

SocrateBI

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Better Business Decisions with SocrateBI

SocrateBI is a latest generation business intelligence solution designed for companies of all sizes interested in having an integrated reporting, analysis and notification solution. SocrateBI is powered by MicroStrategy, the leading BI platform on the market. More than one million people worldwide and thousands of leading companies across all industries use MicroStrategy Business Intelligence software every day for better business decisions.

Analyze, report and monitor company at 360 degrees

- Reports, documents, scorecards and dashboards allow top management and users to obtain a clear image of all departments, anytime. Multiple data sources represent a benefit which can sustain any decisions at any level.

Implementation in couple of days

- SocrateBI offers native connectivity with ERP systems Socrate and DynamicsNAV which means shortening the time for implementation to couple of days. The effort for data consolidation in a data warehouse and creating connectors is reduced to a bare minimum, thus allowing your company to start reporting immediately.

Ready for production application in a very short time

- SocrateBI modules offer the possibility to have the data in reports, scorecards, dashboards immediately after connecting to data sources. Reports already included were chosen as the most used by a number of companies that used a BI platform.

Easy to use reports, scorecards and dashboards

- Taking advantage of MicroStrategy capabilities, users from all levels can create, modify, adapt and customize any report, document or scorecard. The very short learning curve is a benefit for final users capable of creating their own reports and taking some of the load off the IT department, thus allowing its members to focus on other pressing issues inside the company.

Multiple sources of data from ERP's, OLAP cubes and Excel

- Company data can exist at different levels and on different storage devices. SocrateBI integrates all these sources in one system which has the role to offer information to any platform users.

Connector customization independent from the existing company ERP

- Any ERP used by the company can be connected to SocrateBI, after specific connectors are created. Data is then transformed with the help of ETL and loaded into data warehouse which supports all objects and reports.

MicroStrategy Platform

Best performance and scalability

- SocrateBI is developed on MicroStrategy platform, recognized as being the most performant and scalable in the industry. Operational databases of tens of gigabytes give the possibility to thousands of users to have access to SocrateBI reports without waiting for data.

Lowest level from the IT department for development and administration

- Taking advantage of the fact that users can develop, format and configure reports, documents and scorecards by themselves, the involvement of the IT department is minimal.

Flexibility of reporting

- Dynamic prompts allow end users to use report templates as well as different conditions for running those.

Detailed formatting

- Reports use advanced formatting such as thresholds to highlight important trends, page-by to have quick access to aggregated information, graphs such as bars, pie, areas lines to show information more meaningful.

Segmentation and customized grouping capabilities

- Users have the possibility to define sets of elements which fulfill the chosen criteria and offer a new perspective of data regarding to selections. Users have also the possibility to create customized groups and aggregate them to show information at higher level where they can drill to the transactional level.

Ad-hoc analysis

- New reports can be created based on the existing attributes and metrics, to solve specific needs.

Tablouri de bord

- Utilizatorii pot combina date din diferite surse într-un singur document HTML, ce le poate afișa în format grafic la un nivel mai înalt, oferind astfel un mod de vizualizare ușor de înțeles. Se pot combina tabele, grafice, texte și imagini specifice pentru a crea o vedere de ansamblu asupra indicatorilor de performanță (KPIs).

Scorecard-uri

- Oferă posibilitatea de a combina mai multe rapoarte într-un singur document HTML, ce conține moduri diferite de reprezentare, cum ar fi grafice, tabele, etc.

Dashboards

- Users can combine data from different sources in one single HTML document which can show in a graphical format at a higher level, offering this way a new visualization mode easier to understand. Graphs, tables, texts and specific images can be combined for creating an overview image of the key performance indicators (KPIs).

Advanced drilling

- The user can navigate from an aggregate level to a lower level with the help of advanced drilling.

Visual Insight

- This data discovery feature enables business users to explore data and spot trends, minimizing the need for IT to create reports and dashboards.

Transaction Services

- Allows web-based dashboards to include action-taking features such as submitting orders, approvals, denials and taking notes and writing this information back to data sources.

Benefits

Manager benefits:

- More informed decisions with timely, data-driven answers to business questions
- Enhanced cost-efficiency and productivity
- Optimized revenue-generating strategies
- Monitor trends and discover anomalies
- Forecast business opportunities
- Build stronger customer relationships

End users benefits:

- Rapid learning curve
- Easy to create highly formatted and interactive reports
- Access to reports, documents and scorecards in one single interface
- Advanced manipulations of data to ease the reporting process
- Collaboration and communication between colleagues
- Access in one single place to all data sources
- Personalized data access based on user rights

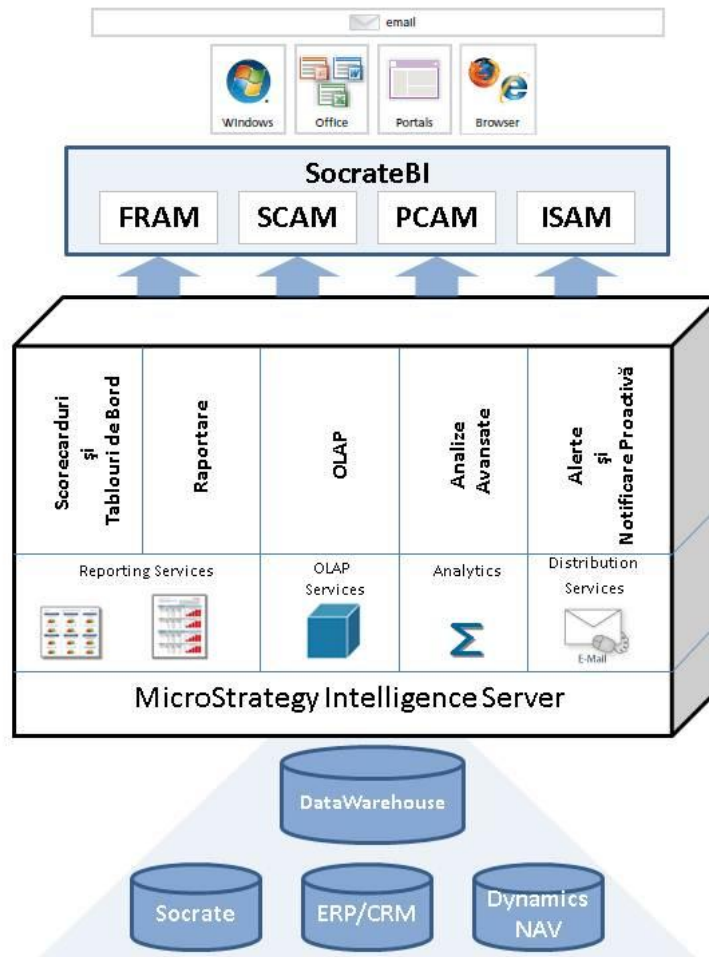
IT managers benefits:

- Develop and manage using one single interface
- Reuse objects from meta-data in order to create new ones
- Rapid objects developments and changes
- Rapid learning curve
- Rapid project development and deployment

Characteristics

SocrateBI is built on MicroStrategy platform, recognised as a world leader in business intelligence market and offers capabilities for:

- Scorecards and dashboards
- Operational reports
- OLAP cubes
- Advanced analysis
- Alerts and proactive notifications



Data is extracted from different sources such as: operational databases, OLAP cubes, data marts, Excel files. Using a loading mechanism to extract data called ETL (Extract, Transform and Load) these are integrated into data warehouse which offers the following benefits:

- Historic data in one place
- Integration of multiple sources of data offering a general view of the company
- Quality data improvement
- Consistent data for the company
- One model of data, independent from data source
- High performance of complex data interrogation without impacting operational data

MicroStrategy Intelligence Server is the most advanced, scalable, secure and robust business intelligence server in the industry. This is the core of analytical data processing, management of services for reports analysis and applications.

Taking advantage of Transactional Services capability, users have the possibility to interact at transactional level with the data warehouse so they can approve requests, make orders, change plans and so on.

The SocrateBI modules can be accessed using:

Web browsers

- SocrateBI can run on browsers such as Internet Explorer, Mozilla FireFox, Netscape, Safari, Opera, without the need to use cookies, download code or without using Java or ActiveX controls.

Portals

- Portals embedding offers the possibility to create dashboards, taking benefit of all functionalities and interactivity. Portlets are available for IBM WebSphere, Oracle WebLogic, Microsoft SharePoint and SAP NetWeaver.

Microsoft Office

- SocrateBI can be accessed by MS users, allowing those to edit and format any report from MicroStrategy direct from Microsoft applications such as Excel, PowerPoint and Word

Windows

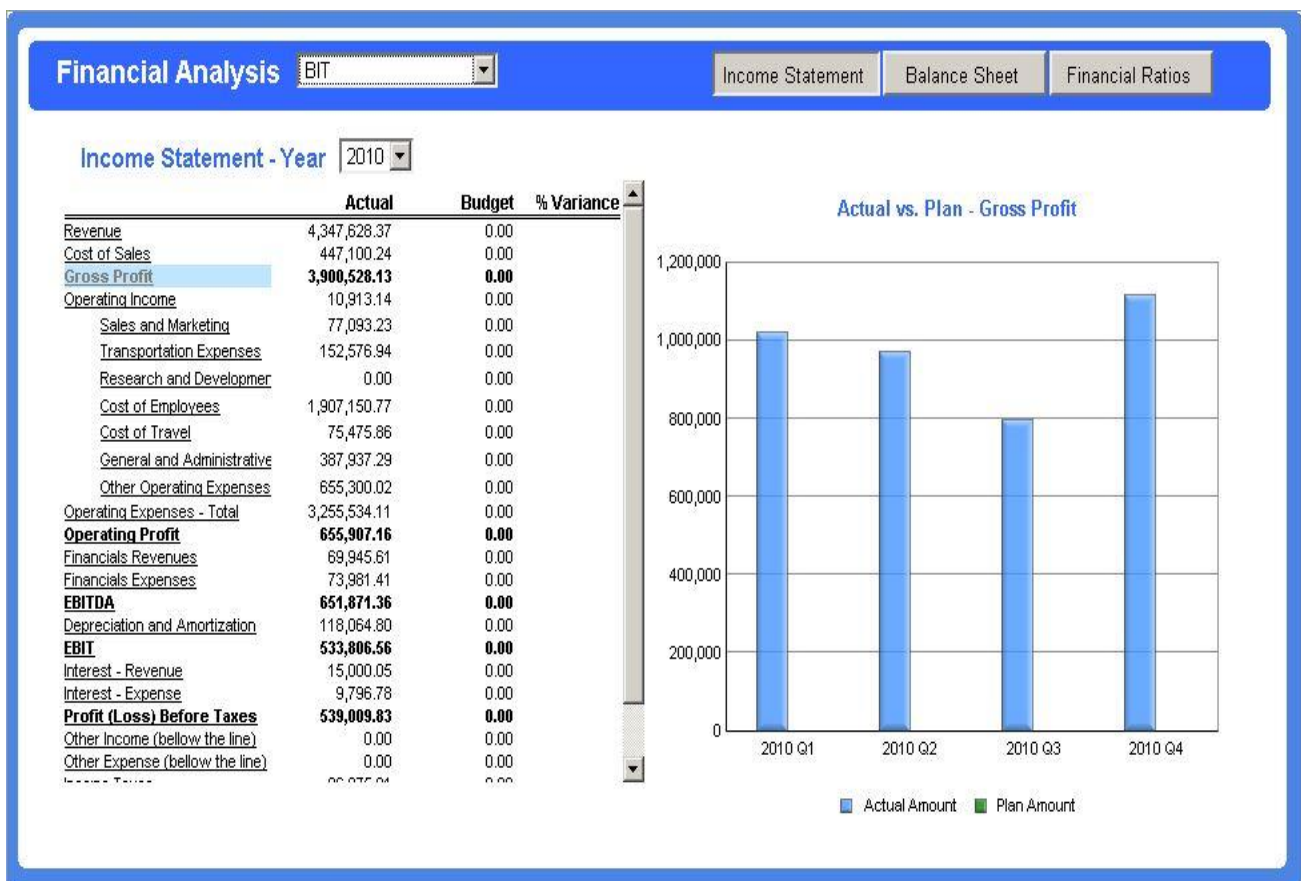
- Using Desktop, an intuitive Windows based interface, users can interactively build reports, run, and display formatted results as well as navigate to the desired details. Investigation of data can be done using drilling, pivoting and slicing.

SocrateBI offers the possibility of receiving reports via email, automatically saving on file servers and sending to printers. Information is secured and distributed to each user and can be scheduled, on time, events or thresholds, which can be set by administrator or users.

FRAM - Financial Reporting Analysis Module

FRAM is a SocrateBI module which provides detailed financial analysis and reports and offers an increased flexibility in the decision making process. FRAM is perfectly integrated with SocrateERP and allows business users at all organizational levels to run reports and scorecards, focusing on corporate performance, drilling down to transactional details, viewing trends, and extracting intelligence not otherwise evident. The FRAM module includes Profit and Loss Statements, Balance Sheets, Cash Flow Analysis, Revenue, Expenses and Costs, Accounts payable and Accounts receivable, Planning and Forecasting reports and metrics, Dashboards and Scorecards, allowing the possibility to dynamically define the exceptions on Key Performance Indicators (KPIs) to monitor & catch financial anomalies, thereby reducing financial risk.

Drill across time to see financial trends, and drill down to transaction details to investigate cause and materiality.

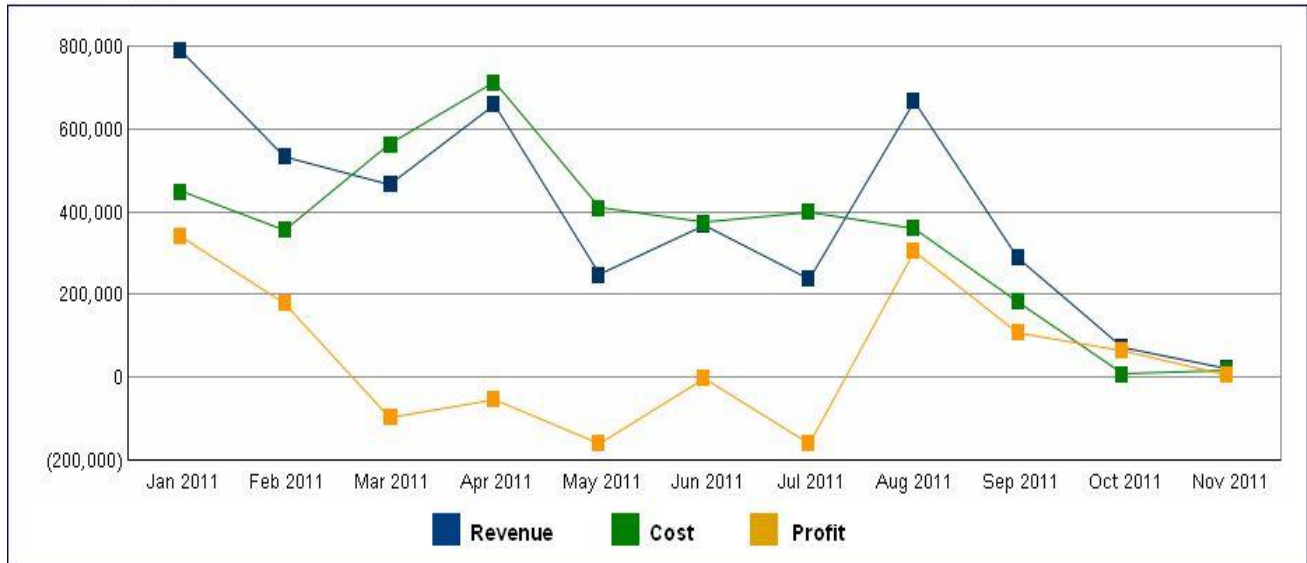


Questions that can be answered in SocrateBI Financial module

The financial module is designed to provide in-depth knowledge of corporate financial information. Knowledge can be gleaned from SocrateBI FRAM which include reports, scorecards (a specific collection of related reports), and dashboards (a collection of related reports customized for optimum display). In addition, some reports show summarized information to help you see trends, while others display very specific, detailed data about your finances.

Financial Summary (2011)

Performance



Top Vendors by Open Payables

BPartner	Open Payable Amount	Gross Payable Amount
1000258	160,494.50	1,094,847.51
1000003	70,999.95	96,408.84
1000010	43,128.00	43,128.00
1004431	26,243.00	81,345.86
120	11,413.98	11,413.98

Top Customers by Open Receivables

BPartner	Open Receivable Amount	A/R (0-30 Days)	A/R (31-60 Days)	A/R (61-90 Days)	A/R (91-180 Days)	A/R (181-360 Days)
1004222	234,608.00					234,608.00
1000099	163,350.48		0.00	73,692.70	89,657.78	0.00
1000091	139,236.59		1,078.88	5,806.27	132,351.44	0.00
1003573	100,905.02	8,636.95	24,002.46	0.00	68,265.61	0.00
1001564	27,557.66		19,703.06	7,854.60	0.00	0.00

The analytics in FRAM can be used to answer questions such as the following:

- What is the aging distribution of Accounts Payable and Accounts Receivable?
- Are there any customers with payment problems; if so, who needs to be notified?
- What are the values of assets and liabilities on a given date?
- What is the value of assets, liabilities, and owners' equity on a given date?
- What is the breakdown of expenses by business units? Which business units are hitting their targets?
- What are the revenue trends by business units?
- What are the trends in revenue, by revenue types?
- What is the forecasted revenue? Has this forecast changed? Why have revenue forecasts changed?
- What is the actual amount of profit margin by business unit or region? What are the associated trends?
- What is the breakdown of costs by vendors, and what are the associated trends?
- What is the change in cash position from period to period?
- Which bills are due this week and for what amounts?

Profit & Loss Variance by Corporation YTD and QTD

Corporation: Total

Date: 11/9/2010

Actual QTD(K)	Budget QTD(K)	QTD Budget Variance (K)	QTD Budget Variance %	Account Type	Actual YTD (K)	Budget YTD (K)	YTD Budget Variance (K)	YTD Budget Variance %
0	0	0	0%	Foreign Currency Trans Gain	56	0	56	0%
1	0	1	0%	Interest Income	14	0	14	0%
292	0	292	0%	Other Revenue	3,391	0	3,391	0%
2	0	2	0%	Product Income	56	0	56	0%
295	0	295		Total Revenue	3,518	0	3,518	
7	0	(7)	0%	Benefits Expense	1	0	(1)	0%
1	0	(1)	0%	Billable Costs	54	0	(54)	0%
67	0	(67)	0%	Commissions	7	0	(7)	0%
23	0	(23)	0%	Consulting and Advisory	527	0	(527)	0%
8	0	(8)	0%	Cost of Goods Sold	382	0	(382)	0%
3	0	(3)	0%	Depreciation Expense	101	0	(101)	0%
7	0	(7)	0%	Foreign Currency Trans Loss	64	0	(64)	0%
5	0	(5)	0%	High-Tech and Communications Expense	57	0	(57)	0%
1	0	(1)	0%	Income Taxes	58	0	(58)	0%
21	0	(21)	0%	Insurance	53	0	(53)	0%
16	0	(16)	0%	Interest Expense	9	0	(9)	0%
154	0	(154)	0%	Marketing	73	0	(73)	0%
4	0	(4)	0%	Other General and Administrative	200	0	(200)	0%
9	0	(9)	0%	Salaries	1,544	0	(1,544)	0%
5	0	(5)	0%	Shipping, Printing, Supplies	24	0	(24)	0%
				Travel and Entertainment (T/E)	63	0	(63)	0%
				Utilities	54	0	(54)	0%
332	0	(332)		Total Expense	3,271	0	(3,271)	
(37)	0	(37)		Contribution	247	0	247	

Business analysis areas for FRAM reports

Accounts Payable

The reports in this analysis area focus on amounts due to vendors for products and services rendered, aging of accounts payable, and comparison by vendors. Some of the most important reports are:

- **Aging of Accounts Payable by Vendor**
 - This report identifies the aging of accounts payable by vendor
- **Largest Vendors by Open Payable Amount**
 - This report identifies the vendors with the highest payable amounts
- **Furnizorii cu solduri peste un anumit prag**
 - Raportul listează furnizorii la care există un sold care depășește un anumit prag

Accounts Receivable

The reports in this analysis area focus on amounts due from customers, and aging of accounts receivable.

Some of the most important reports are:

- **Accounts Receivable by Corporation**
 - This summary level report identifies the open receivable amount by corporation
- **Customers with Open Receivable Amount above Threshold**
 - This report identifies the aging of accounts receivable for customers with the highest outstanding balances

- **Customers with over 180 days A/R ratio to Open Amount above a Threshold**
 - This report identifies the aging of accounts receivable for customers with outstanding balances aged over 180 days above a specified ratio to open receivable amount for that customer.

Balance Sheet

The balance sheet is a consolidated statement of assets, liabilities, and owners' equity. Balance sheet offers a clear and complete image of all equities, of financial situation and of results obtained. Some of the most important reports are:

- **Assets - Period to Period Comparison**
 - This report provides a summary of all assets for two specified dates
- **Balance Sheet - Period to Period Comparison**
 - This report provides a summary of all balance sheet accounts for two specified dates
- **Equities by Corporation**
 - This report identifies the equities by corporation in a specified date

Costs and Expenses

This analysis area focuses on costs and expenses, which are a part of a profit and loss statement. Costs and Expenses analysis identifies expenses by employees, business units, accounts (for reporting purposes), time, and vendor. Some of the most important reports are:

- **Organization Cost Comparison by Quarter**
 - This report identifies quarterly trends in absolute and relative terms of costs incurred by business units
- **Organization Cost Trend by Month**
 - This report identifies costs by account type incurred by a specified business unit for a selected time frame
- **Employees with Highest T&E Expenses**
 - This report identifies employees with the highest travel expenses

Planning and Forecasting Analysis

This analysis area identifies plans and variations from planned amounts, as well as historical plan performance by business unit, and so on. Typical key performance indicators analyzed are Forecast Amount and Plan Amount. Use this analysis area to calculate the percent variance between various forecasts and against actual amounts of all account types. Some of the most important reports are:

- **Actual - Forecast Comparison**
 - This report compares actual amounts to forecast for all account types
- **Actual - Plan Comparison**
 - This report compares actual and plan amounts for all account types
- **Actual, Plan and Forecast Expense by Organization**
 - This report compares the actual, plan and forecast amounts for expenses

Profit and Loss Statements

The Profit and Loss (P&L) Statement is a consolidated statement of revenue and expenses prepared for a given reporting period or quarter. The reports in this analysis area provide revenue and cost analysis, P&L statements, GAAP details, and operating details. Some of the most important reports are:

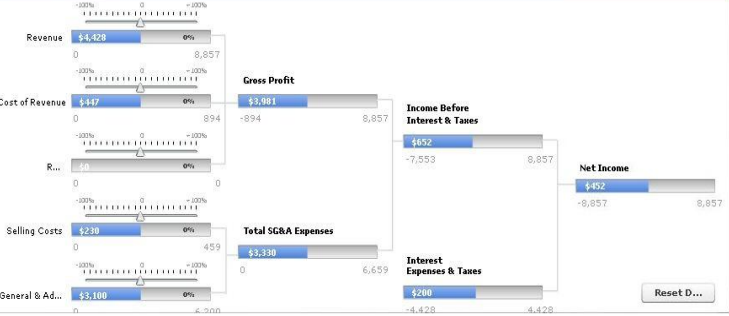
- **Consolidated Profit and Loss Statement**
 - This report shows the consolidated Profit and Loss Statement, in accordance with GAAP
- **GAAP Details - Annual**
 - This report shows quarterly trends for revenue and cost/expenses accounts
- **Operating Details by Quarter**
 - The report contains quarterly trends for revenue and cost/expense accounts

Income Statement Analysis

BIT	
Metrics	2010
Revenue	4,428
Cost of Revenue	447
R&D	
Gross Profit	3,981
Selling Costs	230
General & Admin	3,100
Total Operating Expenses	3,330
IBIT	652
Interest Income / Expense	(113)
Income Taxes	87
Net Income	452



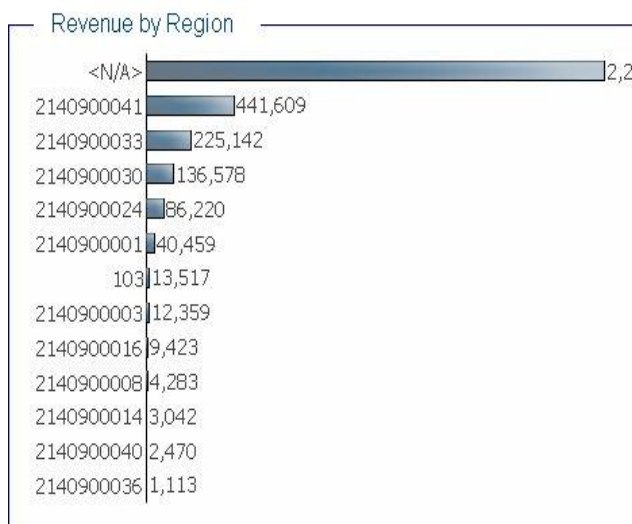
Pro-forma Analysis



SCAM - Sales and Customer Analysis Module

Understanding what motivates customers to do business with an organization is a fundamental aspect of today's customer-centric business environment. To succeed, organizations must quickly identify changes in customer tastes and preferences and act to improve the overall customer experience.

Customer Analysis Scorecard 2010



BPartner	Revenue	Total Profit	Profit Margin
1000115	230,314	75,079	32.6%
1000101	86,220	73,020	84.7%
1000091	203,757	58,096	28.5%
1003506	339,990	35,743	10.5%
1002071	215,059	34,897	16.2%
1003518	75,773	27,451	36.2%
1000048	29,717	25,577	86.1%
1003896	133,050	24,051	18.1%
1001337	25,160	18,288	72.7%
1000182	78,860	17,250	21.9%

SocrateBI SCAM Module is designed to provide deep insight into customer behavior. This insight in turn allows you to reduce attrition of profitable customers, optimize customer profitability, and identify appropriate cross sell opportunities.

Questions that can be answered in SocrateBI Sales module

Knowledge about customer behavior can be gleaned from the SCAM module which includes reports, scorecards (a specific collection of related reports), and dashboards (a collection of related reports customized for optimum display). In addition, some reports show summarized information to help you see trends, while others display very specific, detailed data about your customers.

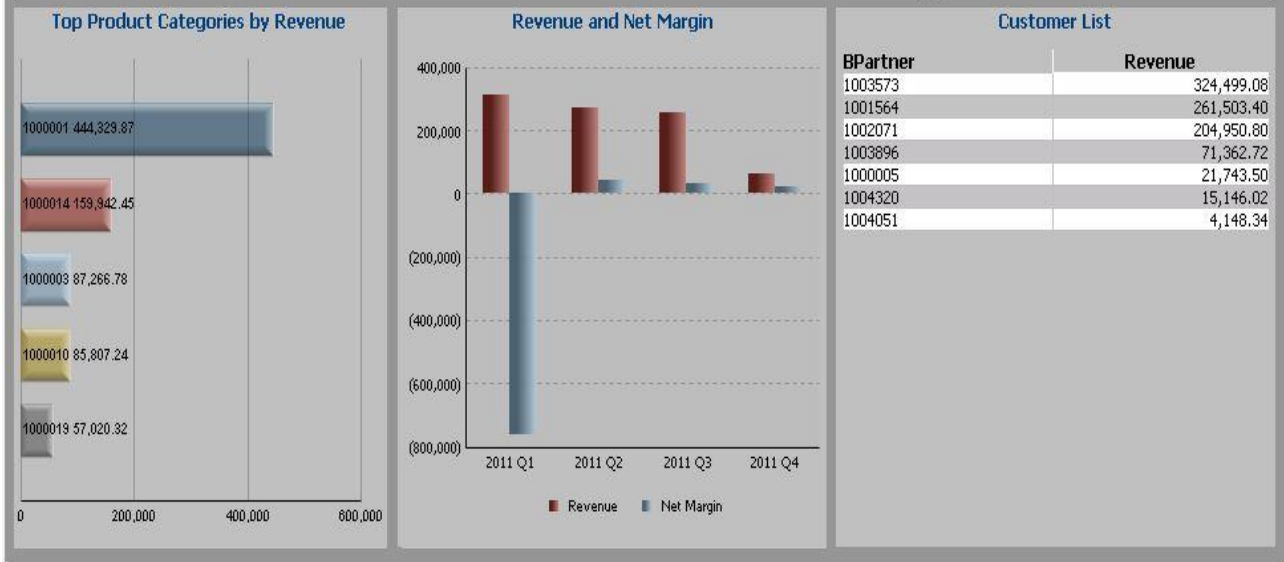
Customer Analysis Summary 2011

Segmentation Selector

Rating	A	B	C	Not Rated
Status	Nepublicare		Publicare	
Lifetime Value	Low			
Size	< 1 MIL	1-10 MIL	10 MIL -50 MIL	

* Select attribute elements to segment customer base.

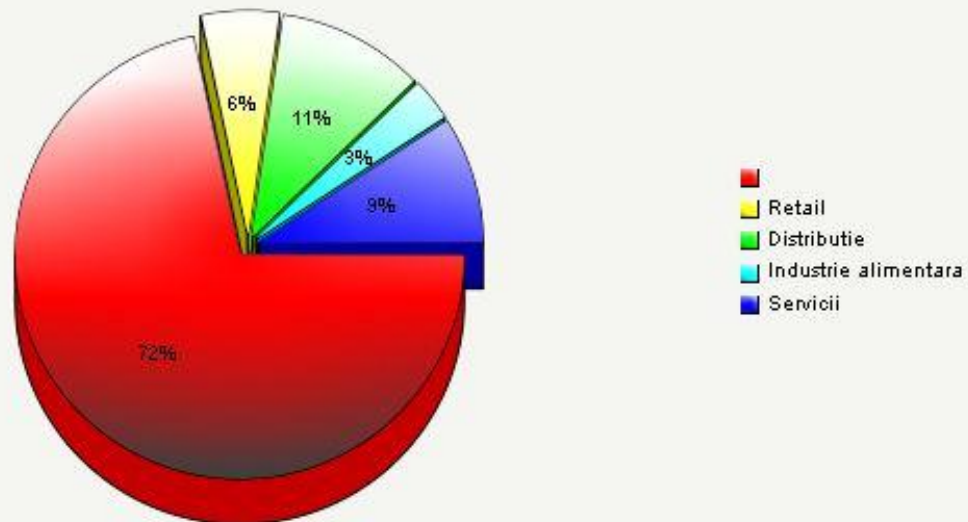
Number of Customers	16
Average Number of Transactions	32.6
Average Revenue Per Transaction	3,962.08



The analytics in SCAM can be used to answer questions such as the following:

- Which customers are spending less?
- How have customer acquisition, attrition, and retention rates changed over time?
- Which customers are contributing to profitability and which are not?
- What is the impact of customer longevity on customer retention and attrition?
- What percentage of my revenue is contributed by a given segment of customers?
- What are the revenue, profit, and margin contributions of customers by customer profile?
- Which customers have changed their buying behavior over the past year?
- How has the average transaction size changed?
- What are the characteristics of my most profitable customers, and what products are my top customers buying?
- Which products sell well together?
- Which customers are most likely to take advantage of a product cross sell campaign?
- Which product should be offered?

Current Customer Distribution - By Segments



Active Customers - Current

Business analysis areas for SocrateBI SCAM reports

Acquisition, Attrition, and Retention

Acquisition, attrition, and retention analysis helps your organization understand why customers are being acquired, defecting, or choosing to stay (retained). Through analysis in this area you can identify key attrition trends and indicators, which can help you develop effective customer retention programs. Some of the most important reports are:

- **Monthly Acquisition Trend**
 - This report provides a detailed view of monthly trends in customer acquisition
- **Quarterly Attrition Trend**
 - This high-level report presents a graphical view of the trend in customer attrition, by quarter
- **Customer Segment Status Summary**
 - This report provides a segmentation profile of the customer base, by current acquisition, retention, or attrition status

Customer Segmentation

As part of the marketing function, customer segmentation helps your organization understand its customer base by identifying detailed customer profiles and buying behavior. Analysis in the segmentation area focuses on customer distribution. Some of the most important reports are:

- **Current Customer Base Segmentation - By Qualifying Customer Characteristics**
 - This report is designed to allow you to segment the current customer base along any major customer characteristic
- **Current Customer Distribution - By Customer Active**
 - This high-level report provides a distribution of the customer base by their current status, either active or lost
- **Financial Contribution Summary - By Customer Segments**
 - This detailed report provides insight on key financial metrics such as revenue

Profitability and Cross Sell Analysis

Profitability analysis helps your organization understand who your top customers are, their buying preferences, and changes in their interaction patterns over time.

Cross sell analysis focuses on identifying the appropriate target audience and products for designing cross sell campaigns based on customer preferences and product affinity analysis. Some of the most important reports are:

- **Customer Segments - By Product**
 - This report identifies the number of customers, the number of transactions, the amount of revenue, and the previous quarter revenue for products, based on your selected customer profile
- **Customer Profitability - By Segment**
 - This high-level report provides basic insight on the count of customers, revenue, profit, and margin along any segmentation attribute you select
- **Product Affinity - By Customers**
 - This report identifies the affinity, that is, the correlation of products to be purchased together
- **Comparison of Sales between Two User-Selected Periods**
 - This Report allows users to compare sales revenues and quantity registered in two periods of their choosing
- **Division of Discounts and Revenues per Product**
 - This Grid Report allows users to see how revenues and discounts are divided amongst items



PCAM - Project Controlling Analysis Module

The Project Controlling Module is used by project managers to control projects from the completion perspective (planned/budgeted versus realized).

The main goal is to offer relevant information about worked hours on different activities, tasks and phases on one hand and on the other hand to view on a glance if the projects are on budget or not, if the number of hours is overdue, on global, phase and task levels.



Knowledge about project controlling can be gleaned from packaged SocrateBI PCAM which include reports, scorecards (a specific collection of related reports), and dashboards (a collection of related reports customized for optimum display). In addition, some reports show summarized information to help you see trends, while others display very specific, detailed data about your projects.

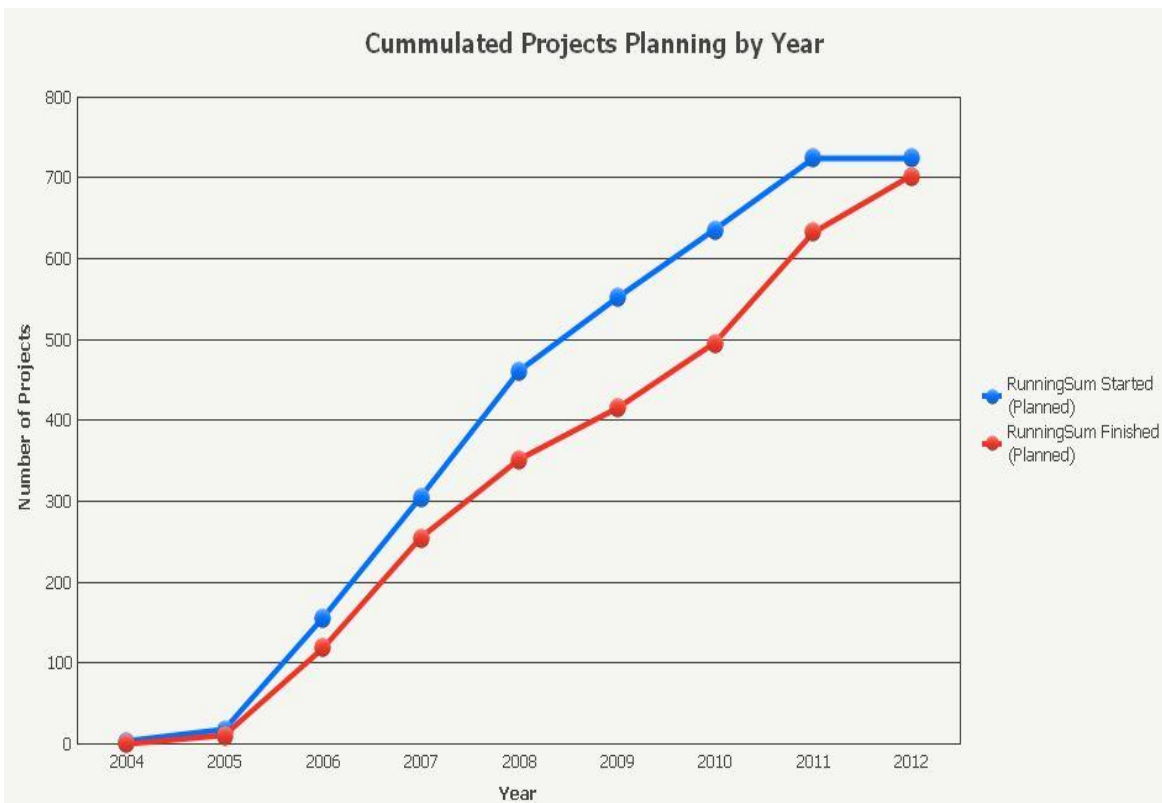
Project	Phase	Project Task	Activity	Metrics																			
				Date	Total	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18
Total				711.88	22.81	22.68	22.19	22.75	62.74	0.00	0.00	30.22	31.45	31.24	37.37	25.55	0.00	0.00	30.00	29.15	30.80	34.40	
1002453	1005778		NonWorking	104.00								8.00	8.00	8.00	8.00	8.00							
1000570	1006288		Asistenta Tehnica	70.90	1.00	4.50	4.75					4.00	4.00	2.30	4.00	4.50				4.50	6.50	5.00	
1000200	1000523		Administrative	49.95	3.50	2.50	2.50	2.50				2.50	1.00	1.00	1.00	1.00				5.50	2.00	3.00	
1002453	1005778		Administrative	40.00					40.00														
1000087			Administrative	39.09	2.17	0.75	0.50	3.00	2.50			1.50	2.00	3.25	1.17	2.17							
1002485			Investigare	28.99	1.67	1.67	1.25	0.17	0.50			2.67	2.33	2.00	2.08	2.25							
			Inregistrare/Actualizare Date	27.08	1.50	2.33	3.84	3.40	2.33			1.17	1.00	0.67	0.75	1.00							
1003014			NonWorking	18.00																	6.00	6.00	
1000200	1000523		Telefoane/Email/Comunicare	16.50	4.50	1.00	0.50	0.50	0.50			0.50	0.50	0.50	0.50	0.50					0.50	0.50	0.50
1002465	1007212		NonWorking	16.00															16.00				
1000315			Documentare	13.00									6.00	4.00	1.50							0.50	
1000570	1003385		Documentare	11.50																			
1002485			Telefoane/Email/Comunicare	11.10	0.75	1.50			0.84			0.58	0.67	0.42	0.59	0.33							
1000088	1000135		Telefoane/Email/Comunicare	11.00								6.00											
1000570	1007218		Asistenta Tehnica	10.00				6.50														0.50	
1000569	1005721		Asistenta Tehnica	9.00																			
1000088	1000135		Administrative	8.00																	1.00	2.00	
1000200	1000523		HR, Evaluari, Recrutari	8.00												3.50						4.50	
1002453	1003221		NonWorking	8.00															8.00				
1003010	1005413		Documentare	8.00												4.00					4.00		

Questions that can be answered using PCAM

SocrateBI PCAM assists analysts, managers, and executives to obtain insight into the various factors that drive controlling profitability.

Reports from SocrateBI PCAM can be used to answer to questions such as:

- How many available and spent hours are on each rolling project ?
- How much time is spent by each employee on each project, phase, task and activity?
- How many OHE hours have been planned and realised on each type of project?
- What is the status of projects from the planned, committed and invoiced amounts?
- What is the correlation between planned to start and started projects as well as
- planned to end and closed projects?



Business analysis areas for SocrateBI PCAM reports

Project Analysis

Project analysis helps the organization to understand what is the status of the projects from the perspective of committed, spent and remained hours. Some of the most important reports are:

- **Available project hours by projects**
 - This report allows the visualisation of spent and remained hours and days until the end of the project. Taking into consideration norm and resources an estimation of the number of hours and days in which the project can finish can be made
- **Project fulfillment**
 - This report shows the project fulfillment for each project type and project. Details as planned hours, committed hours, spent hours as well as committed amount and cost amount can highlight if a project is on track or not
- **Time spent at the project level at the month level**
 - The report shows the time spent for each type of project from the beginning of the year

Employee analysis

The employee analysis is focused on the time spent for different projects as well as the realisation plan for the OHE hours. Some of the most important reports are:

- **Time spent by each employee at the month level**
 - The reports shows the time spent for each employee for each project, phase and activities in one month
- **Time spent by each employee at the week level**
 - The report shows the time spent for each employee on different projects, phases and activities in the current week, last week or any other week chosen by user
- **Top 5 projects by time spent**
 - The dashboard allows users to analyse 5 projects after the time spent during a year as well as the realised OHE from the beginning of the year



ISAM - Inventory and Stock Analysis Module

Knowledge about inventory and stock can be gleaned from SocrateBI ISAM module, which include a set of operational reports. Some reports show summarized information to help you see trends, while others display very specific, detailed data about stock, quantity on hand, amount on hand, average quantity sold and so on.

Product	Metrics	Revenue	Quantity Entered	Average Stock
123	123	679.30	11	28
124	124	114.00	2	13
125	125	380.00	5	8
127	127	199.50	7	13
128	128	269.66	20	5
130	130	617.50	13	38
136	136	260.01	13	30
137	137	10,000.00	1	50
139	139	72.90	9	3
140	140	118.80	11	11
142	142	3,150.00	1,000	30
1000039	1000039	56,203.34	506	0
1000086	1000086	660.00	1	7
1000097	1000097	38,194.21	9	1
1000127	1000127	195.56	2	2
1000161	1000161	132,417.59	511	36
1000502	1000502	7,846.00	2	2
1000503	1000503	35,686.00	2	2
1000611	1000611	11,326.39	1	1
1000614	1000614	80,520.95	7	1
1000618	1000618	16,338.88	111	17
1000682	1000682	2,169.20	85	64
1000683	1000683	2,982.65	85	64
Articol stocabil + Landed Cost	ART-STOC+LC	21,743.50	1	141

Questions that can be answered using SocrateBI ISAM module

The analyzes in the ISAM module can be used to answer questions such as:

- What is my average quantity sold for days with stock?
- Which is the date of last sale for products with stock 0 in last 30 days?
- Which are my sales and stocks for products?
- For which products do I have stock and don't have sale?
- What is the quantity on hand and amount on Category Products, Subcategories and Brands?

Business analysis areas for SocrateBI ISAM reports

Sales analysis based on different stock scenarios

The sales analysis helps organizations to understand which are the products selling best, which are the underperforming products, in order to set an efficient strategy for growing sales.

- **Average QTY Sold for Days with Stock**
 - This summary highlights the average of sales per product only in days with stock, taking

out the days in which the product was not available for sale and therefore was not available for selling.

- **Date of Last Sale for Products with Stock = 0 in the last 30 days**
 - The report offers the possibility of visualization of last sale date for the products which have been missing from stock in the last month and sorting of these depending of the last sale date.
- **Item Sales vs. Stock**
 - The report " Sales vs Stock" allows Revenue, Quantity and Average Stock viewing over a certain period for a Product, Category and Subcategory or Brand.
- **Products with Stock without Sales**
 - Tracking stock products without sales is essential to analyze sales performance. It allows the identification of under performing products and establish a strategy on these products

Analiză stocuri și raportare

Real time information regarding current stock and its value helps in improving inventory management. The flexible reports allow the use of different selection criteria in order to get the desired information.

- **Quantity on Hand and Amount on Category Products, Subcategories and Brand**
 - Displays the Quantity on hand and Amount on Product Category, Subcategory and Brand for selected date.
- **Stock Report**
 - This report template allows users to select attributes, metrics and filters that will appear on the report.

