BluWave Business Intelligence **Product Fact Sheet**

BluWave BI delivers world-class reporting & analytics that's incredibly easy-to-use and fast to deploy

BluWave BI is a local Business Intelligence (BI) software vendor passionate about making BI easy.

BluWave BI is a single-integrated 100% Web-based application. BluWave's mission is to build highly intuitive software that is easy to deploy, integrate, and even easier to use.

BluWave provides you with a comprehensive BI solution for your entire enterprise, offering superior Return on Investment (ROI) through widespread end-user adoption. Anyone comfortable using a web browser can easily learn to take full advantage of BluWave BI's broad range of world-class BI features. BluWave BI is a leader in Data Visualisation, Location Intelligence, Mobile and Collaborative BI.

Use *BluWave* BI to mine the data in *BluWave* crm and *BluWave* Service. Your *BluWave* cloud stores your private marketplace data. Use *BluWave* BI to extract powerful information that will enable your sale & marketing management to make strategic sales & marketing decisions.

BluWave BI Features Summary

- **Dashboards:** Dashboards are the perfect way to monitor your business and get answers quickly. BluWave BI's dashboards are easy to create and highly customisable. Deliver personalised and interactive dashboards that your users will love.

- **Data Discovery:** BluWave BI makes exploring and visualising your data easy. Just connect to any of BluWave CRM and BluWave Service data and start visualising to uncover patterns, identify trends and discover insights – no coding required.

- **Reporting:** Your data is only actionable when it's in the hands of the right decision-makers. But, what if you don't have time to log into your BI platform every day? BluWave BI has you covered. Proactive alerts, broadcasts and subscription reporting keep you on top of business critical changes. Never miss an important shift in your data again BluWave BI gives you the ability to add drill downs to your reports, this allows users to click on a specific chart section and drill down or through to a related report for more detail. Using this option, you can set up charts that drill into more detailed charts or tables, providing users with a greater level of data analysis.

- **Collaborative BI:** You expect your Business Intelligence solution to convert data into insights. However, finding insights is only half the puzzle, because data-driven insights are only valuable when shared. With collaborative BI you can share your valuable insights, Access your insight anywhere, Collaborate and turn data into knowledge such as adding comments to reports and you can keep track of everything that's happening.

- **Tasks:** Provide a clear framework for business users and data experts in your organisation to connect, collaborate and produce better business insights.

- **Storyboard:** Many important decisions are made in meetings. So why settle for static screenshots of reports pasted into PowerPoint.

- **Governed Platform:** BluWave BI is different. Unlike most BI products, we deliver all the BI functionality you need via a single-integrated platform. The result? Your BI consumers enjoy a great user experience, your data analysts feel well supported to create quality BI content, while your IT folk have all the governance features needed to ensure trust and security in your BI platform.

- **Data Sources:** Data is your company's most valuable asset. That's why BluWave BI makes it easy for you to connect your BluWave CRM, BluWave Service Manager, Other Excel Files and your Google Analytics to give you valuable insight to what your data actually means.

- **Mobile BI:** You're mobile, so BluWave BI is too. Explore your data and make great decisions whenever and wherever you need to with BluWave BI mobile.
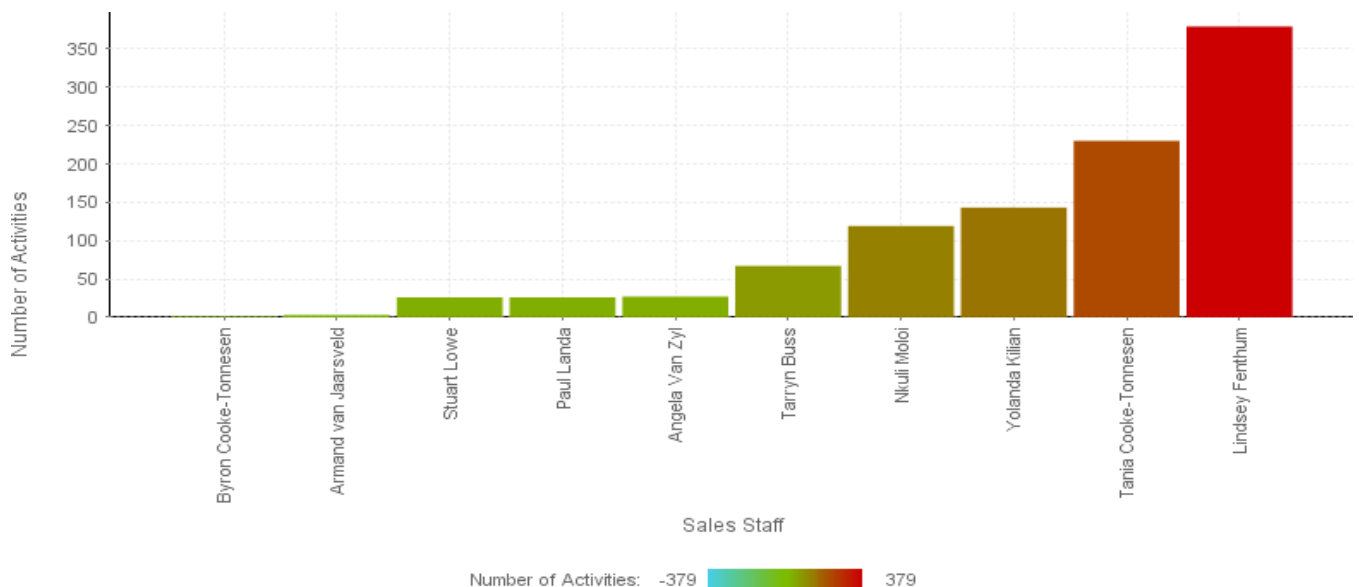
How will you use BluWave BI?

BluWave BI Dashboard & KPIs

Personalised and interactive dashboards allow your business to enhance organisational visibility and effectively align actions with strategy.

Track the status of your business via tailored, scheduled KPI reports, assign goals, collaborate and share knowledge.

Save your organisation time and money. Empower people from all business backgrounds with the specific insights they need to make faster, more accurate decisions.

Dashboards to Manage your Sales Team

Use BluWave BI to construct custom dashboards for sales KPI's. Sales management can view dashboards on a cell phone or a mobile device for instant access to sales team KPI's. Drill down from the dashboards to view detailed graphs. Whether KPI's are activity related, new business development quotas or actual billings – you can have up to the minute information.

Location Intelligence: Add context to your data

BluWave BI provides you with layered maps, enabling deep analytical insight. Effortlessly merge your spatial and regular data in a wide variety of mapping formats.

Understanding the 'where', not just the 'what' and 'when', of your business is critical. BluWave BI supports mapping your data to street level.
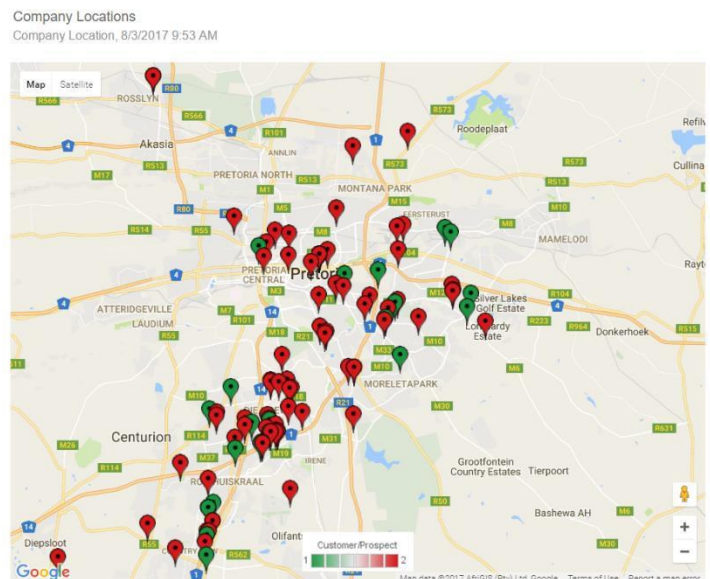
A Map of prospects and customers from the last 6 months marketing promotions
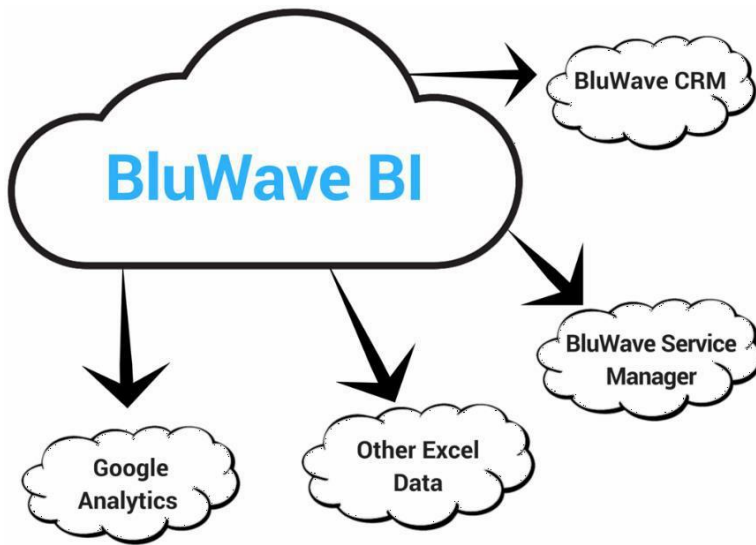
BluWave BI gives you the ability to access your data from different sources

BluWave BI can access any of these data sources giving you the ability to create stunning reports and dashboards on all the valuable information you need to run a successful business.


Marketers View Real Time Campaigns

- Marketers can watch real-time results of their marketing campaign. Leads feed into your CRM and are targeted, quoted and converted.

- Combine your segmentation criteria including turnover and demographics to profile your best prospects so as to seek out more business from that profile.
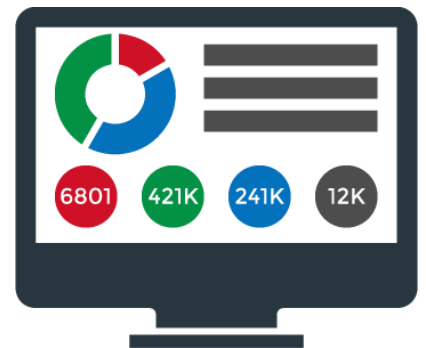
Sales Management Forecasting

Sales management can use predictive forecasting to see expected results. Institute marketing promotions to avoid a predicted tough period.
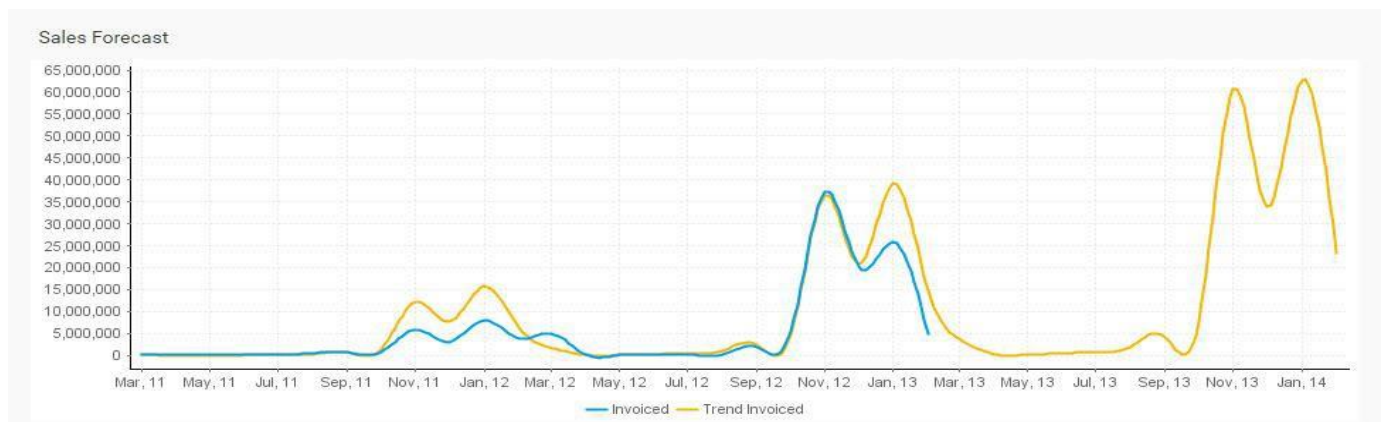
Mobile BI: Take faster action with KPIs anywhere, anytime:

BluWave is making Mobile BI easy on any device or platform, via browser-based delivery or mobile app.

Access business critical information wherever you are and whenever you need it. BluWave's Mobile BI solution is device independent. Any content created via BluWave BI on the Web is instantly accessible via the mobile device of your choice. This means less training, less re-work and less administration; saving you time.
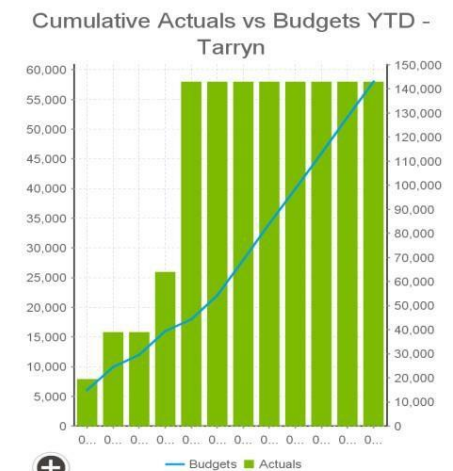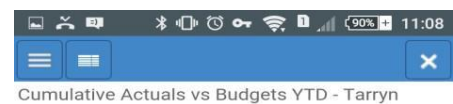
Browser-based delivery	**Mobile App**

BluWave BI Report Examples:

Opportunities - Chart Examples

Example 1: Active opportunities with a drill down

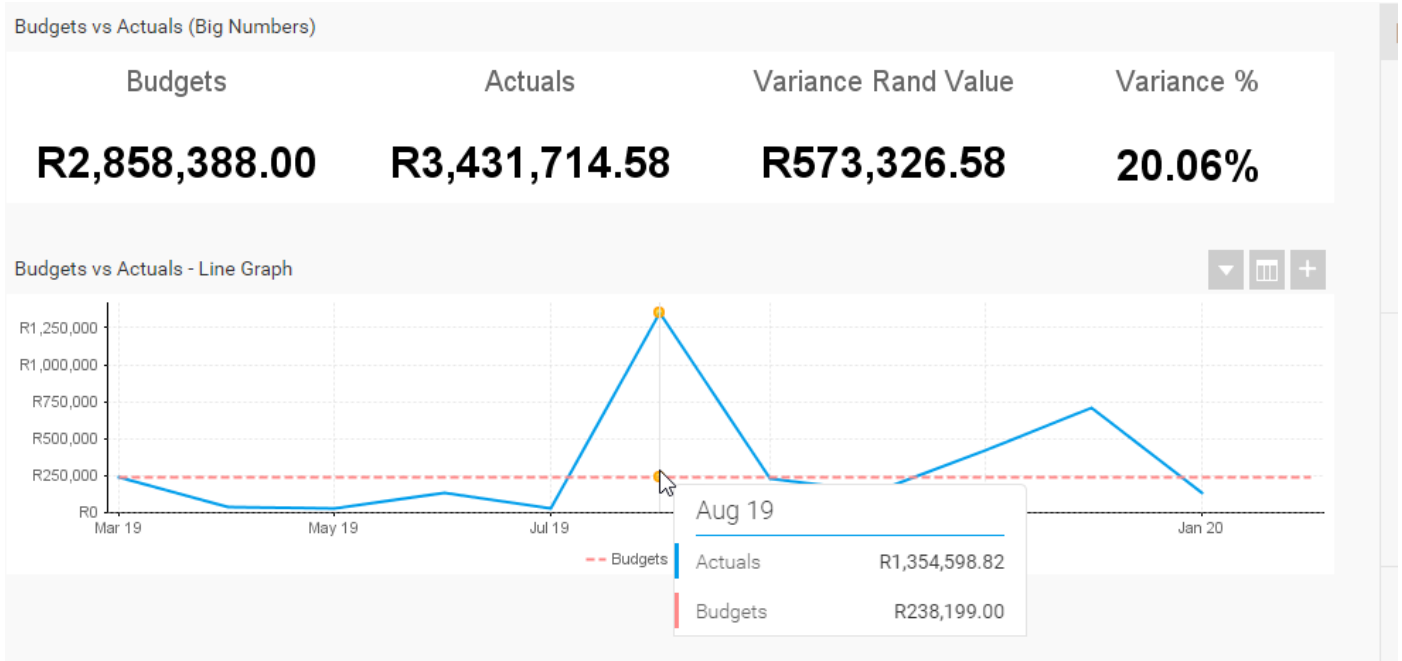**Chart Type:** Stacked bar – has a drill down to a detailed report

Pipeline Values · (Next 12 Months)

1. **Use filter on right to filter by region.**
2. **Click on a bar to get a detailed report**

February 2020	
Potential Value	
Quote preparation	R3,191,540.00
Submitted	R16,000,805.00
Follow-up Positive	R58,638,107.00
Total	R77,830,452.00

Values By Region - Detailed List (Next 12 Months)

Sales Staff	Region	Company	Status	Opportunity Name	Expected Sale Date	Potential Value	GP
	WC		Quote preparation		February 2020	R994,656.00	R289,881.00
	WC		Quote preparation		February 2020	R962,470.00	R281,069.00
	GP		Submitted		February 2020	R1,526,685.00	R380,116.00
	GP		Submitted		February 2020	R3,554,372.00	R780,776.00
	WC		Submitted		February 2020	R3,461,935.00	R775,005.00
	GP		Submitted		February 2020	R3,830,803.00	R934,733.00
	GP		Submitted		February 2020	R1,580,509.00	R337,975.00
	GP		Submitted		February 2020	R243,772.00	R66,729.00
	GP		Submitted		February 2020	R1,091,974.00	R177,829.00
	GP		Submitted		February 2020	R1,219,059.00	R299,655.00
	KZN		Submitted		February 2020	R6,057,219.00	R1,280,760.00

Budgets & Actuals - Chart Examples

Example 1: **Actual vs Budgets with a variance**

Type: Numeric Display (Big Numbers) with Line Graph

Example 2: **Detailed report of the actuals for a specific month**

Type: Table Report

Activities - Chart Examples

Example 1: Map chart showing number of completed activities by a sales rep at each customer

Type: Map Chart
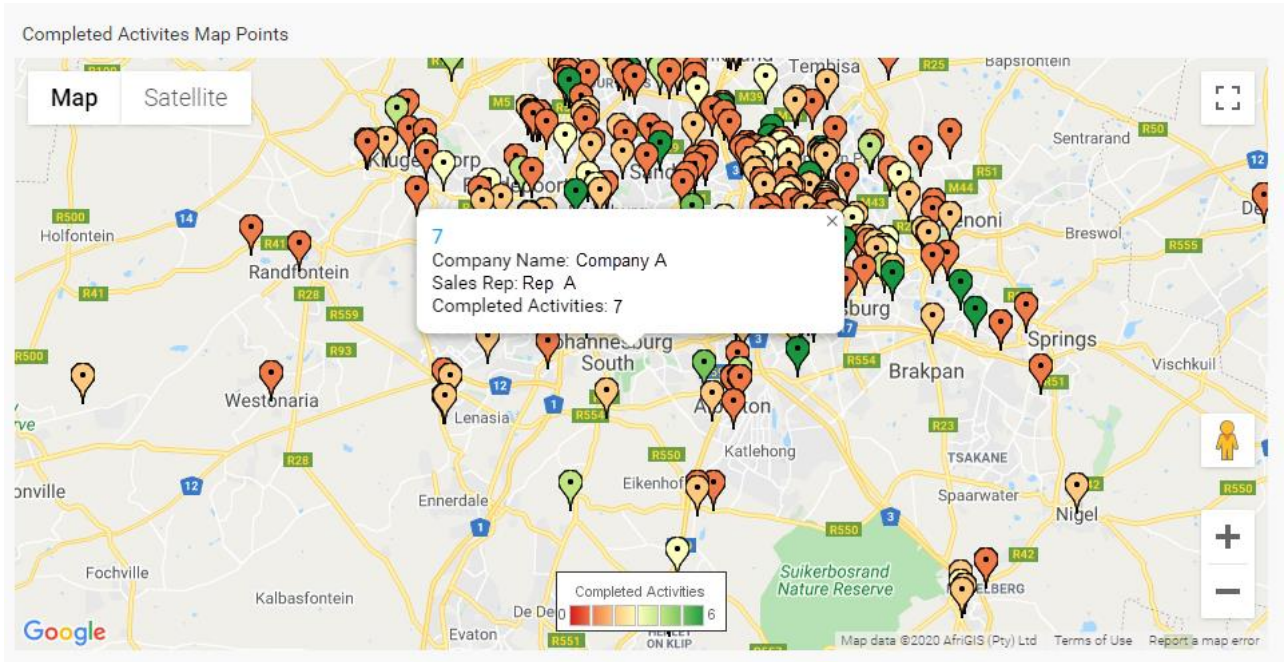
Example 2: Activity by type by sales rep

Type: Bar Chart