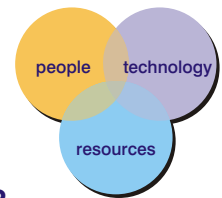


Business Intelligence . . .

See the road ahead.



What do you need to know?

- KPI's
- Balanced scorecards
- Reports and Graphs
- Message alerts (email & sms)
- "Traffic lights"

Be creative! Brainstorm! The most effective tools with which to design your new information system are a pencil and blank piece of paper, or a whiteboard. Forget about the limitations.

Today, virtually any report or output format is possible. All you need to do is to decide what information you need and how you would like it to be presented. We'll show you how to produce your KPIs quickly, easily & at an affordable cost.

We can also show you our portfolio of "best practice" reports which we are designed to streamline your management decision making.

Our method:

We use a range of leading industry reporting tools including Crystal Enterprise, FRx and web software. We can recommend the most cost-effective solution for your business.

How to design your report and KPI system:

Attend our training and "Do It Yourself" - design your Management Reports;

or

Collaborate - we can work on your reports together;

or

No time? No problem. We can design your reports system completely. All we need is an opportunity to "brainstorm" to agree on what information you need. You can leave the rest up to us.

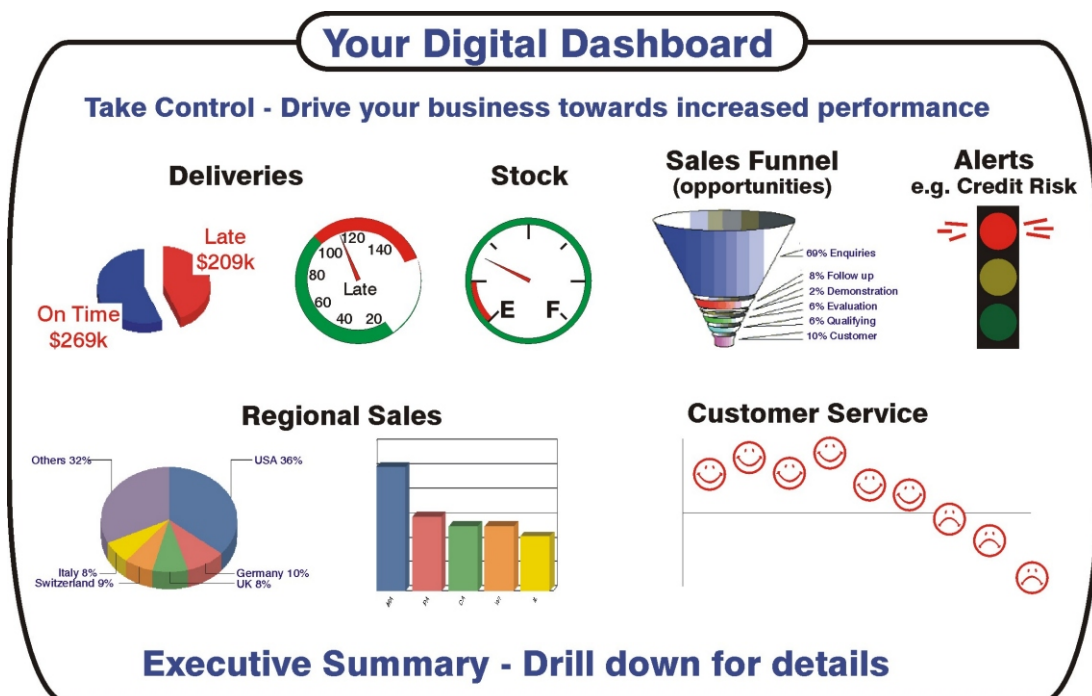
- ➔ *How can you make the right decisions if you lack the necessary information?*
- ➔ *Would you drive your car without adequate dashboard instruments? How would you know if you were low on fuel, "red-lining" or overheating?*
- ➔ *Once you know the score it's much easier to focus on performance, reward and recognise achievement and achieve your business goals.*

The wait is over. Reports, Queries, Intranet Kiosks, KPI's, Graphs, Reports... it's now easy and affordable to set up an instant online information system tailored to the needs of your business. Access to your information is now available & affordable whether you have one user or one hundred.

Having instant, online information at your fingertips will empower you to manage your business more intelligently and profitably.

Improving your management reporting system is one of those "important, not urgent" needs. Your business can run without adequate reports, but then you could, in theory, drive your car without dashboard instruments. But it would waste time and potentially be dangerous. If you wouldn't drive a car without adequate controls, why would you drive your business that way?

Perhaps you already have adequate reports using spreadsheets, but you need to automate the process with instant, automatic, online reports and graphs.





Design your own reports or team up with our designers



Choose electronic distribution and save our trees

Alerts, Traffic Lights and Triggers - Set benchmarks, standards and budgets. Your system will monitor actual results and alert you if there is a problem, sending email or SMS to your mobile phone. Alerts run automatically and target the right person to take action. This saves time running reports & choosing which reports to run. Alerts highlight the most important actions required. Traffic Lights give an instant snapshot. Triggers are benchmarks KPIs against which actual results are compared to switch on the Traffic Lights.

Drill downs - From the summary report or graph, drill to the detail.

Exception Reports - Focus on the exceptions (problems). Eliminate time wasted on long and unnecessary reports.

Balanced Scorecards - Measure qualitative and quantitative information from any source e.g. customer satisfaction, margins, etc. Bring it all together on a simple one page summary report.

Integrated Reporting - Data from many different sources can be brought together on your Intranet.

Intranet kiosks - Publish information to staff, clients, partners using a simple low cost intranet, or via email.

Licence Leverage - Instead of buying expensive accounting and other software licences simply retrieve information from your Intranet Kiosk; save thousands of dollars in initial software costs and ongoing maintenance fees.

Zero workstation setup - Software runs from the server, no need for PC installation. No need for powerful PCs.

Internet access - Reports are web enabled - run from anywhere.

Security - Optional login security protects your vital information.

Flexible Distribution - Deliver reports by paper or in electronic formats including spreadsheet, email, pdf, word, rtf or fax.

Avoid paper wastage. Use online and email report delivery.

**Throw away your spreadsheets
Automate your information flows**

A popular way to start streamlining your KPI system is to replace your spreadsheets and automate your reports using Crystal. You eliminate all manual work in transferring data to the spreadsheet. Information is instantly available from your Intranet kiosk and frees up your time for more productive tasks.

www.communicat.com.au

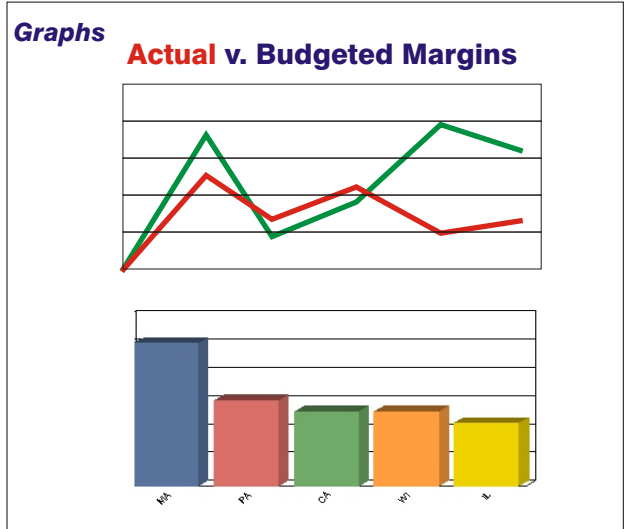
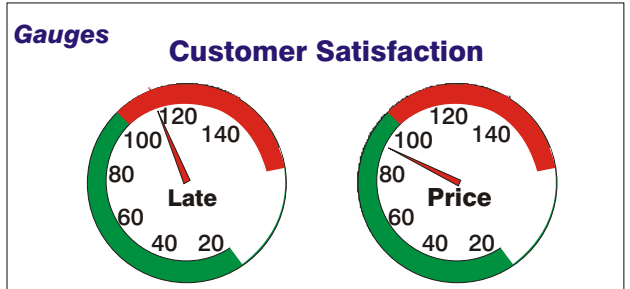
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Alerts can be delivered via email or sms text message (mobile phone) to each department manager

Sample reports & graphs:



Summaries - with traffic lights

Major Clients - Increase/Decreased Sales

Change Last Mth		Sales	\$Margin	%Margin
↑	XY Enterprises	110	22	22
↓	Acme Industries	89	33	33
↑	ABC Industries	76	22	22
↓	Delta Corporation	67	21	21
↓	Omega Corp.	65	5	5

Alerts - with traffic lights & target comparison

	+/- Target	
Sales/Profit	10% ↓	Client - Acme - Profit
	45% ↑	Client - Acme Sales
	25% ↑	SalesRep - Fred
Production	1 week	Deliveries late
	12	Raw Mats below reorder
Cashflow	10	Clients on credit stop
	\$0.8m	Cash shortage due Friday
	20%	Banking > budget this mth
	\$2.2m	Overdue Debtors
	\$2.8m	Overdue Creditors