

## The Case for KPI Online

Ever wonder why it is so hard to use your accounting system to manage your business?\_\_\_\_\_

What if there were an easy way to get the information you need to make smarter decisions?\_\_\_\_\_

Accounting systems, even the most expensive and comprehensive ones, are not designed to be a management tool. They are designed to gather numbers and be able to report them back in a generally accepted manner to show you the overall status of the business.

Of course the data you need to see how key areas are performing is in the system – and that is what is so frustrating. Getting it out in a usable, timely way generally requires custom reporting or downloading data and then manipulating it in a spreadsheet.

Everyone can use a spreadsheet, but that is part of the problem. There is little ability to audit that data and it is stale as soon as it is exported from the financial system. Comparisons to other periods can also be a chore.

KPI Online, with its integration to most popular financial and accounting systems, provides instant access to information in an easy to use online dashboard. You choose the measures that are important to you. You choose the comparison data and then you can choose to drill down into more detail as you want to get smarter about the underlying factors.

## KPI Online is here to help. \_\_\_\_\_

We understand that you have invested a lot in your current business systems. You have spent your funds for software and hardware. You have trained the staff how to use the products and you probably have written a lot of custom reports.

That's why with KPI Online there is nothing to buy in order to try us out. For 30 days, you can dive into your data as much as you want. And after that, we are extremely affordable at less than one hundred dollars per user, per month.

Our software runs as a service, so there is no new software you have to load or configure at your site or on your network. And if you have one of the more popular financial packages – Quickbooks, Dynamics NAV or AX, SAP Business One – we have an integration ready to go. All you need to do is download it and follow the steps to extract data. KPI Online does the rest. Even if you don't have one of those software packages, we still make it easy to get the data to your dashboard via a spreadsheet.

KPI Online comes with pre-built dashboards that show you the most common measures for a company. And you can easily create new measures that are important for you.

We also provide access to a community of experts, many of which have created models and dashboards for specific business types and industries, so no matter how specific your business needs are, there is likely help to make managing it easier.

So in summary: There is nothing to buy to try it out. We have numerous learning videos available to get you started and keep you going. Your data is secure and available just for you to work with 24x7.

## The Unique Benefits of Working with KPI Online

## We'll help you know what you know. \_\_\_\_\_

One of our very smart customers said to us “before working with KPI Online, I would always wish that I knew what I knew that I knew”. We said “huh”? He went on to explain that he knew there was valuable data in his systems, but he could not use most of it without spending a lot of time creating custom reports.

Now, KPI Online helps him know what he knows AND it helps him act on it. It will help you too.

## We provide you with a single version of the truth. \_\_\_\_\_

Spreadsheets are great tools for certain tasks, but reporting is not one of them. Data has to be extracted and manipulated. Macros have to run. And you need to make sure you are using the right version of your model or report. And then each person working with the spreadsheet has to promise to not change the data.

With your online dashboards and reports, you get a single, consistent version of the data that everyone you want to have access to it, can see and share (and not change).

## KPI Online is ten times faster than reports and spreadsheets. \_\_\_\_\_

Actually, we are being modest. KPI Online provides instant access to the data and comparison you want, when you need them. There is no need to run and customize reports or go through the process of downloading to a spreadsheet and then manipulate the data.

In the amount of time it takes to extract data to a spreadsheet and set it up the way you want, you can see and drill into dozens of points of knowledge in your online intelligence system from KPI Online

## Your IT Staff will be more productive since they don't have to spend time creating reports. \_\_\_\_\_

The only thing worse than wasting your valuable time creating reports and spreadsheets is having to wait for your technical team to do it for you because you don't have the access or the know-how to do it yourself.

We believe in the power of self-service information and we make it simple for anyone who has access to information, to be able to use it, customize the presentation and reports, and get immediate value. No need for IT – they can keep working on the hard stuff.



## You can try it for free. \_\_\_\_\_

We believe that you should know the value you are getting from a business system before you pay for it.

Use KPI Online for 30 days at absolutely no cost. No training costs, no service costs, no charge for data integration or uploads. If you see value from our solution, sign up for a monthly program – no longer commitment required - at a very reasonable cost.



## You can react faster - We give you real-time information to make real-time decisions. \_\_\_\_\_

Running reports or reviewing spreadsheets with data that is 5, 10 or even 30 days old means that you are going to miss opportunities. The speed of business has dramatically shifted in the past few years. Your access to your business data should too.

By uploading your data daily, or even more frequently, through our integration engines, you can see what is happening now. And make decisions supported by real time information and not anecdotal stories or gut-feel.



## Ultimately, we will help you be more profitable. \_\_\_\_\_

Instant Business Intelligence means you can grab the advantage before your competitors do. We help you get speed to market and speed to the right decision



## The KPI Online Story

Growing up together as high school friends in the seaside port town of Tampico, Mexico, KPI Online's founders David Abdo and Sergio Garza knew one day they would start a business together. After graduating from Monterrey Tech University, Mexico's premiere technical and business university, David founded a successful custom software development company that built business applications for companies throughout Mexico.

After joining forces with Sergio in 1996 they realized that the companies they were building custom applications for were having trouble getting access to the data in these systems. Their customers needed access to data to become more intelligent about their business and make decisions based on fact instead of gut instinct.

They realized most of the large American software companies that sold reporting tools, such as Cognos, Crystal Reports and Business Objects, were too expensive for their customers and required too much intervention by technical resources to implement.

Driven by a desire to help companies become more effective, more profitable and smarter about their business, they invented their own business intelligence tool called Artus, and started a new company called Bitam, dedicated to building easy-to-use business intelligence products.

They were ahead of their time. They realized that business owners didn't need reports, they needed access to the information in those reports in an easy to use manner. Corporate dashboards provided that answer, allowing their customers to see indicators on the health of their companies that they could check in a blink of an eye.

Fast forward to 2007, with the software as a service revolution well underway, David and Sergio noticed that small businesses in the United States experienced a similar problem: the inability to get access to data in a quick and easily consumable way to make intelligent and timely decisions based on fact.

That's when they launched KPI Online, extending their philosophy of wanting to help businesses have easy access to key metrics on their companies without forcing them to rely on expensive technical personnel to implement the solution or build reports and dashboards.

Based on the same powerful solution that the larger companies use, but packaged in a way that is both affordable and usable for a smaller business, KPI Online's web hosted model, pre-configured dashboards, and low monthly fees was the ultimate fulfillment of the vision to help small and mid-sized businesses in the United States, as well as back in their home country of Mexico.

## The Core Principles Behind KPI Online

### Data + Speed to Access = Competitive Advantage.

Having the most up to date data and being able to access it easily gives businesses a competitive advantage. Our goal is to help more businesses be successful.

### Business Intelligence Should Be Easily Accessible to Even the Smallest Business.

The old approach to Business Intelligence software required a lot of IT support and maintenance. Through our software as a service model, the smallest businesses that have a need, but no dedicated IT support, can use a world class solution to get smarter about their business.

**Businesses should know the value they will receive BEFORE buying.** KPI Online is free for a 30 day trial because we want customers who understand the value they will receive before they purchase.

**World class solutions should not require world class purchasing budgets.** Offering KPI Online as an online solution allows us to offer it a price that small and mid-sized businesses can afford. Leaving them budget to act on the insights they gain.

**You should stay with a company because of the value you receive, not because a contract locks you in.** KPI Online subscriptions are monthly subscriptions. You can stop anytime with penalty. Use us for as long as you are receiving value (we think you'll be with us for a very long time)



## Customer Benefits of Trying KPI Online

### Instant Insight into your key business metrics

KPI Online provides you with the tools to instantly and directly access the key information you need to make decisions in a timeframe to actually make a difference to the performance of your company, instead of when it's too late. Most companies rely on spreadsheets to build reports using data exported from their accounting systems or ERP systems, but because of accounting cycles the data is usually out-of-date by the time you get the report.

### A view to a single version of the truth

You probably have analysts, account executives, assistants or accounting people creating your reports using spreadsheets. However, human error is often a factor, and the desire to put a positive "spin" on the numbers is always a temptation. How do you know you're getting accurate data that truly reflects what's going on in your business? With KPI Online you have direct access to the data stored in your accounting or ERP system, so you know the reports and dashboards that you're getting are a true reflection of what's really going on in your business.

### No risk – Just reward

The expensive licensing fees, exorbitant implementation costs and projects that always seem to run over-time and over-budget, have kept many small businesses from implementing business intelligence solutions. With KPI Online there is no risk involved since we charge you a low monthly software rental, and you can cancel at any time. Because we host the application ourselves in our secure data center, there is no software to install, no expensive licensing fees, maintenance fees or computer hardware to purchase. Finally, your data is secure because we have implemented the highest security standards and are backed up by our hosting partner Amazon Web Services' seal of security.

# Okay, so I'm interested, How do I get started ?

Just go to <http://kponline.com> and click on "Request Free Trial" to sign up for a completely free, fully functioning 30-day trial. You'll be up and running in 30 minutes or less.

# KPI Online Products and Services

## KPI Online Free Trial

Because of the bad reputation software vendors earned in the 90s and the early part of the 2000 decade due to huge software projects gone bad, companies are naturally skittish about spending money on the next best thing. That's why we provide you with completely free, fully-functioning, no obligation 30-day trials of every version of KPI Online's business intelligence offerings. Did we mention these free trials are fully functioning? We don't skimp on our trials because we believe you should experience the full value of our solution before subscribing.

## BI Free

### Revenue and Expenses Model

Instead of spending hours building reports, with this completely free model you can monitor key metrics such as sales executive performance, cost center expenses, as well as revenue by region, product, and customer.

In three simple steps you can get an instant picture of your business performance. First, register for this free online service (this model is free forever), enter data into an Excel template we provide you, and upload the spreadsheet to our secure online data center. Once you upload your data you can start using our pre-built dashboards to immediately analyze your data.

## BI Basic

### Model for Companies that Manage Inventory

The KPI Online Basic Model for Companies that Manage Inventory helps you answer the questions: What am I selling? Who am I selling it to? Where's my cash? What suppliers provide me credit? What are my expenses? With data extracted from your ERP or accounting system, you can maximize each one of the processes that you depend on to run your business and succeed.

With the BI Basic Model you plug the data from your ERP or accounting system into our powerful analytics software using our data integration engine. Immediately start viewing your revenue, accounts receivable, accounts payable, inventory and expense data through visually appealing pre-built dashboards.

Pre-configured reports allow you to analyze how your business is doing from a very high-level, or dig deeper into details to see what products are not selling so well, who needs more sales training, how your inventory is moving, and compare all these data points with previous periods.

Use our SaaS ETL tool to upload data from the following accounting or ERP systems: Microsoft Dynamics NAV or AX, Quickbooks Desktop and Online, SAP Business One, AccountMate, Pebbblestone, SAIT, SAE 4 Beta, Kepler, eProject, WX, IQReseller, Infofin, Natura, SoftwareBuilders, or export data from any other system and utilize our Excel template to upload the appropriate data. Either way, you can start viewing your data in less than 30 minutes.

## BI Professional

### Opportunity Management for Companies that Manage Inventory

The KPI Online BI Professional Model gives Companies that Manage Inventory added functionality. In addition to the core business metrics of the BI Basic model, you now have insight, through Booking and Payroll data, on the health of your sales processes. Who have you received P.O.s from but you haven't invoiced yet? What's sales performance vs. sales quota? Who's buying what? Which customers have stopped buying from you?

Additionally, with access to payroll data you can analyze who are your most profitable sales people, and which sales people need attention.

Use our SaaS ETL tool to upload data from the following accounting or ERP systems: Microsoft Dynamics NAV or AX, Quickbooks Desktop and Online, SAP Business One, AccountMate, Pebbblestone, SAIT, SAE 4 Beta, Kepler, eProject, WX, IQReseller, Infofin, Natura, SoftwareBuilders, or export data from any other system and utilize our Excel template to upload the appropriate data.

## BI Premium

### Advanced Financial Reporting for Conglomerates or Multi-Industry Companies

The KPI Online BI Premium Model provides conglomerates and multi-industry companies a consolidated view of their finances, as well as the ability to perform advanced financial forecasting and budgeting across companies.

This is ideal for companies with subsidiaries that use disparate accounting systems that need to produce consolidated financial statements, and companies with subsidiaries that sell services to each other and need to have an accurate view of actual sales and profitability. In addition to the core functionality of the BI Basic and BI Professional models, the BI Premium model provides you with Financial Analytics, Financial Consolidation, Forecasting and Budgeting.

Use our SaaS ETL tool to upload data from the following accounting or ERP systems: Microsoft Dynamics NAV or AX, Quickbooks Desktop and Online, SAP Business One, AccountMate, Pebblestone, SAIT, SAE 4 Beta, Kepler, eProject, WX, IQReseller, Infodin, Natura, SoftwareBuilders, or export data from any other system and utilize our Excel template to upload the appropriate data.

## Strategic Planning

### Long Term Corporate Planning

Every great achievement starts with a plan. However, planning is not always easy, especially for companies experiencing rapid change. The KPI Online Strategic Planning Model allows you to set long-term strategic goals, assign the key stakeholders responsible for carrying out the parts of the plan, and ensuring the plan is properly implemented.

Combining Balanced Scorecards, and Strategic Maps and Objectives, executives can now track the progress managers and employees are making towards these goals, and take corrective actions if the plan isn't on track.

With the Strategic Planning model you and your stakeholders can easily upload data using an Excel template, view goals and assigned tasks on a one page management dashboard, and managers can track progress and make decisions based on your progress towards your strategic goals.

## Project Analytics

### Model for Services Companies and Project Management Teams

KPI Online's Project Analytics Model solves the age-old questions when your business is selling a consultants' time: are my projects profitable? How can I maximize my consultants' productivity? How can I properly forecast resource requirements and accurately allocate their time?

Designed to work with Microsoft Project, simply upload your Microsoft Project document, and Project Analytics will import tasks and resources.

Your consultants can then input their time on billable and non-billable activities through our Timesheet function, allowing you to see if projects are profitable or not, whether your resources are spending enough time in the field or too much on the bench, and allowing you to forecast project profitability and properly determine resource availability. Corporations with project management teams will benefit from this model as well and allow them to become a profit center instead of a cost center.

## KPI Online Development Environment

### For ERP Vendors & Systems Integrators

If you are a software publisher that sells an ERP or accounting system, or a systems integrator who implements business solutions for small and mid-sized companies, you receive requests from your customers for new and different types of reports on a regular basis. The number one source of complaints is how long it takes to build these types of reports they need to properly run their business. Additionally, you might have a list of prospects that are not ready to buy from you yet, but they need an enhanced reporting capability for their current system.

The KPI Online Development Environment is your solution. We provide you with a design tool that allows you to design your own business intelligence model for your target market.

We recognize "small business" is not a niche; there are hundreds of industry categories that have their own peculiarities, and our model design tool allows you to create pre-configured dashboards and reports appropriate for the industry you have an expertise in.

The KPI Online Development Environment also provides you with an SDK to build connectors to your particular accounting or ERP system, so your customers can connect in real-time to their data without having them go through a multi-step export/import process.

**To try of one of our Business Intelligence models, go to <http://kpionline.com> and sign up for a FREE Trial.**

# KPI Online Case Studies

## Company: Intelligent Mexican Marketing, Dallas, Texas

### Type:

Marketer and distributor of Latin American consumer brands in the Dallas/Ft. Worth area

### Problem:

Lacked an accurate, real-time reporting tool to keep tabs on vital company metrics in order to stay on track with aggressive market growth goals. Reports exported from Quickbooks were only two dimensional, took too long to create, and were stale by the time they were available.

### Solution:

Implemented KPI Online to keep track of:

- Performance of brands per store, route, area
- Daily and weekly tracking of Account Executive
- Performance Tracking of returns and spoilage

### Result:

- Helped their retail customers improve business by providing brand performance "scorecards"
- Report creation time went down from 1 hour to 5 minutes
- Able to meet 4-6 week deadline for new brand penetration throughout all retail customers
- Account Executives showed improvement in motivation and attitude because of access to previously unavailable performance numbers

## Company: Autotransportes Oilsa, Mexico City, Mexico

### Type:

Transportation and distribution of chemical and pharmaceutical supplies

### Problem:

As an owner of a large fleet of trucks for the transportation and distribution of chemical and pharmaceutical supplies, Autotransportes Oilsa was losing money on long-haul routes because of excessive travel expenses, and some truckers were even illegally siphoning off gas and selling it to others. They needed a way to consistently control the problem using data.

### Solution:

Implemented KPI Online to keep track of:

- Gallons per mile
- General travel expenses per trip
- Costs of repairs per trip
- Costs of load/unload per trip

### Result:

- Reduced fuel consumption by 23%
- Report creation time went from 10 minutes to just seconds
- Will start using KPI Online for additional measures throughout the company

## Company: Alliancesphere, Atlanta, Georgia

### Type:

Consulting firm specializing in facilitated execution of strategic alliances for technology companies

### Problem:

As a company in the technology space, Alliancesphere had many different technologies and types of software working side by side, including the on-premise version of BI software provided by KPI Online's parent, Bitam. They realized maintaining so many on-site installations of different technologies was costly and complicated, so they decided to simplify their technology infrastructure.

### Solution:

Implemented KPI Online to:

- Remove on-premise applications and replace it with an online version maintained by KPI Online
- Maintain tracking of joint pipelines and revenue & commission allocation between alliance partner customers

### Result:

- Replaced 4-5 tools with one online application.
- Tremendous cost savings: reduction in maintenance fees and re-allocation of technical resources resulted in break-even in a short 3 months.



## KPI Online FAQ's

### What is KPI Online? \_\_\_\_\_

KPI Online provides you with instant access to the data you need to run your business and make smart decisions while eliminating the time wasted creating reports or managing spreadsheets. We have packaged a powerful analytics software as an online service for small business that easily plugs their accounting or ERP system and all its data into a dashboard creation engine. These dashboards can be used to compare, measure and dive into the details of the information that matters to you.

### Why should I subscribe to KPI Online? \_\_\_\_\_

- We allow you to see your data in a way that's meaningful to you instead of trying to build and understand spreadsheets and reports
- We provide you with a single version of the truth by giving you direct access to the data that's in your system, instead of data that's gone through many human hands.
- We give you instant access to your data, instead of data that's old and stale due to accounting cycles, or because of the hours it takes to build some of the more complex spreadsheet-based reports
- We empower executives, management, and other non-technical users to view and create their own reports instead of having to rely on an IT person to create a report whenever he gets around to it
- You don't have to allocate a capital budget item to sign-up, as it's free to try out and costs as much as a daily latte or cappuccino once you subscribe
- There's no hardware or software to maintain because we host it and deliver it as a web service

### How do I sign up for KPI Online? \_\_\_\_\_

Go to <http://kpionline.com> and choose "Request Free Trial." Sign-up for the 30-day free trial, export your data, upload it to our data center, and start viewing your data in visually appealing management dashboards! After our 30-day free trial you can become a subscriber for a no-contract, low monthly fee. There is no risk involved. You can cancel at any time, although we believe you'll be with us for a long time.

### Who's an ideal user of KPI Online?

KPI Online is ideal for:

- Small and mid-sized companies who run their company with Quickbooks, Microsoft Dynamics, SAP Business One, or other accounting or ERP systems, but find it hard or very time-consuming to create management reports with spreadsheets using data from these systems.
- Small and mid-sized wholesale distribution companies in markets such as food, industrial, chemical, clothing and others.
- Fast-growing smaller companies who need a robust BI solution like a Business Objects or Cognos, but don't have the budget, resources or time to implement these enterprise-oriented applications
- Services or consulting companies who have trouble determining if their projects are profitable and if they are allocating resources efficiently.

### How much does it cost? \_\_\_\_\_

Depending on the level you subscribe to, our subscriptions start at less than \$100 per month per user. The more users you have, the lower the average cost per user.

### What do I get with the free trial? \_\_\_\_\_

You get access to a fully-functioning version of KPI Online, with no limitations in data uploads or functionality.

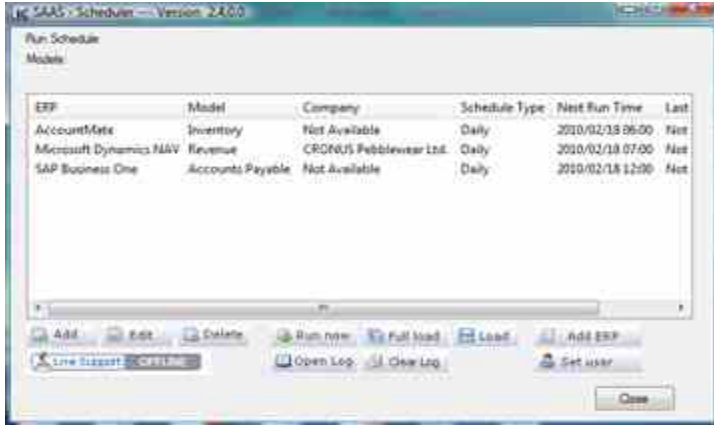
### How does KPI Online work? \_\_\_\_\_

Using our SaaS ETL Engine to connect directly to the most popular accounting or ERP systems to automatically extract your data, or using our spreadsheet template, you load your data into our secure data center where we encrypt it and populate our reporting engine so you can view your data in several pre-configured visual dashboards that provide you with views into various aspects of your business, such as inventory, sales, expenses, accounts receivable, accounts payable, and more.

## What ERP or accounting systems do you support? \_\_\_\_\_

Out-of-the-box we provide you with connectors to the most popular accounting and ERP systems:

- Quickbooks desktop and online editions
- Microsoft Dynamics AX, NAV and SL
- SAP Business One
- AccountMate
- ...and many more



ERP	Model	Company	Schedule Type	Next Run Time	Last
AccountMate	Inventory	Not Available	Daily	2010/02/18 06:00	Not
Microsoft Dynamics NAV	Revenue	CRONUS Peblewear Ltd.	Daily	2010/02/18 07:00	Not
SAP Business One	Accounts Payable	Not Available	Daily	2010/02/18 12:00	Not

## What do I get with my subscription? \_\_\_\_\_

KPI Online provides you with:

- A completely web hosted business intelligence application that provides you with a way to instantly view and analyze your most important business data
- An easy way to get your data out of your accounting or ERP system via a spreadsheet template or an automated connector called the SaaS ETL engine
- Pre-configured dashboards that provide you with different views and measures of your business  
Pre-built analytical models oriented towards your needs or industry
- An online community with training videos, written tutorials, educational articles, blog posts, and a forum to share with and learn from others

## How can the KPI Online Community help me? \_\_\_\_\_

KPI Online is a company that was born in the middle of the Social Media revolution, and as such as we believe in the openness, collaboration and educational content popularized by Social Media. The KPI Online Community is a place where customers, software developers, business consultants and academics can create content, learn from each other, share ideas and establish relationships. It's also a marketplace where you can buy and sell vertical analytical models to use KPI Online's powerful analytical engine for your industry.

## What type of dashboards are available with a KPI Online Subscription? \_\_\_\_\_

- Financial and opportunity management models for companies that manage inventory and distribute products
- A financial consolidation model for multi-company conglomerates
- A strategic planning model for setting and keeping on track with long-term goals
- A model to help services and consulting companies become more profitable
- A development environment to develop vertical models or new connectors
- ...and more coming soon

## Will my data be secure? \_\_\_\_\_

We are 100% committed to respecting the privacy of the data you upload to our data center for your confidential business use. If for any reason you decide to cancel your agreement with us we will completely erase your data from our servers. Additionally we outsource our data center operations to Amazon Web Services, the most popular hosting provider for the most important software as a service applications. Finally, we adhere to the latest encryption and data security standards in our data upload process.

## Do you provide training? \_\_\_\_\_

We provide you with a fully automated video training series, and provide live support personnel to help you if you need to talk to a real human.

## What kind of support do you provide? \_\_\_\_\_

We provide live support via chat and phone, as well as a knowledge base of topics, functional FAQs, videos, and a community forum.





## How Small and Mid-Sized Businesses can Survive the Recession with Business Intelligence

*By David Abdo, CEO, KPIOnline.com*

### **Small businesses today are in survival mode.**

That's the stark conclusion from a recent blog post "Small-business optimism rises-but so does stress," by Rieva Lesonsky. She cited a recent American Express OPEN® Small Business Monitor survey.

Forty-one percent of those surveyed said their focus for the next six months will be maintaining current sources of income; just 26 percent are focused on growth—the lowest number in the history of the Monitor survey.

### **How can you, as an entrepreneur, survive while maintaining current sources of income? Business Intelligence.**

#### **Business Intelligence: Not Just For Large Enterprises**

Business Intelligence software and implementation. That's a phrase to scare the b'jeezus out of any self-respecting small business-person working in survival mode. You can just see six figures burning up before your eyes in an endless implementation project.

### **Better leave that to the Wal-Marts and Dells of the world, right?**

Cloud computing has come to the rescue, giving small companies access to low-cost, instantly implementable BI solutions in a software-as-a-service model. But how exactly can a Business Intelligence tool help you, the small manufacturer, wholesaler or retailer, weather the current economic storm?

### **It allows you to make decisions based on facts rather than hunches.**

BI-enabled decision-making is a three step process:

- Let's monitor and identify key problem areas,
- Let's analyze these issues to identify root causes, and finally,
- Let's make corrective decisions, execute the decision, and measure the results.

#### **Monitoring**

You first have to define the success indicators of your company's key processes, such as sales, average sale, frequency of sales, number of customers, outstanding invoices. Then you monitor these indicators to see if there are any shortfalls in your indicators.

#### **Analysis**

You then need to analyze what are the causes of the shortfalls. For example, if sales are down, you need to determine if it's because of poor performance in a particular region, a particular client, or a particular product. Or you might have an inventory problem because your customers are returning a certain product due to a fault in that particular product.

## Decision

Finally, and most importantly, is the decision. You have to determine what course of action to take to improve the situation, get all parties on the same page, implement the solution, and ensure proper follow-through.

For example, if there's a cash-flow problem, instead of borrowing money, you can now identify what's causing the cash-flow problem. This could be poor collections or excess inventory.

- You can then implement a creative collections policy or just-in-time delivery solution.
- As a small-business owner your normal response would have been to go out and close more sales.
- That's one possible solution, albeit a high-effort, low-return option considering we're not out of the economic woods yet.

However, with a BI tool you can now accurately focus on things that are completely in your control, but were previously hard to gauge, such as expenses, outstanding invoices, collections and suppliers performance.

## Cost Of BI Tools

While you and your small-business colleagues might not necessarily be in retrenchment mode, you're definitely not on a buying spree.

As a matter of fact, like me, you've probably forgotten what a buying spree is like.

**So why even consider a BI tool? Aren't they expensive to purchase, and even more expensive and time-consuming to implement? What about all those hidden costs like BI consultants, training, IT maintenance, and hardware costs?**

That's where instant BI via a Software-as-a-service comes into play. Business Intelligence in the Cloud is enabling companies to save up to 90% on traditional BI projects.

As William Laurent said in his recent DashBoard Insight Article on BI in the Cloud:

On-demand BI means on-demand licensing; this results in tremendous cost savings for companies that have for years squandered money on software and licenses that filled a niche role or were not as heavily used as anticipated.

It also results in a tremendous cost advantage for you who are in survival mode and would have never considered acquiring a BI solution using the old model.

**Conclusion: while you are trying to stay afloat until the storm has passed, the least you can do is give yourself an advantage by acquiring a tool that allows you to monitor, analyze and make the corrective decisions necessary to give your company a fighting chance to survive, and thrive, for the long-run.**



<b>US</b> Reston, VA Phone. +1 (561) 866-0171 sales@bitam.com support@bitam.com	<b>EUROPE</b> Madrid, Spain Phone. +34 (91) 445-3438 saleseu@bitam.com supporteu@bitam.com	<b>LATIN AMERICA</b> Tampico, Tam., Mexico Phone. +52 (833) 213-3290 ventas@bitam.com soporte@bitam.com
---	--	---

## About KPI Online

KPIOnline is a global provider of online analytical services that offers BI Solutions through a Software-as-a-Service (SaaS) model providing an unprecedented combination of ease of use, value for Money and Enterprise-grade Business Intelligence on Demand. KPIOnline runs on an integrated Enterprise Performance Management (EPM) Platform from BITAM, a global Business Intelligence provider with over ten years experience providing EPM solutions to Fortune 500 clients such as Coca Cola, Home Depot, Pfizer, Black and Decker and literally hundreds of Small and Medium Businesses (SMBs) in the Americas and Europe. Zero install, secure versions of these applications have been in use for several years and have now been built into a Software-as-a-Service platform that is truly unique in the market.

