BUSINESS PERFORMANCE MONITORING (BPM) SOLUTIONS

Fast forward from data to decisions with easy, on-demand access to all your business metrics

BRAND STATE

www.brandstate.com.au

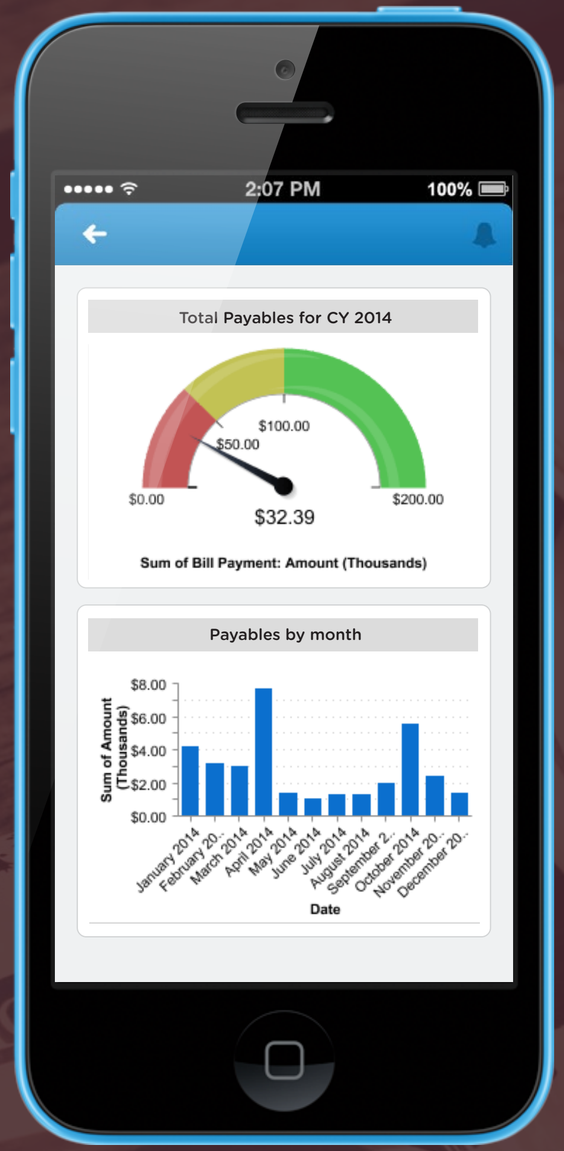
Cases by Queue
Campaign Performance
Cogs
Web Traffic
Quick Ratio
Cost of Revenue
Adwords
Cost of Sales
KPIs
Opex
Conversion Rate
Leads by Campaign
Return on Equity
Employee
Satisfaction
Sales by Segment
Billable Hours
Resource Utilisation
ROI
Deals
won YTD
Lead to Win
Wins by Channel
Month to Date

What if you could monitor all your business data from anywhere...

If you could have insight into business performance instantly.

Have all your KPIs and metrics displayed in one place.

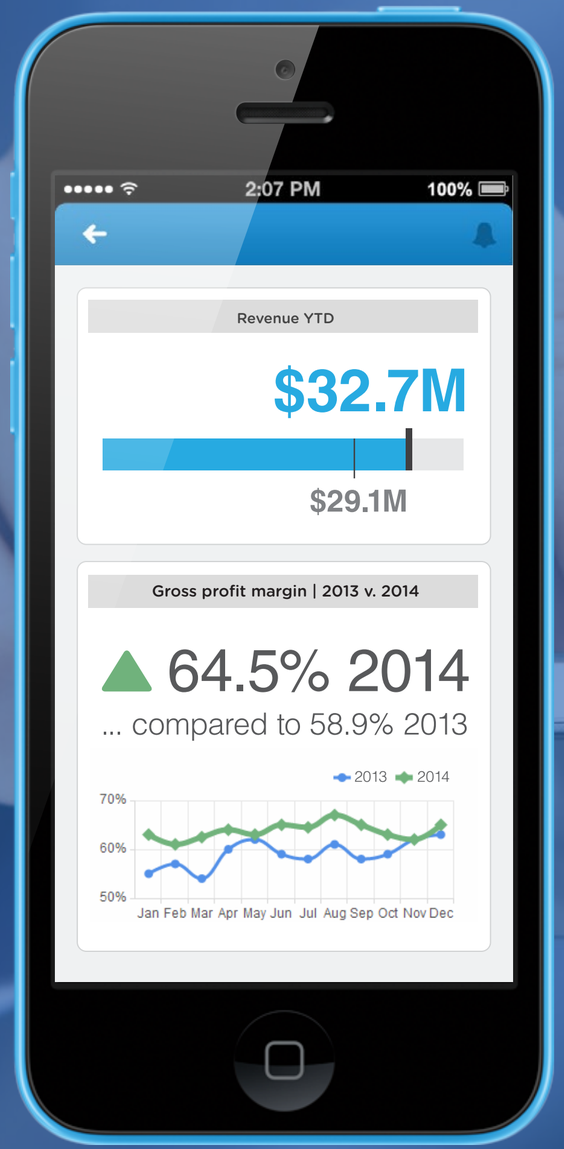
Right at your fingertips.



Sean
Chief Financial Officer

FINANCIAL FIGURES AT YOUR FINGERTIPS

Checks accounts receivable/payable while getting his morning coffee.



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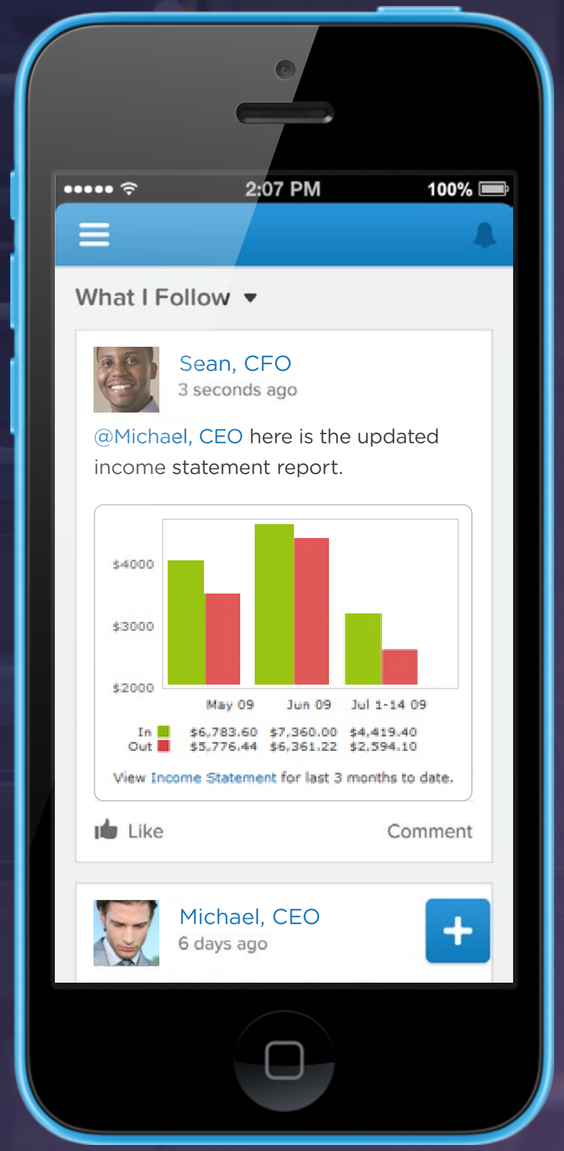
Finds answers regarding YTD revenue and financial forecasts in minutes.



Sean
Chief Financial Officer

FINANCIAL FIGURES AT YOUR FINGERTIPS

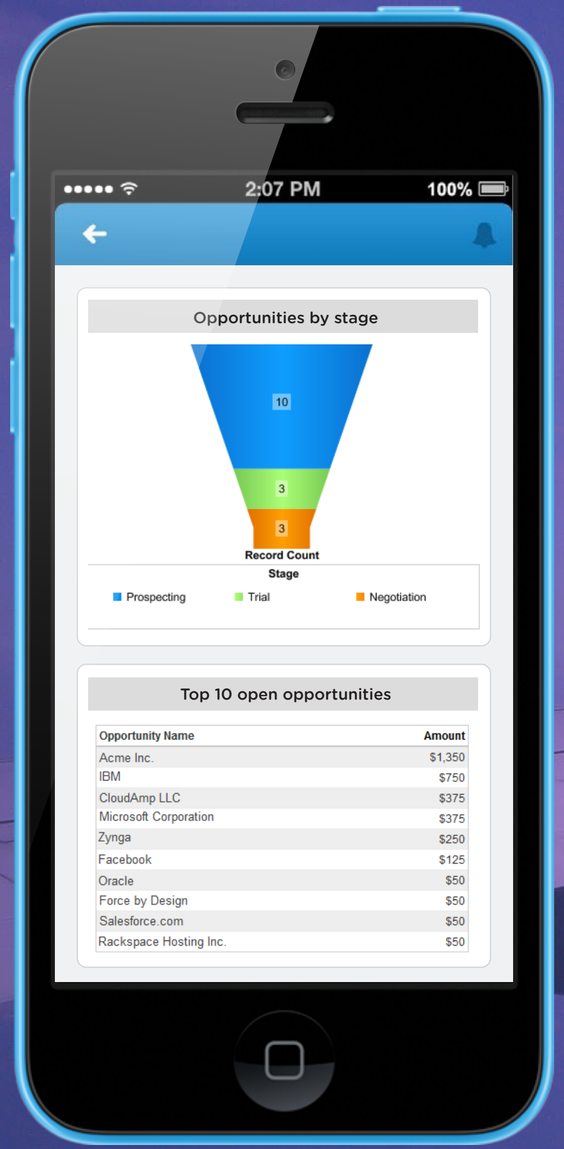
- Checks accounts receivable/payable while getting his morning coffee.
- Finds answers regarding YTD revenue and financial forecasts in minutes.

Updates the income statement report on his evening commute home.

Maria
National Sales Manager

IMMEDIATE INSIGHT INTO SALES ACTIVITIES

Reviews this month's sales targets before boarding her flight.



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IMMEDIATE INSIGHT INTO SALES ACTIVITIES

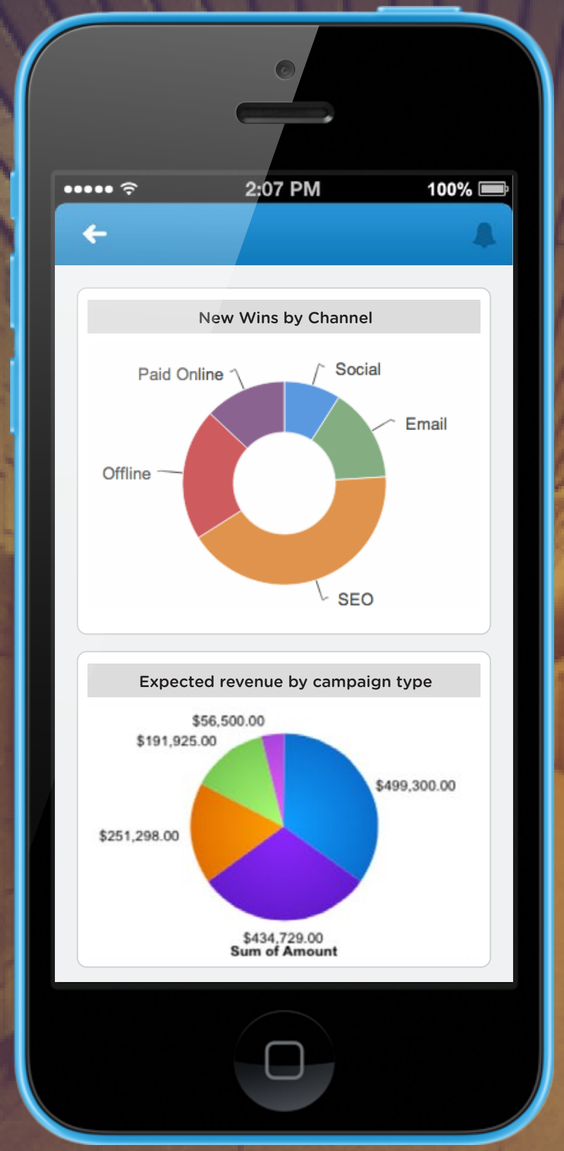
Reviews this month's sales targets before boarding her flight.

Discovers a new lead opportunity while in the air.

Maria
National Sales Manager

IMMEDIATE INSIGHT INTO SALES ACTIVITIES

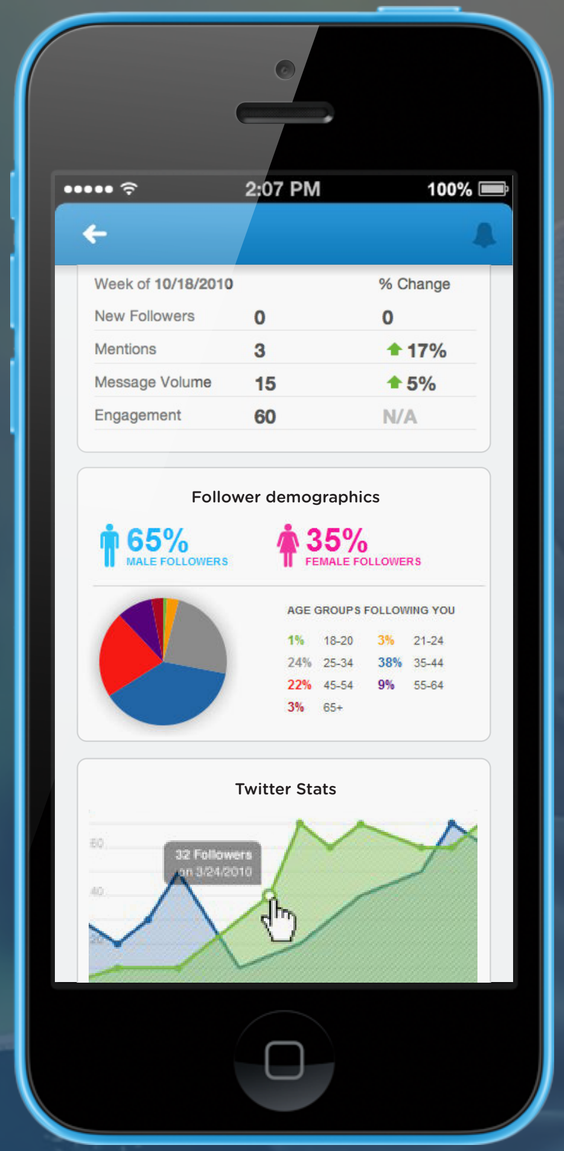
- Reviews this month's sales targets before boarding her flight.
- Discovers a new lead opportunity while in the air.
- Glances over her sales team's progress on the way to pick up luggage.



Jordan
Digital Marketing Manager

MAKE SENSE OF MARKETING CAMPAIGNS IN MINUTES

Views open & click rates, number of new leads and ROI for this month's email campaign before catching his train.



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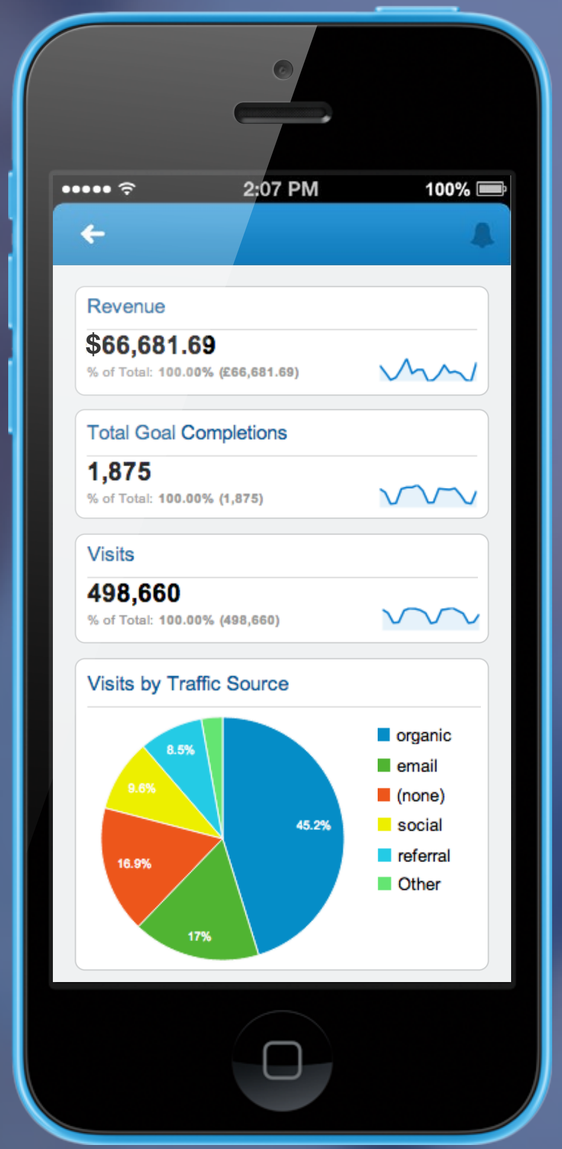
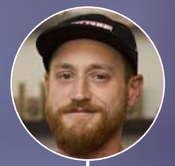
MAKE SENSE OF MARKETING CAMPAIGNS IN MINUTES

Views open & click rates, number of new leads and ROI for this month's email campaign before catching his train.

Compares social traffic and conversion across Facebook, Twitter and Pinterest before arriving to the office.





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MAKE SENSE OF MARKETING CAMPAIGNS IN MINUTES

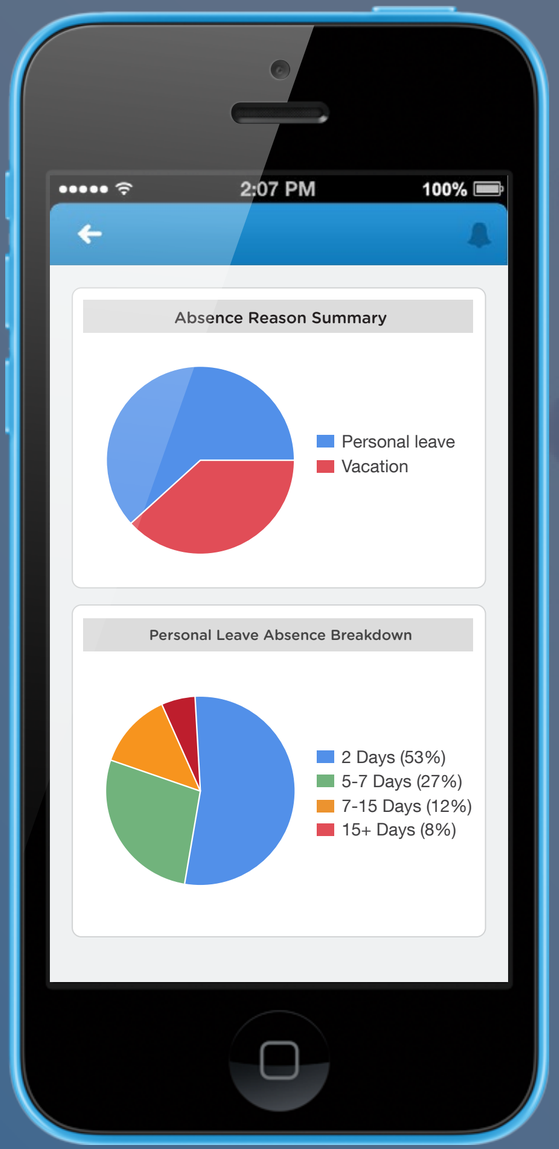
- Views open & click rates, number of new leads and ROI for this month's email campaign before catching his train.
- Compares social traffic and conversion across Facebook, Twitter and Pinterest before arriving to the office.

Reviews current website performance metrics between meetings.

Karen
Director of Human Resources

UNCOVER IMPORTANT TRENDS

Reviews employee absenteeism over the past 12 months before arriving to her 9 a.m. meeting.

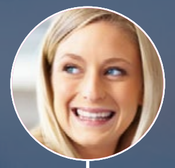


Karen
Director of Human Resources

UNCOVER IMPORTANT TRENDS

Reviews employee absenteeism over the past 12 months before arriving to her 9 a.m. meeting.

Identifies a spike in the number of personal days taken last month without plowing through endless spreadsheets.



Karen
Director of Human Resources

UNCOVER IMPORTANT TRENDS

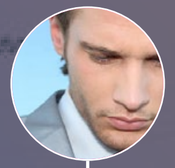
- Reviews employee absenteeism over the past 12 months before arriving to her 9 a.m. meeting.
- Identifies a spike in the number of personal days taken last month without plowing through endless spreadsheets.

Compares the cost of employee absenteeism across the office branches while on her train ride home.

Michael
CEO

SEE INTO EVERY CORNER OF YOUR BUSINESS

Catches up on the company's financial performance during his morning workout.



Michael
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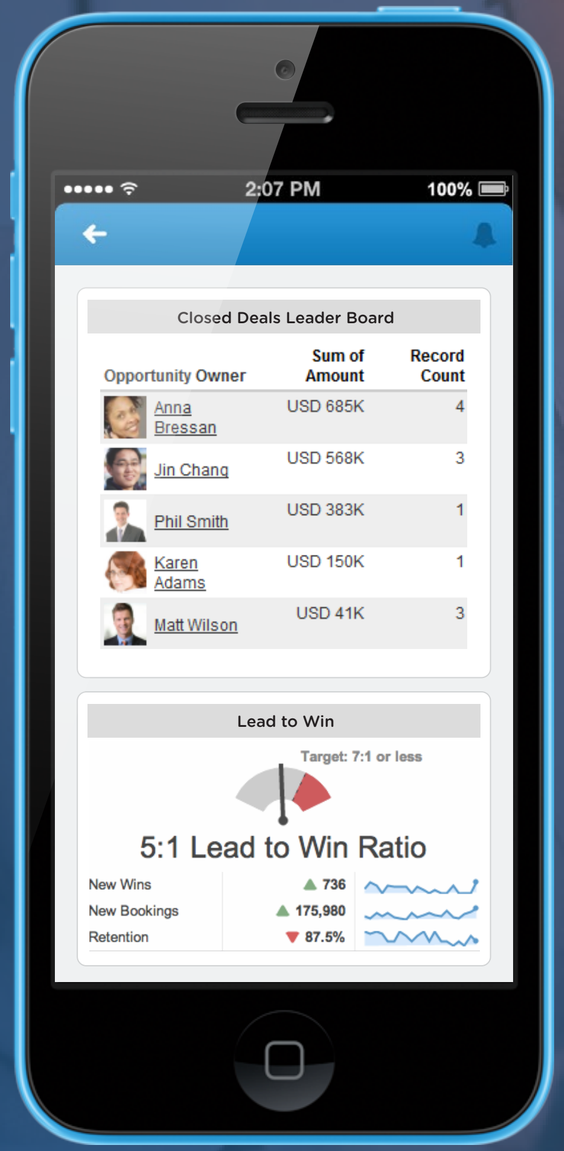
SEE INTO EVERY CORNER OF YOUR BUSINESS

Catches up on the company's financial performance during his morning workout.

Notices the AdWords campaign is exceeding projected targets on his way to a management meeting.



Michael
CEO

SEE INTO EVERY CORNER OF YOUR BUSINESS

- Catches up on the company's financial performance during his morning workout.
- Notices the AdWords campaign is exceeding projected targets on his way to a management meeting.

Finds answers regarding revenue growth, closed deals and new opportunities in the palm of his hand.

Ongoing improvements

Complete visibility

Time savings

Empower users

Spot trends

IMAGINE THE POSSIBILITIES.

Turn data into insight

Share KPIs accross Departments

Make data-driven decisions

On the wall or on the go

Gain a bird's eye view of performance

Increase transparency

We help bring all your company's raw, complex and scattered data together and display it on business dashboards - presented the way it makes sense for your business - so you can monitor your KPIs from anywhere and quickly move from data to decisions.

A 360° view of your business from any device

Monitor your organisation's KPIs and business metrics from every angle while at home, at your desk or on the road. Interact with dashboards using any device - desktop, tablet or smartphone.

Combine data from different sources

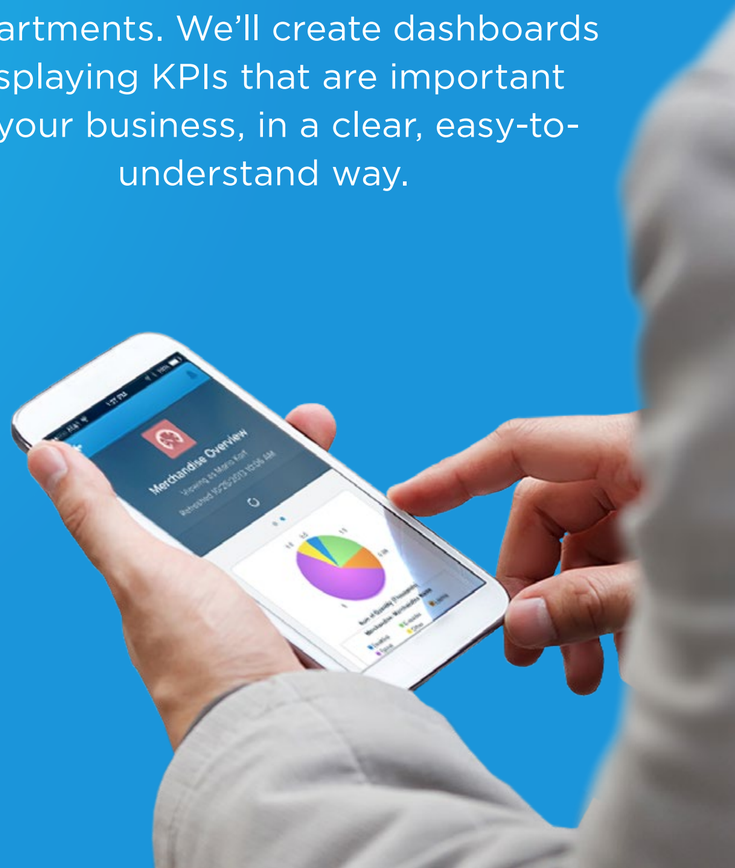
Easily bring together and display data from multiple sources - databases, spreadsheets, data warehouses and other data sources - in visually engaging, dashboards.

Built directly in Salesforce

All dashboards are built right in your company's Salesforce instance and linked with the information you want tracked and visualised enabling you to access all your core business metrics from a single location.

Customisable to fit your business

We customise dashboards to fit the needs of all industries and departments. We'll create dashboards displaying KPIs that are important to your business, in a clear, easy-to-understand way.



BRAND STATE

Contact us to learn more about how we can help you monitor your business performance in a way that works for you.

Peter Thompson, Director

Email: pthompson@brandstate.com.au
Skype: peter.thompson