

# SuperOffice Reporter Studio

Professional decision-making support and business intelligence based on the information held within SuperOffice CRM.

All our customers possess a SuperOffice database of great value – simply because it is extremely rich with business critical information. Information such as customer and prospect details, actual and forecasted sales, company documents, lead sources and more are stored in the system.

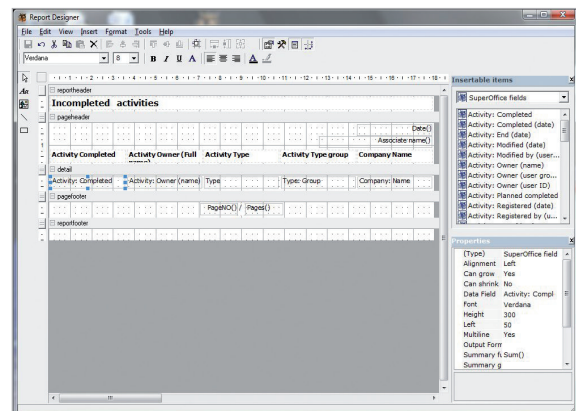
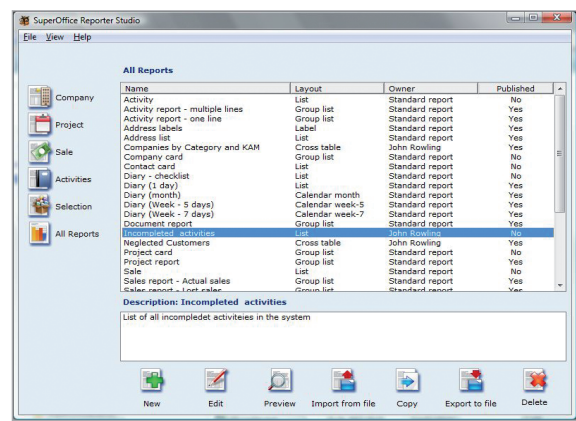
Reporter Studio allows you to run reports on this information and get the intelligence that you need to make sound business decisions.

With Reporter Studio, no high-level knowledge is needed to create reports, listings and cross tables on the database. The Designer part of Reporter Studio gives you full flexibility in deciding the input and design of your report. The process of defining the correct statements in order to get data from the SuperOffice relational database has been fully automated. Reports designed in the Reporter Studio can be published in the SuperOffice CRM reporter. In this way SuperOffice users can run these custom made reports at anytime and from anywhere.

Reporter Studio supports almost any combination of information from the SuperOffice CRM database, presented as lists, cross tables or graphically in Microsoft Excel. This flexibility gives your company a unique opportunity to measure, individual or company performance, activity levels, customer profitability, return on investment in marketing and more.

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On the next page you will find a few examples of what Reporter Studio offers. We emphasise that these are just examples. To further investigate how Reporter Studio will meet your needs, please contact your local office.



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## Sales Forecasting

Manage your sales force with professional performance measurements on their actual and forecasted sales. Improve your sales cycle by reducing the time spent in the sales pipeline consequently elevating a prospect to a customer and achieving the goal. Study customer segment profitability. Are you losing sales? If so, SuperOffice CRM and Reporter Studio will provide you with the tools to control and adjust accordingly.

## Marketing

SuperOffice CRM and Reporter Studio are powerful tools for the marketing team. Leads are registered based on lead source, providing a unique opportunity to measure the profitability on your marketing investments.

## Services

Improving customer service is a key issue in most companies. With Reporter Studio you get transparent access, for example, the number of support calls you receive sorted against customer type. This in turn gives you all the information you need, to improve your service routines.

## Formats supported by Reporter Studio

- Text
- Numbers
- Currencies
- Percentages
- Cross-tables
- Graphical presentations in Microsoft Excel



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