

BUSINESS PERFORMANCE MONITORING (BPM) SOLUTIONS

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

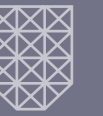


Support



IT





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



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.

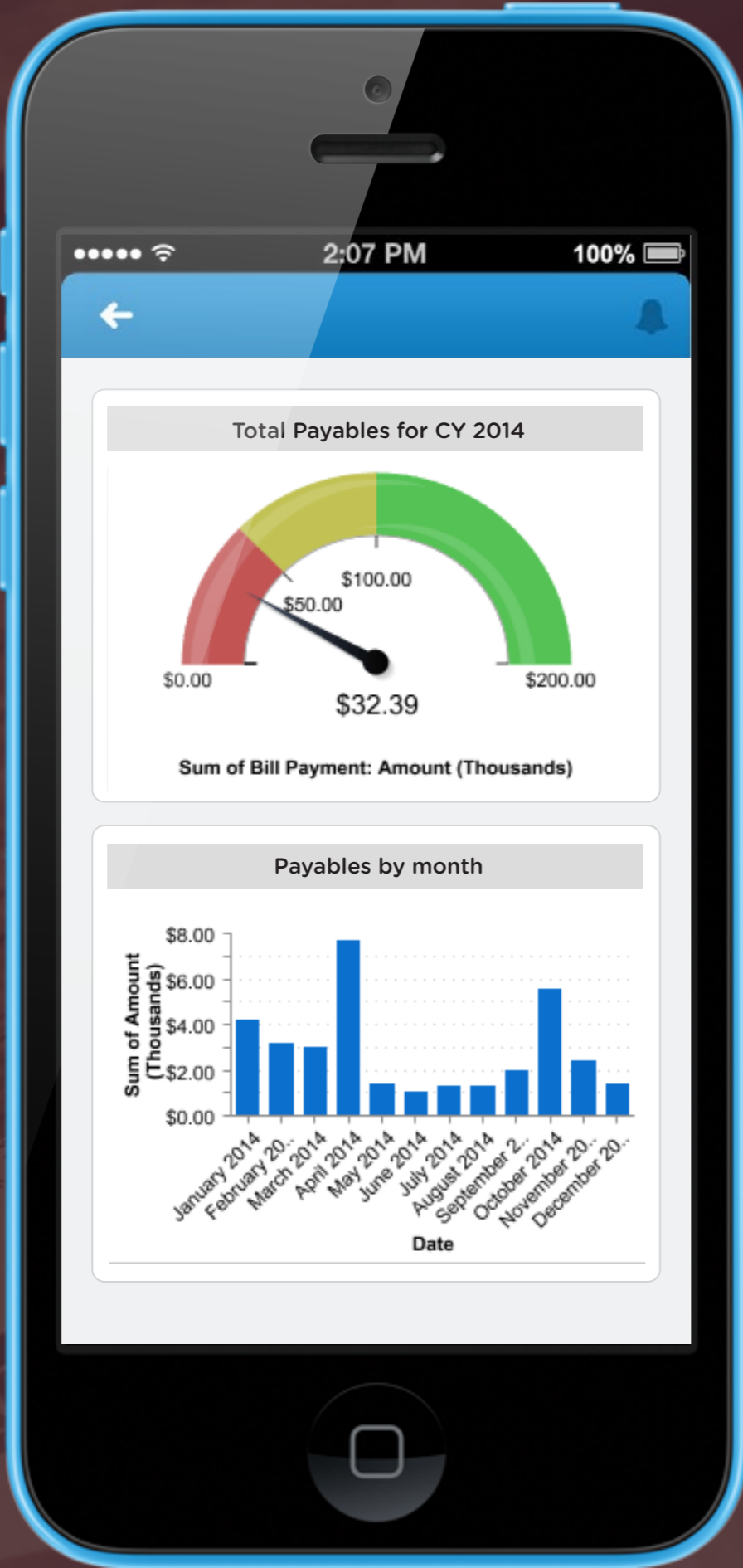
The central smartphone displays a dashboard titled "Sales Metrics" with the following components:

- Deals Month to Date:** A gauge chart showing a current value of £118.50, with a range from £75.00 to £180.00. The needle is positioned at approximately 65% of the scale.
- # Deals Won YTD:** A horizontal bar chart showing the number of deals won by various representatives. The top performers are Paul Jones (25), Mike Walton (20), Tom Richards (15), David Collins (10), and Caroline Swift (5).
- Pipeline by Rep:** A stacked bar chart showing the distribution of deals across different sales representatives.
- Deals Funnel:** A funnel chart showing the progression of deals through stages: Lead (Total: 199, Conversion Rate: 38.8%), Prospect (46), and Deal (15).
- New Wins by Channel:** A donut chart showing the distribution of new wins across channels: Paid Online, Social, Email, SEO, and Offline.
- # Lost Deals by Reason:** A donut chart showing reasons for lost deals, with "Price" being the most common reason at 41%.
- Cases By Queue:** A horizontal bar chart showing the number of cases in different queues (Tier 1, Tier 2, Tier 3) and their status (New, Working, Escalated, Closed).

Surrounding the phone are various business system logos and data visualizations:

- HR:** A green box labeled "HR".
- Support:** A purple box labeled "Support".
- Marketing:** An orange box labeled "Marketing".
- Finance:** A green box labeled "Finance".
- Operations:** A yellow box labeled "Operations".
- IT:** A blue box labeled "IT".
- Logos:** Salesforce, Zendesk, N-able, QuickBooks, Google Analytics, ExactTarget, and Microsoft Excel.
- Charts:** A bar chart showing "5:1 Lead to Win Ratio" with metrics for New Wins (736), New Bookings (175,980), and Retention (87.5%). Another chart shows "Expected Revenue by Campaign Type" with a total of \$434,729.00.

Right at your fingertips.



Sean
Chief Financial Officer

FINANCIAL FIGURES AT YOUR FINGERTIPS

Checks accounts receivable/payable while getting his morning coffee.

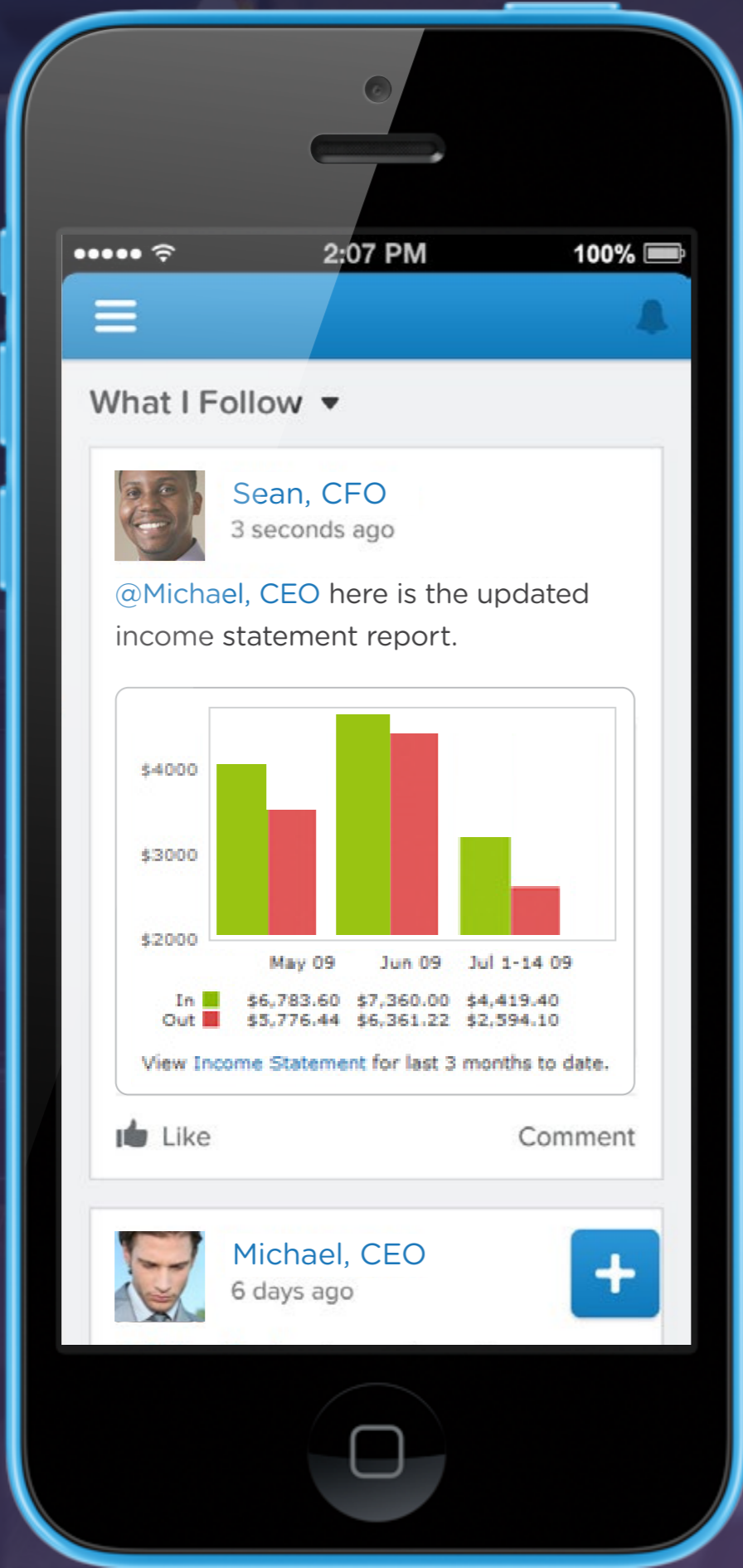


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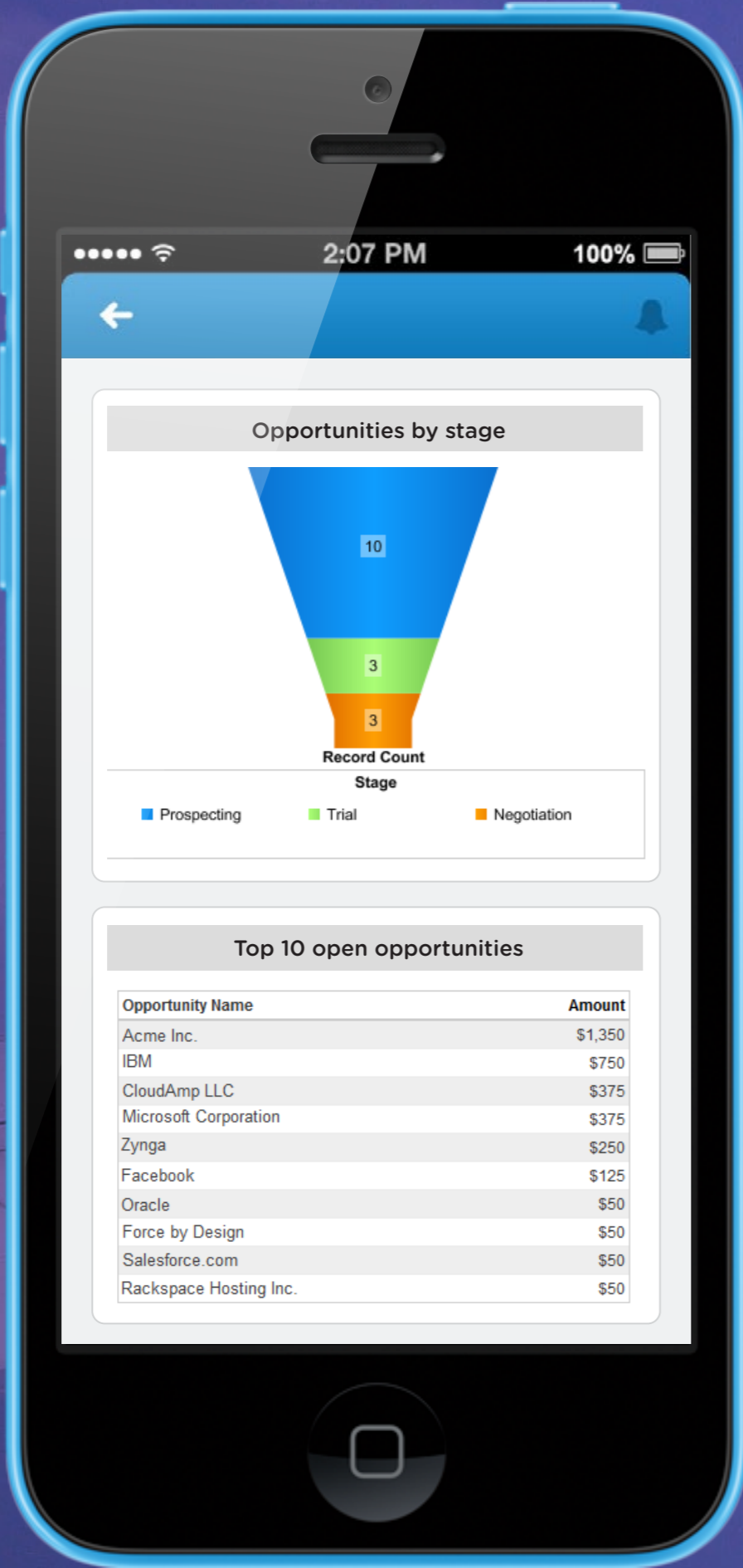
Updates the income statement report on his evening commute home.



Maria
National Sales Manager

IMMEDIATE INSIGHT INTO SALES ACTIVITIES

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



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Discovers a new lead opportunity
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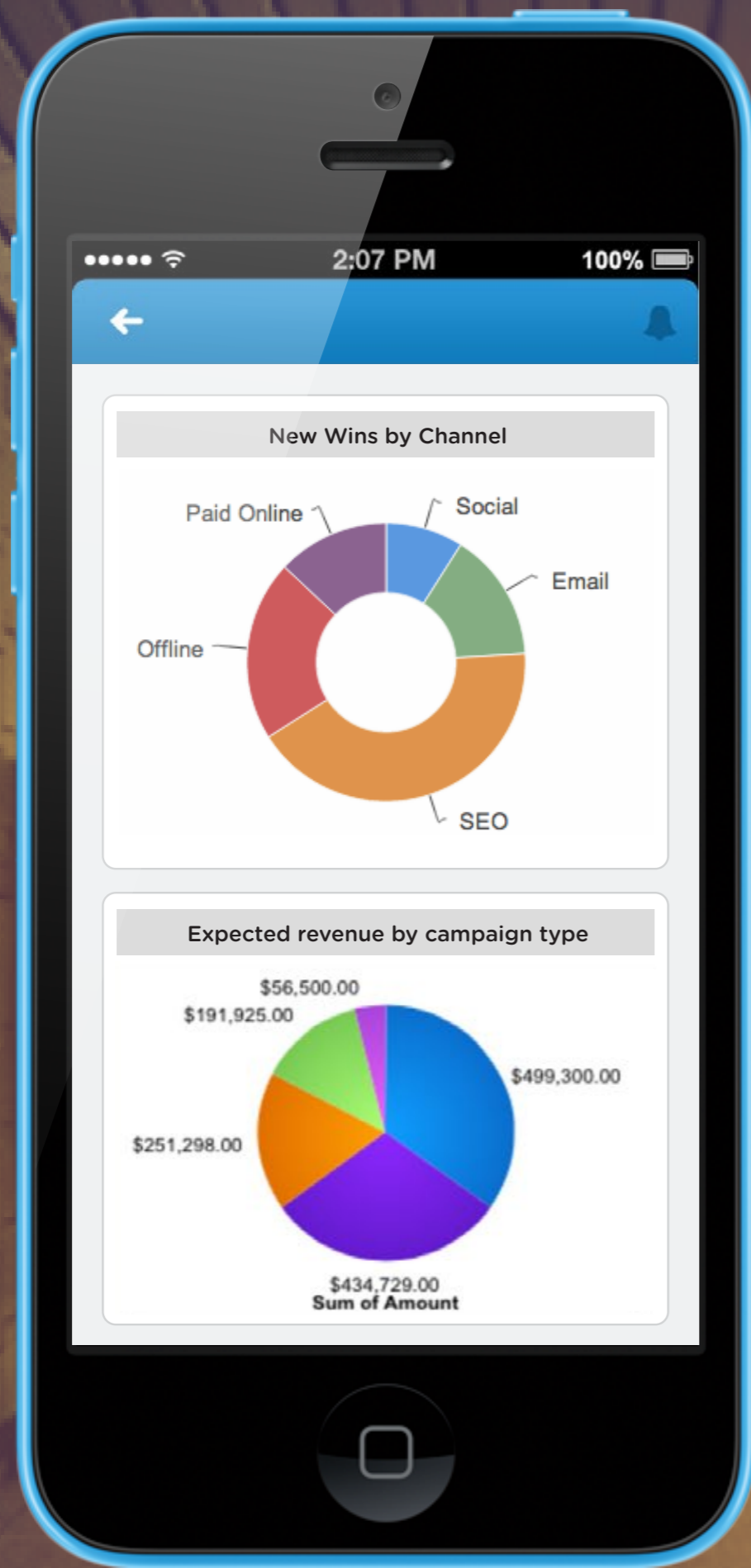
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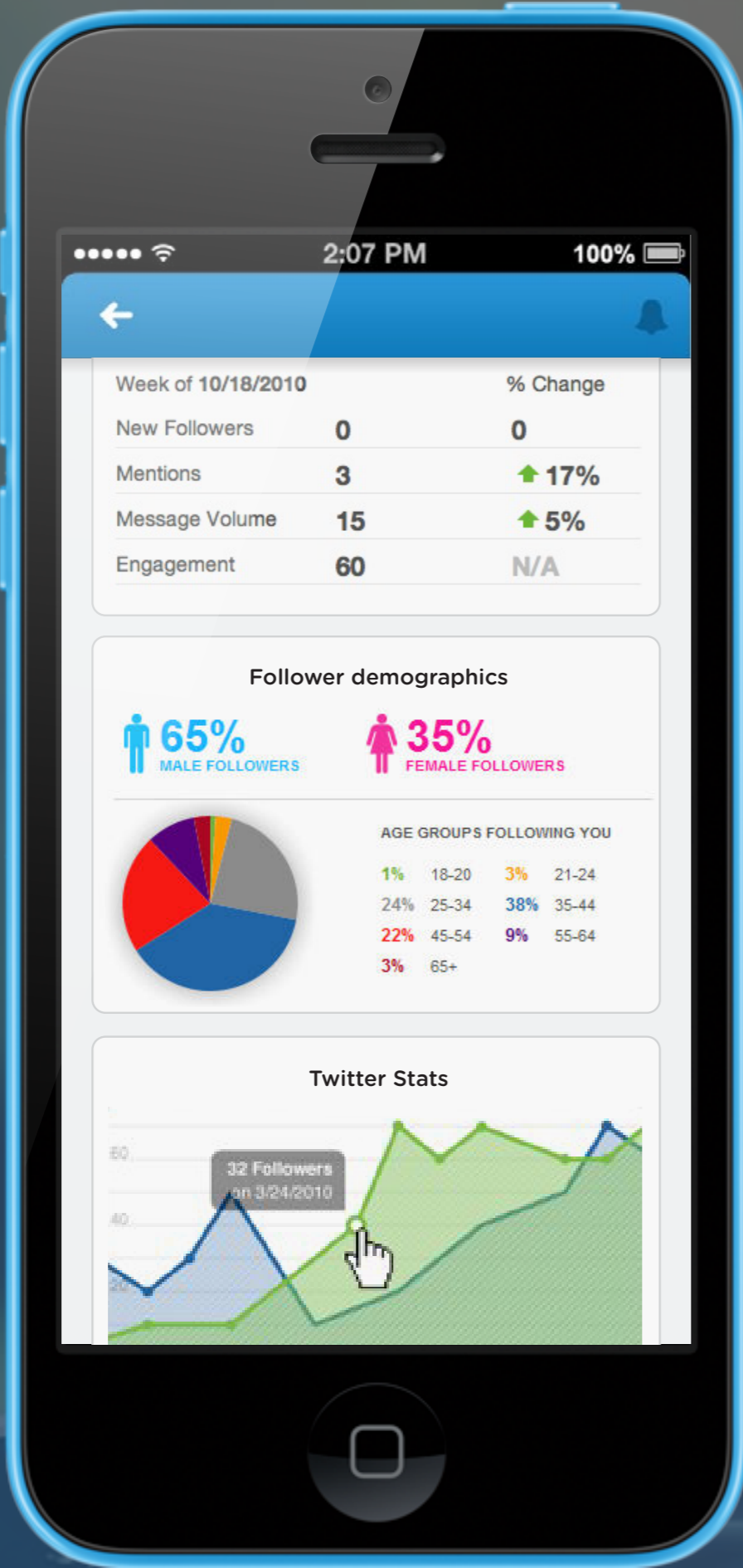
Glances over her sales team's progress on the way to pick up luggage.



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.

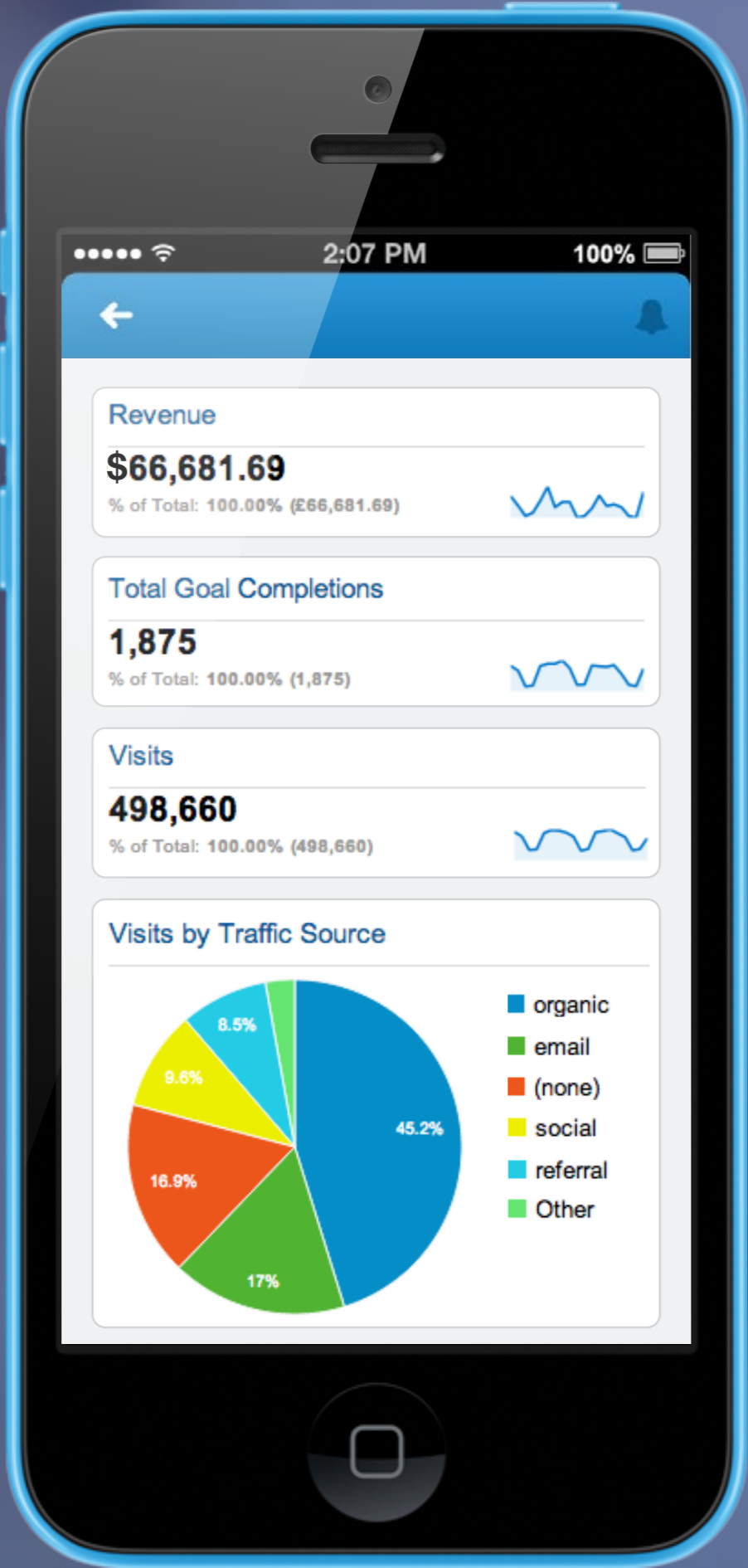


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Compares social traffic and conversion across Facebook, Twitter and Pinterest before arriving to the office.



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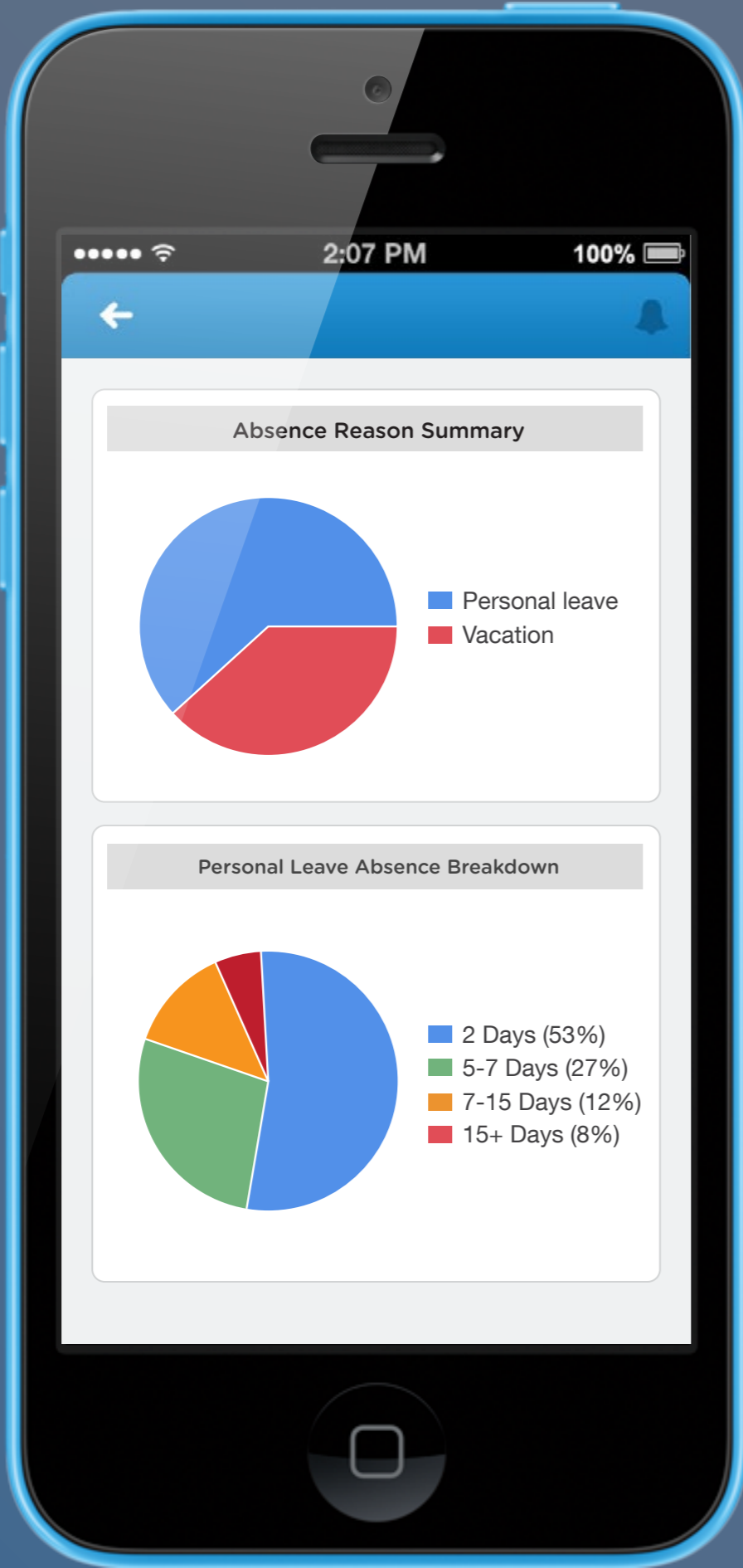
Reviews current website performance metrics between meetings.



Karen
Director of Human Resources

UNCOVER IMPORTANT TRENDS

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



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



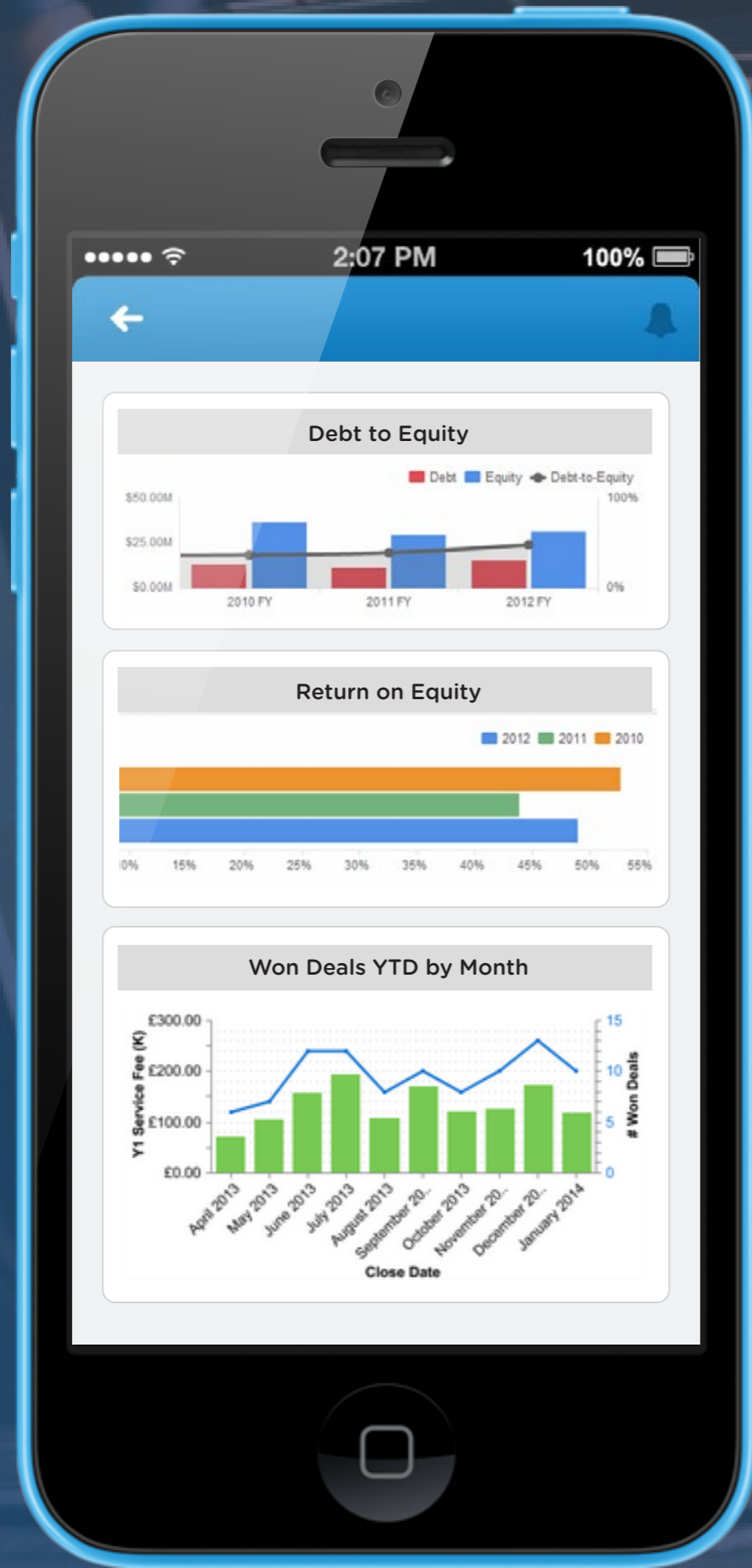
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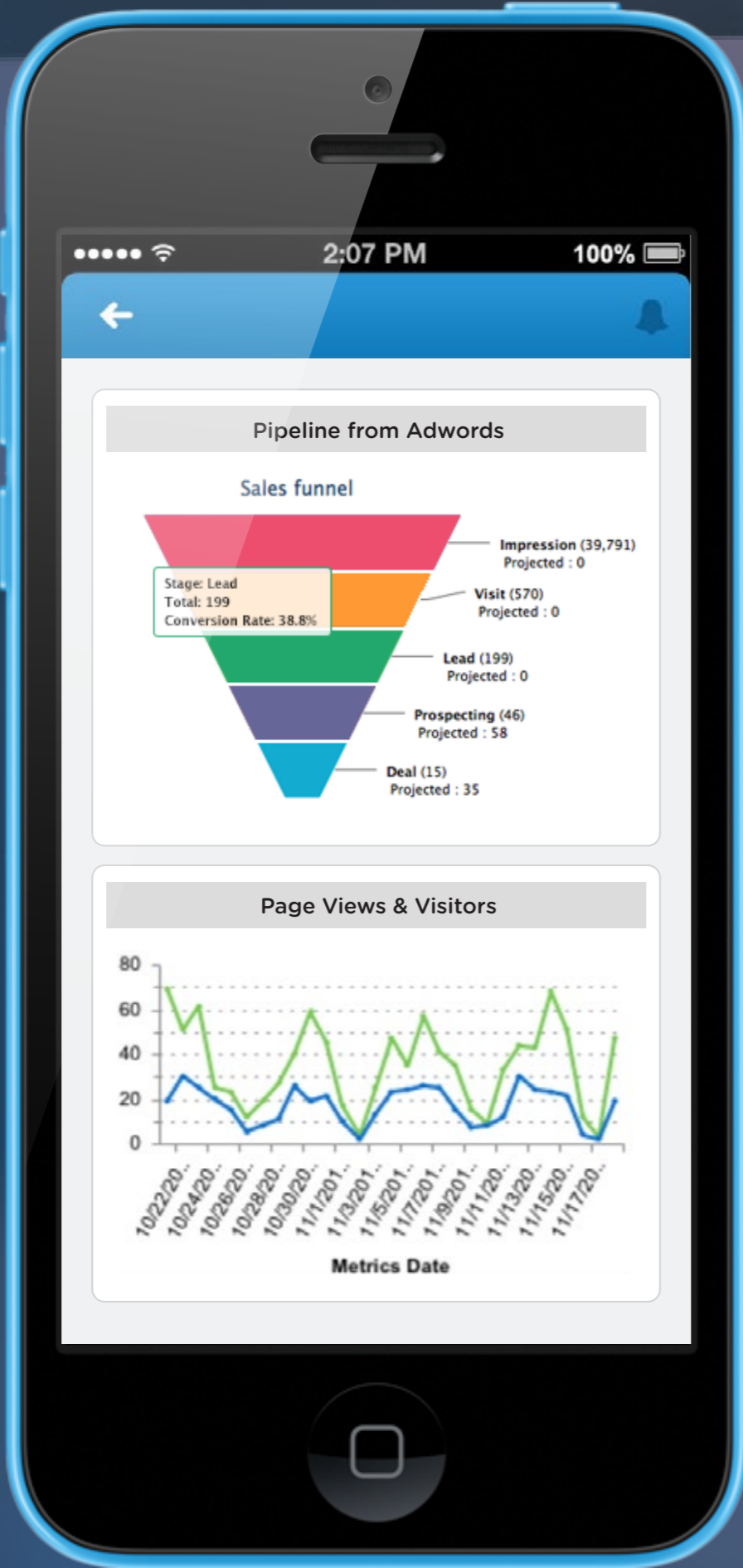
Compares the cost of employee absenteeism across the office branches while on her train ride home.



Michael
CEO

SEE INTO EVERY CORNER OF YOUR BUSINESS

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

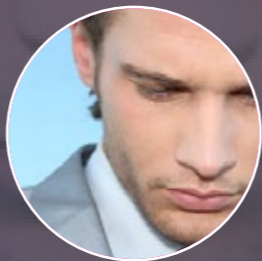
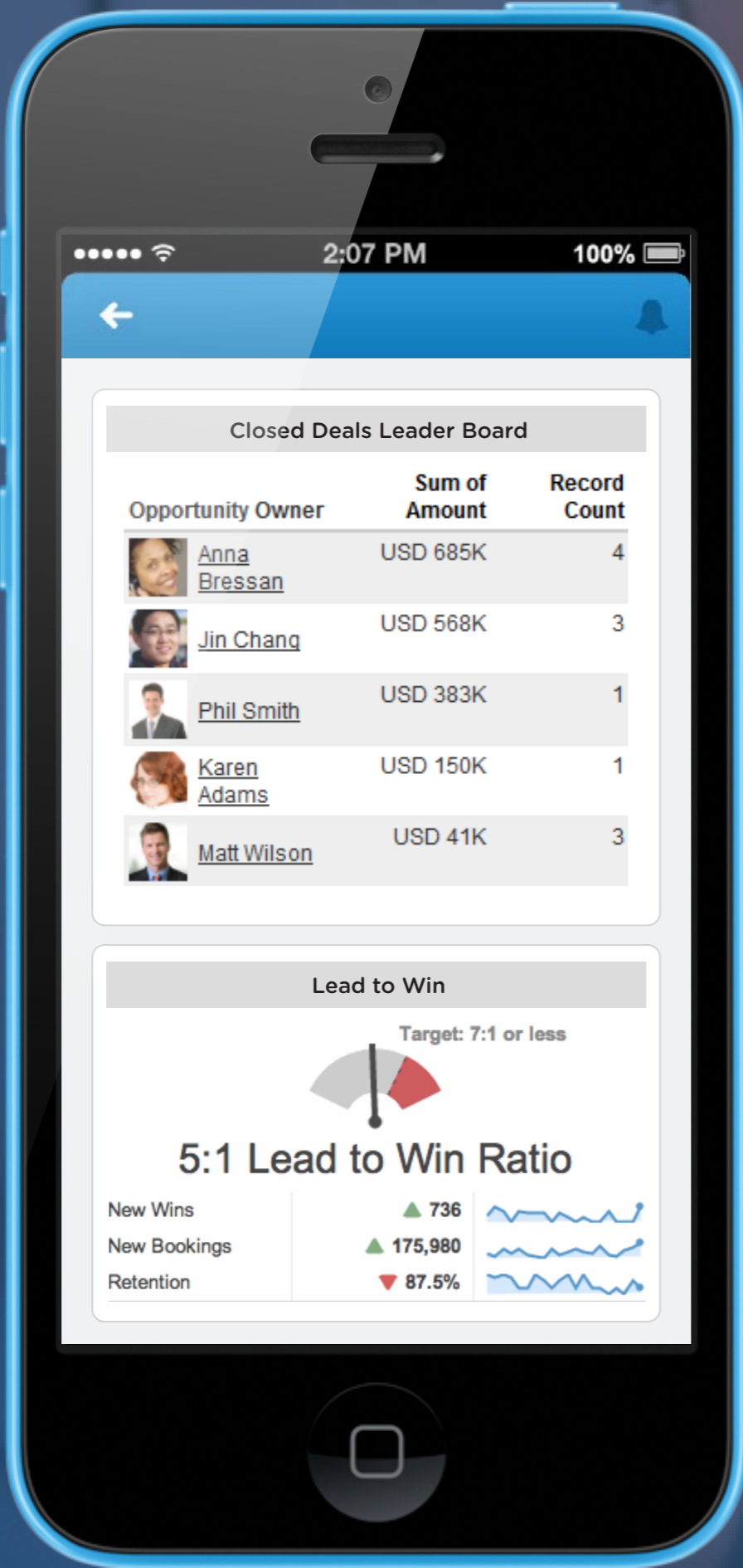
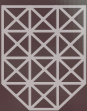


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SEE INTO EVERY CORNER OF YOUR BUSINESS

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.



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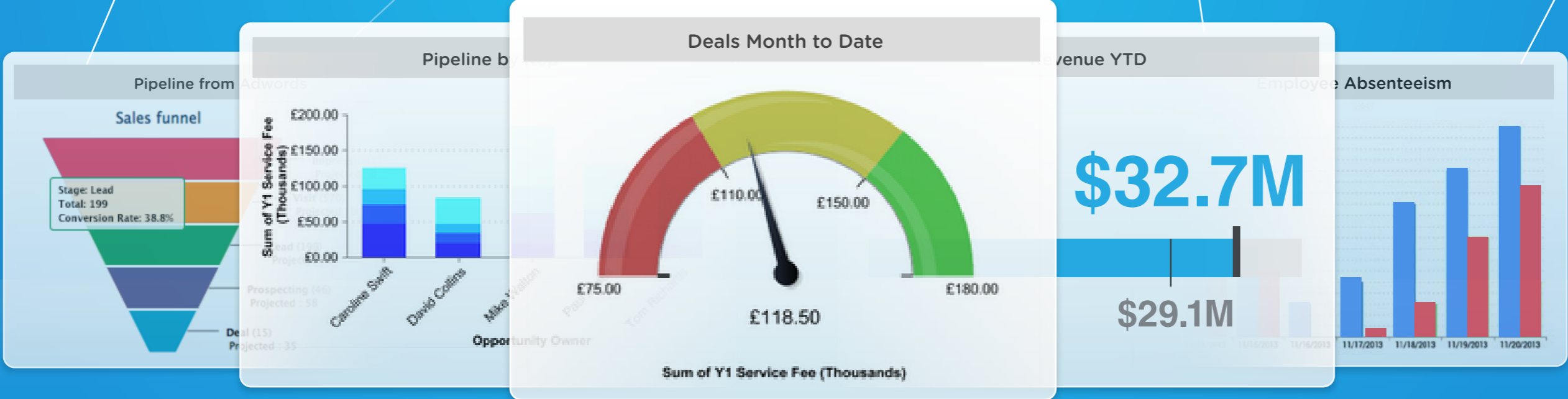
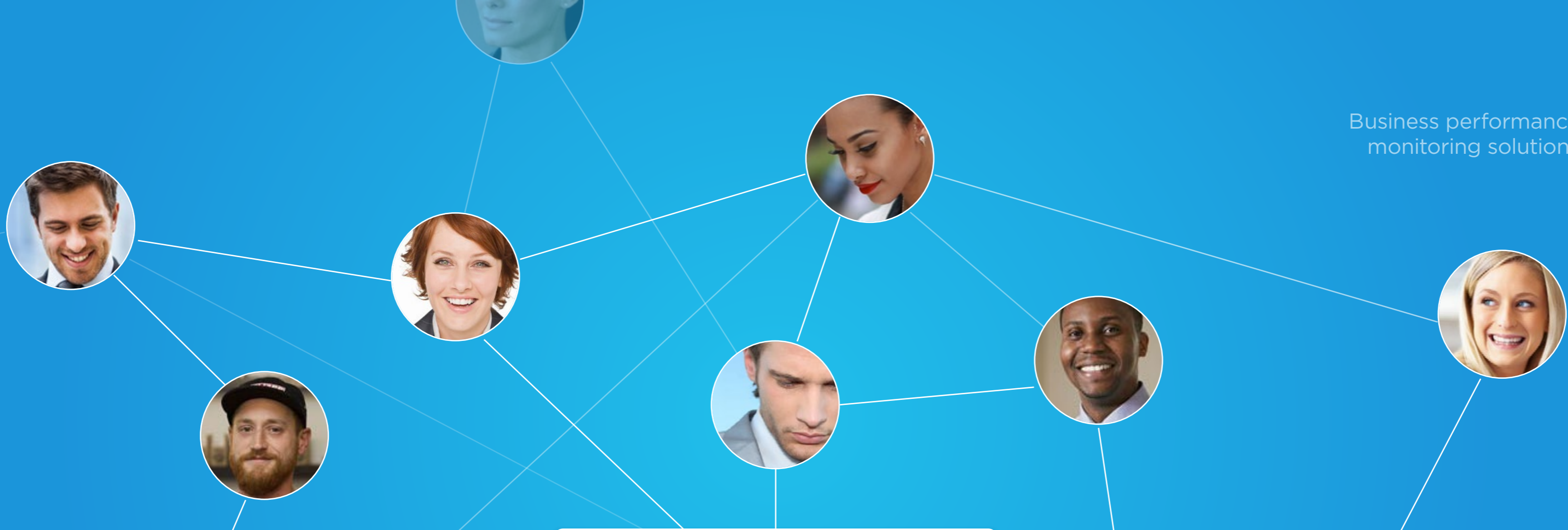
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Finds answers regarding revenue growth, closed deals and new opportunities in the palm of his hand.

Complete visibility
Time savings
Ongoing improvements
Empower users
Spot trends
Turn data into insight
Share KPIs across 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

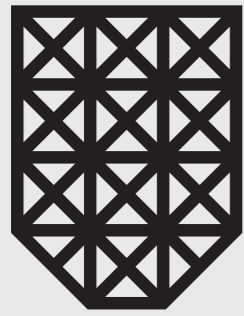
All dashboards are built right in your company's Salesforce instance and linked with the information you want tracked and visualised enabling you to access all your core business metrics from a single location.



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](https://www.skype.com/people/peter.thompson)