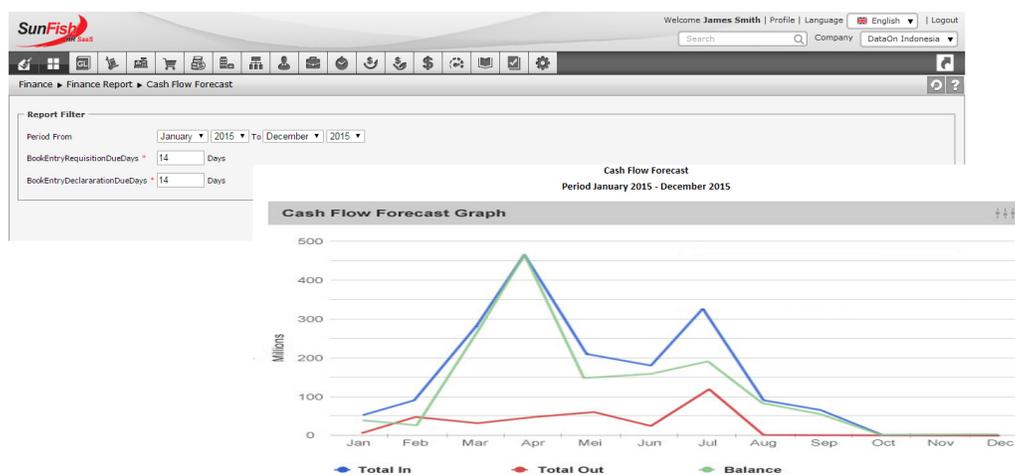# Analysis & Reports & Data Warehousing

Collecting the right data is only half of the battle. Organizing and processing the data to reveal useful information and analysis of the aspects that impact your bottom line is the other half. Real-time visibility and cross-functional sharing of data, where appropriate, improves the company's ability to serve customers, control costs, investigate problems, plan accurately, and make effective changes and improvements.

Therefore, SunFish is equipped with powerful business intelligence tools that encompass a large number of reports, customizable dashboard trackers, KPIs, alerts, notifications, reminders, graphical analysis, and drillable data to not only give companies a clear picture of its operational performance but also to meet all their reporting and ad hoc analytic needs.

Each feature includes a variety of pre-defined, readily available summary overviews, detailed data reports, and drill downs in different output formats. Via the solution's simple data navigation and interactive report generation, users can easily retrieve the exact data required to do their work, for reports to supervisors, further data simulation, action taking, or presentation to stakeholders. Additionally, customized reports can be added to truly fulfill each company's unique reporting requirements.

Customizable performance indicators, charts, alerts and reminders can be assembled in personalized or (role-based) pre-defined homepage dashboards so users can monitor process and performance issues belonging to their area of expertise.

As such they provide users with an efficient way to stay informed of the status of their operational flows and tasks on an overview basis. If users are alerted to an undesirable development through notifications, yellow, or red flags they can drill down those data from the indicator level to the individual transaction level until they identify the origin of the problem and take appropriate action to resolve it. Even though these tools already remove the barriers to better business insight, SunFish goes one step further using data warehousing technology.

# Data Warehouse

SunFish incorporates data warehousing technology that provides users at every organization- al level with great flexibility to define scope and content queries which can span hundreds of operational processes and transactions to satisfy their information need - not just for complex data queries, but also for getting quick, coherent and insightful information. This technology addresses common challenges faced by many users where the existing reporting tools are simply too inefficient, time consuming, or sophisticated to effectively generate multi-dimensional, insightful reports that can provide the answers required by management.

Allowing the combination of data from different sources such as sales, inventory and finance, etc. users can quickly answer basic, yet important questions such as: Which products are our best (or worst) sellers? -- in what region, drill-down by sales person? How are profit margins? How do discounts and promotions affect sales volume? How much money do we loose on excess inventory? Which costs can be cut without causing long-term harm? How can cash be conserved?

Additionally, the multi-tiered data structure of the warehouse gives users the flexibility to conduct their analysis on different levels - ranging from a high-level summary down to detailed transactional level detail.

Presenting the vast amount of operation data in an actionable, easy-to-understand format, data ware- house reveals current and long-term trends, high- lights problems, indicates opportunities, and ultimately gives users the information that is critical to understand business conditions and successfully execute business initiatives.