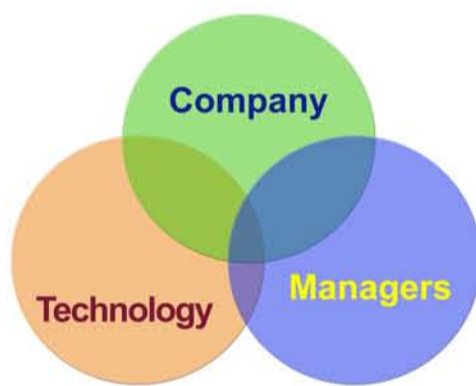


**Better business performance?
Committ to analytics!**



Efficient Business Intelligence improves business performance!

Can your Business Intelligence System compete in the new era of analytical companies? MarketingStat can help to improve your analytical ability, planning, and deployment of an efficient Business Intelligence Systems.



Emerging Trends in Management. Improving strategic thinking with analytics.

Companies are becoming more analytical in order to identify a distinctive capability and improve business results. MarketingStat helps this kind of company to plan and deploy efficient Business Intelligence System that impacts positively on the organization, the IT structure, and on the analytical ability of managers and workers involved with the project.

Competing on Analytics with MarketingStat!

Companies achieve better business results with an efficient Business Intelligence System. MarketingStat can assess your analytical ability, make recommendations to improve it in line with your goals, design the BI system, initiate it, and train your employees to run it. Finally, we stand beside you while your organization learns to use the new BI system.



DIAGNOSTICS FOR MANAGERS

**BI System from MarketingStat
Better business performance
with improved analytics!**

The BIS concept is for companies that want to improve their analytical ability, in order to improve business results.

MarketingStat offers these companies the expertise and tools to help them shape and implement an efficient business intelligence system.

Our ultimate goal is to help clients improve their business results. To this end, we follow a 5-step approach to build an efficient BIS:



**Step 1
Diagnosis, uncovering basic information needs.**

We look at your company structure and assess the Human and IT resources involved with the BIS project.

**Step 2
Plan, detailing the reporting activities.**

Based on the diagnosis and on your objectives, we consolidate our findings in an action plan aimed to deliver an efficient BIS.



**Step 3
Implementation of the plan.**

We build the monitoring reports, run the first special analyses, and present the results to you.

**Step 4
Training of users and administrators.**

Your employees involved with the BIS receive training on how to use the reports and analyses and how to produce the same reports in-house.



**Step 5
Upgrading the BI system.**

From time to time the parameters of the system need to be adjusted due to new market conditions or other factors.

Making the Leap

**Would you like to become an *analytical competitor*?
Or do you just need to get your business intelligence data in order?
Contact MarketingStat now.
We can help you make the transition.**

**Reach MarketingStat at
info@marketingstat.com
or call +41 (0)61 401 6055**

