



Marketing Dashboard



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Creating and delivering real Marketing & Sales Intelligence in easy to customize dashboards.

MarketingTracker Dashboard technology is one of the reporting, presentation and publishing layers of MarketingTracker. It consists of a dashboard designing part used by power users and a browser based viewing part.

MarketingTracker power users can transform dynamic analytical marketing and sales information from the underlying data marts into easy to customize dashboards. No programming, just by dragging and dropping the relevant pieces of information.

MarketingTracker Dashboard is not a fancy presentation tool for some data scrapped together.

The power and self maintaining data driven abilities comes from the robust multidimensional (OLAP) technology and datamart architecture of the MarketingTracker system. So changes in the underlying data are immediate reflected in the dashboards.



As MarketingTracker is able to deal with all kinds of internal and external Marketing and Sales data sources, it is quite simple to combine or relate and map information from multiple sources into dashboards and turning them into Marketing and Sales Intelligence Scorecards.

MarketingTracker Dashboard Viewer delivers all this information in a browser based (zero install, zero footprint) environment to the dashboard using community..

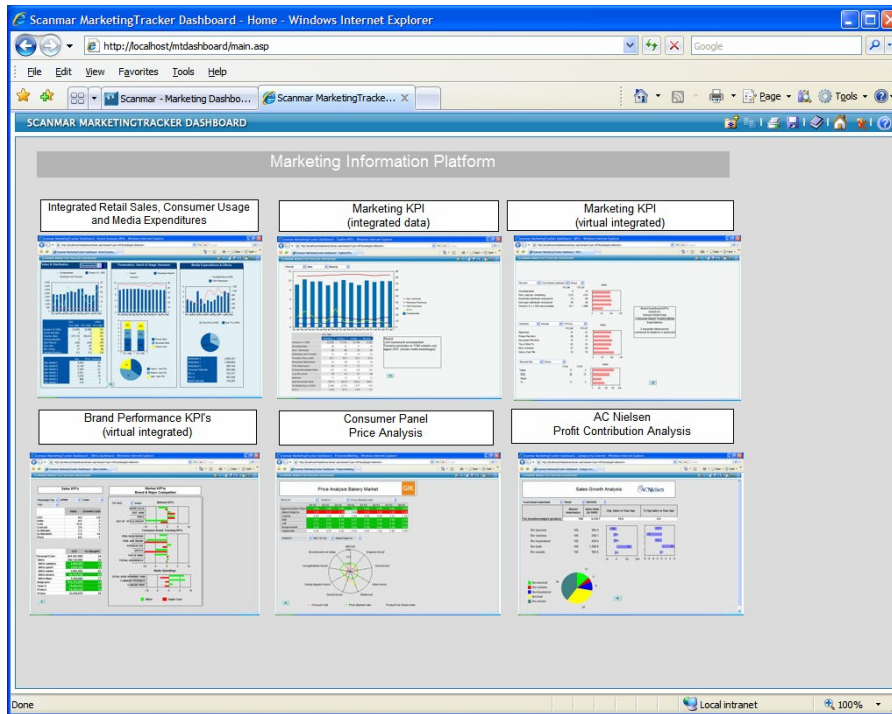
Marketing Dashboard Features

MarketingTracker Dashboard Designer

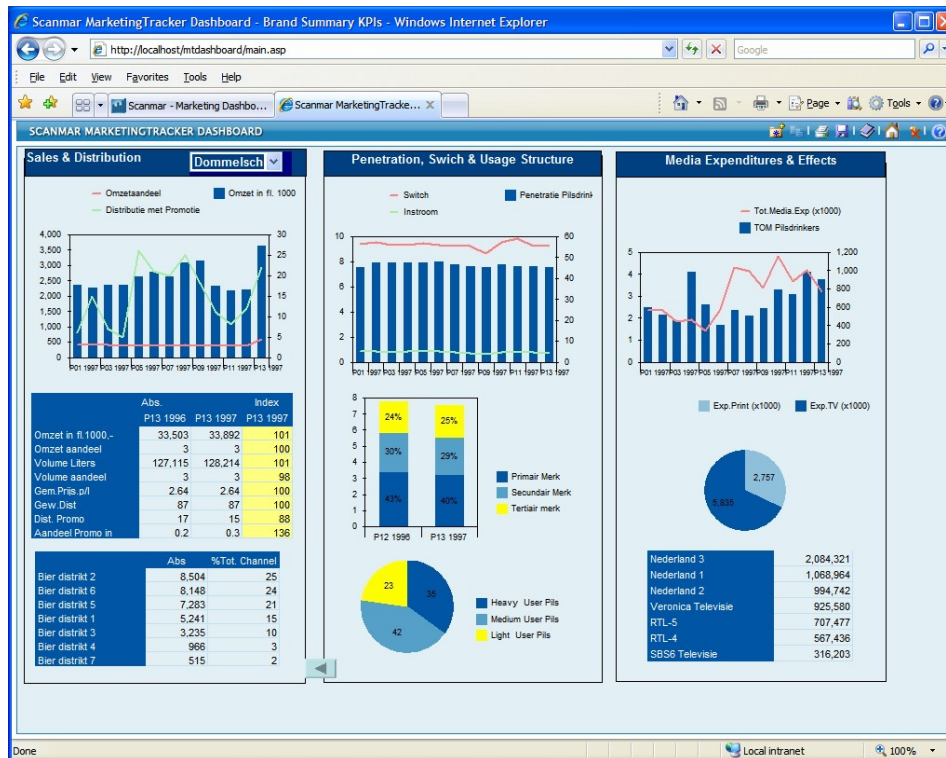
- No programming, drag and drop data views and graphs onto the dashboard.
- Extensive formatting capabilities (WYSIWYG).
- Multi dimensional comment text boxes.
- Combining and dynamic linking of different data sources in a dashboard.
- Dashboard navigation tools.
- Online and offline dashboard publishing.

MarketingTracker Dashboard Viewer

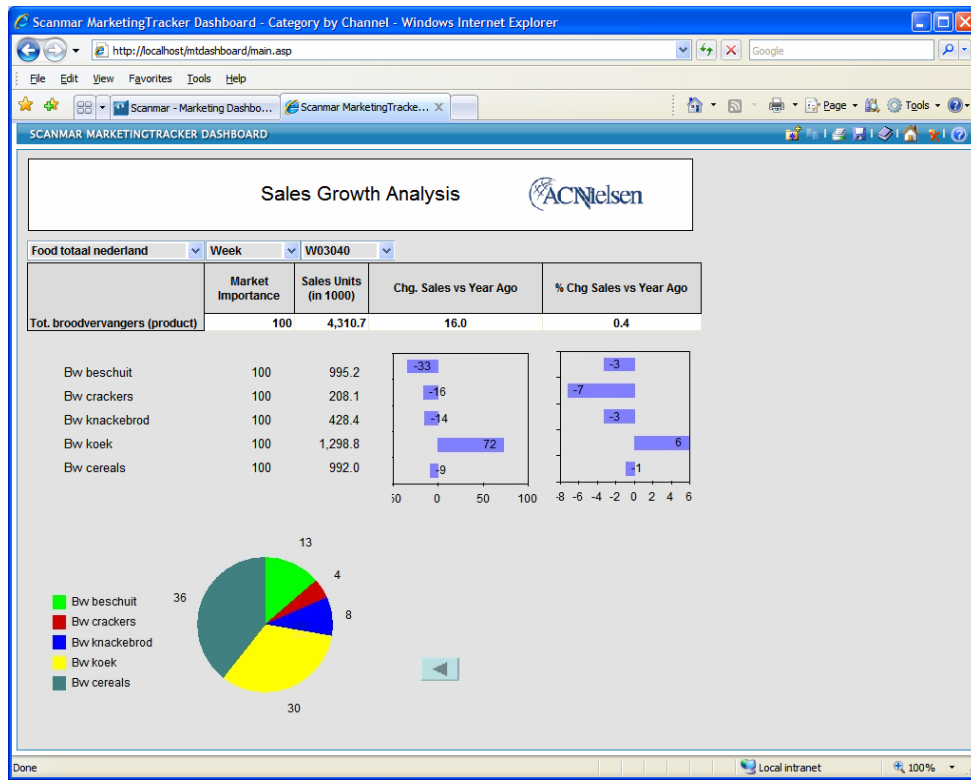
- Zero install, no footprint browser based viewer.
- Supports printing and exporting of dashboards.
- Supports online OLAP analysis (slicing and dicing).
- Add to favorites.



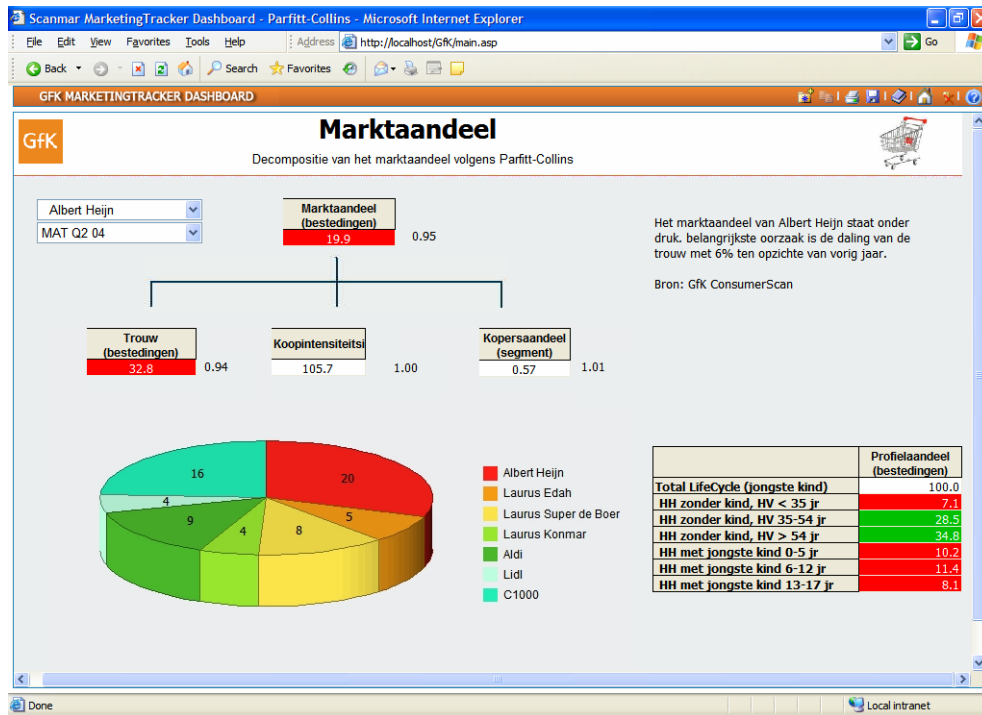
Auto- Navigation dashboard icons with drill down to specific dashboards.



Multiple data sources dynamically integrated into a dashboard.



AC Nielsen Sales Growth Analysis Dashboard



GfK build dashboard representing market share KPI's by a Parfitt- Collins decomposition.



For more information contact:

Scanmar

De Haag 1, Gebouw 2, 3993 AV Houten

The Netherlands

Tel +31 (0)30 635 30 53

Fax +31 (0)30 635 30 54

E-mail info@scanmar.nl

Web www.scanmar.nl