charge, 15 day trial.

The JIWA BI solution includes six key components:

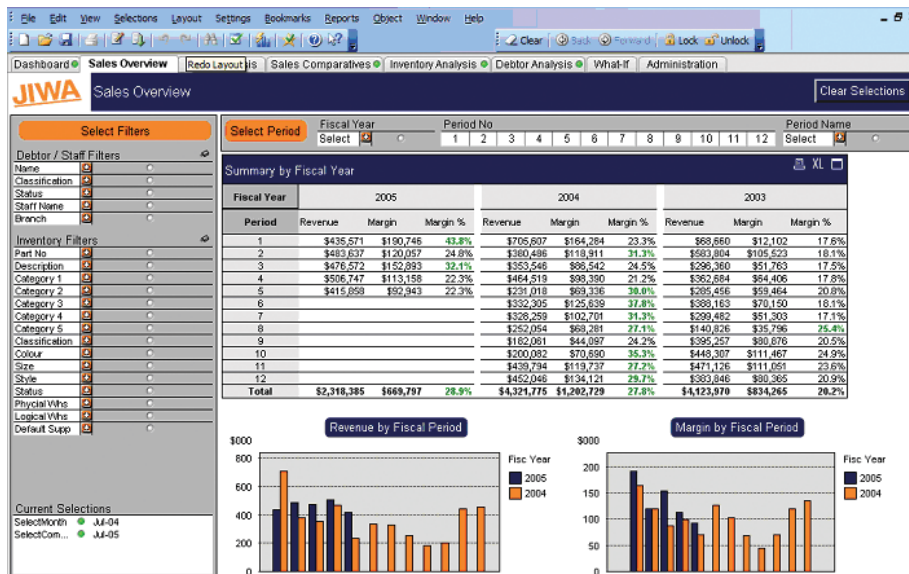
1. Performance Dashboard

The dashboard is designed to provide a quick snapshot of performance based on key business measures, and would typically be used by the CEO and key senior managers. The dashboard view presents performance based on the key measures of revenue and margin for both the month to date and year to date, with both compared to the previous years' performance. The user has the flexibility to select the time period they would like to view, via simple drop down month and year selectors. The dashboard also includes a high level overview of aged inventory balances and debtors by period.



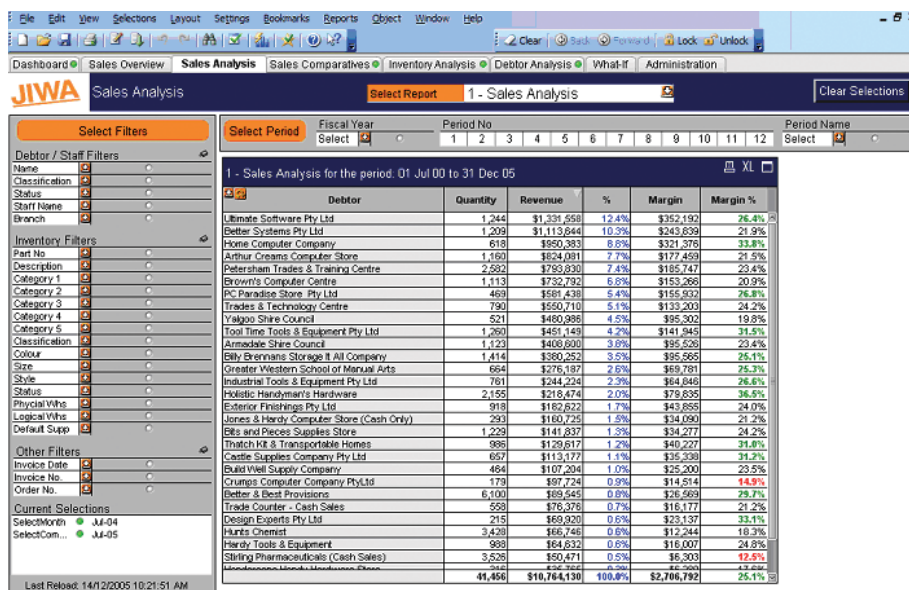
2. Sales Overview

The Sales Overview provides a summary by month and year of revenue, margin, and margin percentage. It allows for a comparison of performance over a three year period. Graphical views are included for simple identification of trends. Information is presented initially at a complete level with the user having the ability to easily select relevant time periods or one or more of the twenty standard filters they would like to specifically understand, such as Debtor filters like Customer name, Classification and Branch or Inventory filters such as Part Number, Description or Colour.



3. Sales Analysis & Sales Comparatives

Having established a high level view of performance by viewing the Dashboard and Sales Overview, an end-user can then easily analyse detailed sales and margin performance via the Sales Analysis & Sales Comparative tabs.



- Review and analyse sales performance such as revenue, quantity, margin and margin percentage over any time period. Compare any two periods of your choice. Flexibility to easily drill down from high level measures to detailed transactional level detail, across any dimension. Understand what you're selling and what you're not, what suppliers you're making money from and those you're not;
- Graphical view of sales trends by revenue, margin and margin percentage across any time period;
- Understand your top (and bottom) performers across dimensions such as customer name, inventory class and inventory description so you can more easily determine the customers you should invest more with and those you should let go or change;
- Review sales Key Performance Indicators such as number of customers, number of products and revenue per customer; and
- At any time, sort by any dimension relevant to you such as Part number, Category, Customer Name, Staff Name, Branch, Warehouse etc

Inventory Category 1	Qty	Revenue	Margin	Margin %		
Computer		\$371,906		25.4%		
Hardware		\$300,551		24.4%		
Pharmaceutical		\$15,385		14.3%		
Food	11,439	\$97,524	0.0%	18.6%		
—	13	\$5,200	0.0%	12.2%		
Clothing	15	\$338	0.0%	40.2%		
		\$1,456	\$10,764,130	100.0%	\$2,706,792	25.1%

4. Inventory Analysis

JIWA BI provides the ability to easily analyse both fast and slow moving stock and easily determine optimal stock holdings, avoiding stock-outs while minimising stock holding costs.

- Review and analyse stock on hand values and quantities based on the time they have been held;
- Analyse stock on hand by dimensions such as category, colour, size, style, warehouse, date-in etc;
- Compare stock on hand to sales over different time periods to determine equivalent stock days and better allocate stock re-orders to reduce the carrying costs of stock, while avoiding stock-outs; and
- Match slow moving stock or over-stocked items to customers that have purchased those items in the past.

Part No.	SOH Quantity	SOH Value	Qty Sold	Revenue	Cost	Margin	Equiv. Days Stock
29SIRAAAM	0.00	\$0	5.00	\$2,048	\$1,725	\$323	0.0
29SIRAAEL	0.00	\$0	3.00	\$1,260	\$1,265	\$155	0.0
29SIRAAAR	0.00	\$0	3.00	\$598	\$453	\$135	0.0
29SIRAAKL2108	0.00	\$0	1.00	\$235	\$166	\$69	0.0
29SIRKL1905	1.00	\$123	16.00	\$2,714	\$1,960	\$754	1.9
1089-J	1.00	\$2,436	0.00	\$0	\$0	\$0	0.0
1089-P	7.00	\$15,841	0.00	\$0	\$0	\$0	0.0
1089-XX	7.00	\$73,043	0.00	\$0	\$0	\$0	0.0
575027F	20.00	\$897	35.00	\$2,183	\$1,669	\$614	17.7
575022F	20.00	\$1,119	42.00	\$2,629	\$2,319	\$311	15.0
575028F	10.00	\$627	20.00	\$1,244	\$1,273	-\$28	15.5
575027P	0.00	\$0	35.00	\$2,181	\$1,659	\$522	0.0
575052F	74.00	\$3,245	20.00	\$1,250	\$976	\$274	114.8
45168475L	52.00	\$348	45.00	\$420	\$302	\$119	35.8
45168475M	42.00	\$279	65.00	\$610	\$432	\$178	20.0
45228290B	85.00	\$533	10.00	\$95	\$63	\$32	263.6
45228290H	92.00	\$577	40.00	\$247	\$251	\$96	71.3
45228290WY	90.00	\$567	15.00	\$128	\$95	\$33	186.0
CS-BK-LQ	23.00	\$311	0.00	\$0	\$0	\$0	0.0
CS-BK-SM	34.00	\$459	0.00	\$0	\$0	\$0	0.0
CS-BJ-SM	5.00	\$68	0.00	\$0	\$0	\$0	0.0
CS-GR-LQ	19.00	\$257	0.00	\$0	\$0	\$0	0.0
CS-GR-MD	29.00	\$362	0.00	\$0	\$0	\$0	0.0
CS-GR-SM	12.00	\$162	0.00	\$0	\$0	\$0	0.0
CS-RO-MD	16.00	\$216	0.00	\$0	\$0	\$0	0.0
CS-RO-SM	67.00	\$895	0.00	\$0	\$0	\$0	0.0
SC1028	57.00	\$1,060	45.00	\$839	\$815	\$24	41.1
SC1068	15.00	\$358	35.00	\$1,038	\$835	\$204	13.3
SC9999	66.00	\$717	75.00	\$925	\$791	\$134	28.1
SP10	0.00	\$0	1.00	\$1,500	\$0	\$1,500	0.0
SS-Breadcrumbs	22.85	\$172	0.00	\$0	\$0	\$0	0.0
SS-BOLL	7.50	\$0	0.00	\$0	\$0	\$0	0.0
TOTAL	5,719.06	\$3,058,194	4,091.00	\$705,607	\$541,322	\$164,284	175.1

5. Debtor Analysis

JIWA BI allows you to stay on top of all your Debtors, ensuring you minimise the costs associated with customers not paying on time or not paying at all.

- Easily monitor accounts receivable values by days outstanding, with the ability to drill down across dimensions such as customers, staff name, debtor classification and branch customers and transactions;
- Compare accounts receivable to sales over a user-defined period of time and determine the equivalent debtor days, across the dimensions of customer, classification, due date, staff name, branch and period type;
- Easily determine the percentage of accounts receivable overdue across any of the dimensions noted above; and
- Monitor debtor performance over time to indicate the need for process improvement.

1 - Debtor Aging as at 14 December 05

Debtor Class	Period Type	Current	Period 1	Period 2	Period 3	Period 4
Cash Account Only	Month	\$36,108.91	\$2,843.15	\$0.00	\$4,148.88	\$29,116.78
Education	Month	\$1,168,688.10	\$1,120,111.24	\$0.00	\$0.00	\$48,516.86
Government	Month	\$582,056.53	\$628,359.22	\$0.00	\$32,775.78	\$50,921.53
Retail - Level 1	Month	\$2,082,712.09	\$1,840,737.53	\$0.00	\$185,872.78	\$56,111.78
Retail - Level 2	Month	\$606,813.02	\$434,696.48	\$0.00	\$32,580.02	\$139,636.52
Retail - Level 3	Month	\$1,249.50	\$0.00	\$0.00	\$0.00	\$1,249.50
Trade - Level 1	Month	\$1,317,990.80	\$1,195,221.30	\$500.00	\$4,153.03	\$118,316.47
Trade - Level 1	Week	\$584,247.49	\$481,231.00	\$0.00	\$6,530.89	\$96,495.50
Trade - Level 2	Month	\$756,421.92	\$399,566.03	\$28,243.36	\$68,730.20	\$259,882.33
Trade - Level 2	Week	\$17,278.88	\$570.68	\$0.00	\$6,530.89	\$10,175.00
		\$7,151,166.04	\$6,003,376.64	\$28,543.36	\$341,322.77	\$777,923.27

6. What-if Analysis

JIWA BI includes a What-If Analysis capability that allows user to apply percentage changes in quantity, price and cost and understand the resulting impact on revenue and margin. This can be applied across multiple aspects of the business. As an example, one of your suppliers may advise that as of a certain date prices are increasing by 5%. Using the What-If analysis tool, quickly determine the impact to both revenue and margin, based on sales over a period of time defined by you, if all else remains equal. More likely, you can apply variables to your price and quantity to help determine your response to your suppliers' price increase. You could quickly see if you need to change the price for a class of customers or a single customer, to help off-set this cost increase.

What-If Analysis

Inventory Category 1	Revenue	Margin	Margin %	New Revenue	New Margin	New Margin %	Revenue Change	Margin Change
Clothing	\$338	\$136	40.2%	\$392	\$143	36.8%	\$54	\$7
Computer	\$9,372,267	\$2,371,806	25.4%	\$9,804,142	\$2,467,333	24.7%	\$431,875	\$95,527
Food	\$91,524	\$18,113	19.8%	\$104,448	\$15,665	17.8%	\$12,924	\$462
Hardware	\$1,230,841	\$300,551	24.4%	\$1,318,231	\$312,122	23.7%	\$87,390	\$11,571
Pharmaceutical	\$107,866	\$15,385	14.3%	\$115,524	\$15,507	13.4%	\$7,658	\$171
-	\$5,300	\$702	13.2%	\$5,678	\$703	12.4%	\$378	\$2
	\$10,764,130	\$2,706,792	25.1%	\$11,526,384	\$2,814,372	24.4%	\$762,253	\$107,580

Getting started with JIWA BI

Ease of Use & Training

JIWA BI provides all of the above benefits and features with a simple to use point and click interface that is intuitive for all and picked up easily with little or no training. Regardless of your skill level you will be using JIWA BI comfortably within thirty minutes of guided training. Many start using JIWA BI with no training at all.

Installation

The time taken to install JIWA BI is dependant on the size of your database and the amount of history you would like to include. Installation for most companies will be less than thirty minutes.

Customisation

JIWA BI can be quickly and easily customised to suit your specific requirements, including the ability to incorporate data from third party sources. Customisation can be performed by your JIWA Partner or by contacting JIWA directly.

Infrastructure

JIWA BI runs on Microsoft platforms and will typically run on the infrastructure you already have in place for your JIWA deployment.

No Obligation Trial

JIWA BI is available to all JIWA customers on a no-obligation, no up-front charge, 15-day trial. Here your JIWA Partner or JIWA appointed representative will install JIWA BI in your environment. Basic user guidance will be provided to get started, so you can start reviewing and analysing your business with JIWA BI straight away. Use the application as much as you like over the 15-day period, to discover what's possible. During this trial period, JIWA BI can be installed for as many users as you like.

To organise your trial or for more information

Contact your JIWA Partner or JIWA to organise a no obligation, no upfront charge, 15-day trial of JIWA BI. You'll be amazed at the insight it brings into your business!

About JIWA

Established in 1995, JIWA Financials is an Australian software house and the developer of one of Australia's most respected business financial solutions, JIWA Financials. Designed for the Australian environment, JIWA Financials is a Microsoft Windows-based financial solution servicing a client base that ranges from single user sites up to global enterprises. With an emphasis on data integrity and software performance regardless of transaction or user numbers, accurate stock costing and tracking, and efficient general ledger and cashbook functions, JIWA Financials has found a natural niche among importers, distributors, manufacturers and service repairers.

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