

ONLINE REPORTING

AUTOMATIC GENERATION OF INDIVIDUAL ANALYSES AND REPORTS

Konzept & Markt GmbH
Rheingaustraße 88
D-65203 Wiesbaden

+ 49 (0) 611 6 90 17 0
www.konzept-und-markt.com



Online reporting enables you to flexibly control key performance indicators of your business.

1

Result-oriented, individual development by experienced researchers and innovative programmers

2

Quick and detailed generation of single charts and complete reports

3

Efficient data analysis through interactive user interface and flexible data selection

Fields of application

- ▶ **Ideal for large amounts of data** that need to be displayed in the same way repetitively.
- ▶ **Benchmarking** of sales facilities, competitors or organizational units.
- ▶ **Time series analysis** of bigger or smaller units.
- ▶ **Sales controlling.**

Numerous fields of application



Your benefits

- ▶ Individual adaptation to your market research or sales reporting requirements.
- ▶ Web-based application without any restrictions to place, time limits or additional software.
- ▶ High saving potential compared to manually created reports.
- ▶ Possibility to implement any number of additional research results.

Web-based application



Development

- ▶ Individual adaptation of design and user interface and harmonization with your corporate identity.
- ▶ Development of presentation of results according to your requirements (e.g. chart types, symbolism)
- ▶ Definition of evaluation logic and organisational structure based on your requirements.

Individual development



Performance and Usability

- ▶ Intuitive user interface with intelligent navigation and high intelligibility of all elements.
- ▶ High technical performance through real-time display of results.
- ▶ Nearly unlimited depth of detail through breakdowns and cross-tabs.

High performance



Data protection and access rights

- ▶ Manual and project-related implementation of data protection requirements.
- ▶ Control over access rights for each user through logins.
- ▶ Restriction of data insight according to your requirements (e.g. hierarchy or business level).
- ▶ High density of use through output of unchangeable PDFs.

Automatic Filtering Process

