

Affordable business intelligence

Many companies will assume that business intelligence tools are the sole preserve of large companies – or companies with large IT budgets. So, while many companies will be aware of the benefits of BI, they may feel that these benefits are out of their reach. This, however, is no longer the case and, thanks to a homegrown Irish package called Interactive Reporting, even small companies can experience BI software.

For example, BI can look through sales figures and track performance, pinpointing such elements as margins and pricing inconsistencies – all at the touch of a button. Interactive Reporting allows drill-down all the way to document level, and although companies initially use it to analyse sales data, it can also be used in other areas such as purchasing, stock control and payroll.

Compatible with most systems, the advantage of using Interactive Reporting is that senior management can view its key data with just a standard web browser. Installation and training are minimal, and even the most computer-shy bosses will soon wonder how they managed before Interactive Reporting became part of their business.

“When you get to demon-



Ger Carroll, Encareo (left) with Martin Foran, National Sales Manager, Portwest

Photo: Alf Harvey

strate the product to a prospective customer, the reaction is always the same,” said Ger Carroll, head of Encareo, which is the retail and service arm of Interactive Reporting in Ireland. “They forget about you and the product, and they get preoccupied with looking at their data as they have never seen it before.”

Carroll’s belief in the product can be seen through the fact that he left a job in a large IT company to concentrate on growing Interactive Reporting and the ERP (enterprise resource planning) package Greentree in Ireland. This confidence is based on Interactive Reporting’s already large customer base worldwide, while domestically, the system has a good cross-section of customers –

from basic five-user systems to a large, 50-user system, such as that implemented by Shaws department stores. Last month, Encareo signed up the Portwest Group in Mayo.

“Before Interactive Reporting, I would have to get office staff to prepare reports; even the smallest delays in getting the figures were distracting,” said Martin Foran, national sales manager for Portwest. “Now I can connect remotely and get any data when I need it, even when the office is closed.”

Prices for Interactive Reporting start at €3,500. For further information, phone Encareo on 1850-437273, e-mail sales@encareo.ie, or www.interactivereporting.com or www.greentree.com