

Maconomy Business Reporting

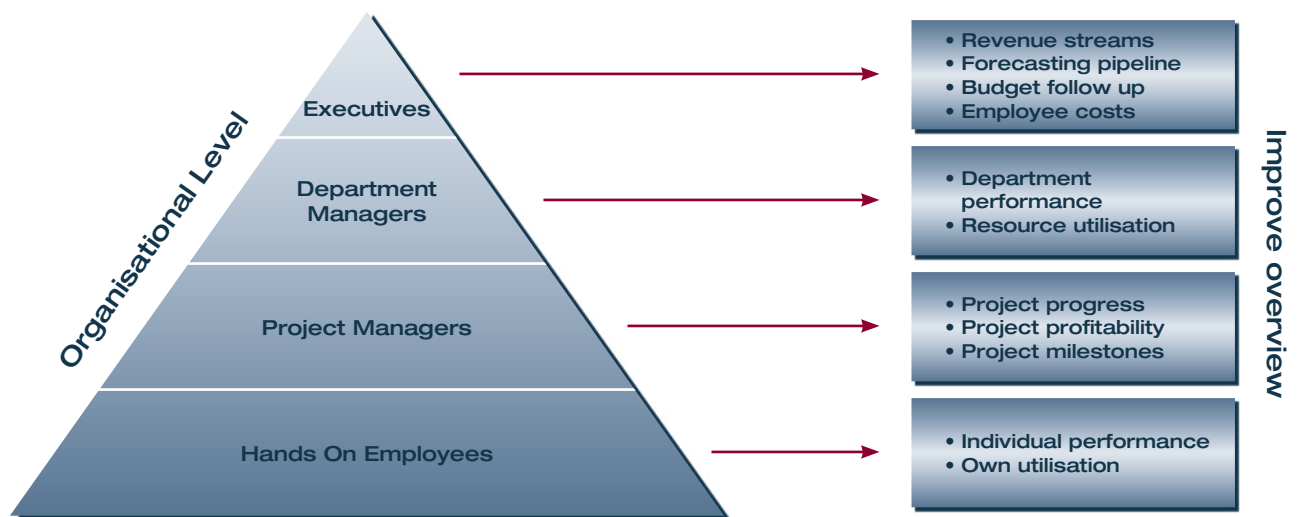
The best decisions are based on facts



Review your reporting set up

Maconomy Business Reporting is a consulting service that takes you through a comprehensive review of your firm's current reporting processes and systems, and provides you with clear recommendations for improvement. Maconomy can also offer the design and implementation of a better business reporting solution. Your benefits: more efficient reporting processes, better reports for decision makers and a clear definition and more consistent use of KPIs.

Figure 1. This diagram illustrates the important information different roles in an organisation can receive from better reporting methods



Reporting needs to follow your business

When new business goals are set, changes in the organisation occur or new subsidiaries are added, you might need to adjust your reporting set up. You should review how well data discipline is maintained; for example, are your employees using private and proprietary systems to store important data? When reports are compiled in spreadsheets and distributed on paper, you lose key advantages of your integrated Maconomy solution.

The effect can be felt on every level of your business, with lack of, or poor, information and excessive time used to generate even simple reports.

A more intelligent business reporting solution

Maconomy Business Reporting will help you to systemise and structure the abundance of information produced throughout your business, and keep it easily available when you need it.

Our service will identify if the right data is collected in your system and that each employee and executive receive reports tailored to their needs. (See Figure 1).

When the decision makers across your firm have the accurate information they need, presented in a view that they understand, they can make better business decisions.

Business reporting for Maconomy can be designed in a range of different reporting tools. The most advanced and easy to use is the new Maconomy Analytix (see separate product sheet). Our review will assess the suitability of different IT tools and reports for your business. (See Figure 2).

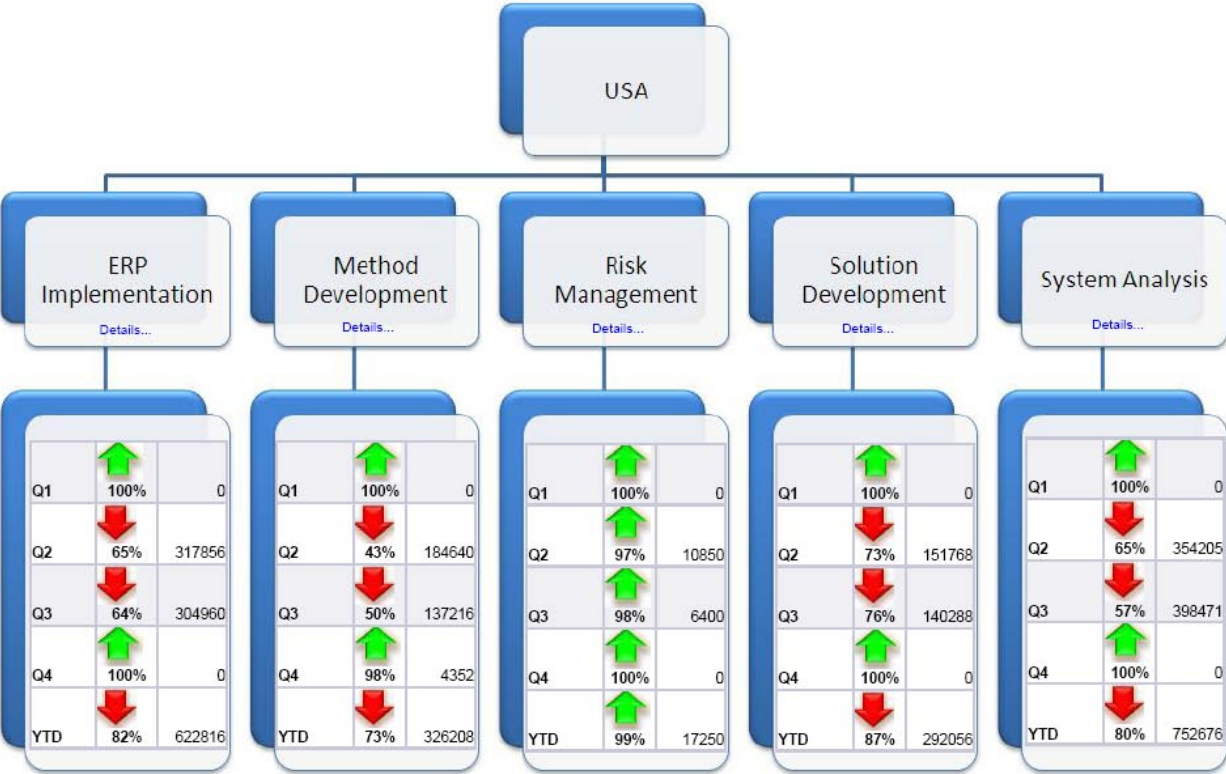


Figure 2. An example of a report that displays revenue from different business units

Maconomy Business Reporting Methodology

Before building new business reports, it is important to consider if a more thorough analysis of your business reporting is needed. Through our Business Reporting Methodology, Maconomy can help you analyse:

- The level of use of current reports in your organisation
- Information needs at different levels of your organisation
- Availability of relevant information
- Definition of Key Performance Indicators (KPIs)
- Work flow around business reporting
- IT systems used to produce data and business reports

Our consultants provide you with a map and an assessment of your current processes and reports, and show you where improvements are possible. They will provide you with recommendations and an action plan for implementing improved business reporting.

The outcome of the review can include recommendations and implementation of the following:

- Optimised work flows around business reporting
- Design of new reports
- New reporting tools

The following illustration provides an overview of the Maconomy business reporting methodology.



Figure 3. An outline of the Maconomy Business Reporting Methodology

Benefits

The key benefits of the consulting service are the following:

- 1) Managers and employees get a better foundation for decision making at different levels of your organisation. Reports are designed to fit the exact information needs in both back office function (finance department) and front office (sales and project organisation).
- 2) A more efficient work flow for business reporting that makes it easier to get the right data into the system and distribute the relevant information to decision makers. Streamlining the process ensures a much more efficient and less time consuming reporting process.
- 3) Streamlined and standardised definitions of KPIs throughout the organisation so everybody is using the same data to take decisions and to keep reporting errors at a minimum.

Key Benefits

- Reports designed to fit information needs
- More efficient reporting work flow
- Streamlined definitions of KPIs throughout the organisation

Why Maconomy?

Our consulting services are based on 17 years of in-depth knowledge of the Consulting and Marketing Communications industries, so we can provide a clear plan, based on best practices, for your business. Maconomy provides both business consulting and technical knowledge to

ensure a successful implementation. This also ensures a more rapid delivery of the business reporting solution. Maconomy will deliver a solution that is fully integrated with your existing system, which ensures that maintenance and upgrades will be more straight-forward.

The Maconomy Advantage

- Best practice work flows and reports for your industry
- Both analysis and implementation of reporting
- Solutions fully integrated with your existing Maconomy solution

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