

## Providing Market Insights on your Key Competitors

Be business savvy with Market Insights. Measure your business performance versus your key competitors to improve decision-making across the enterprise.



*For a FMCG manufacturer Parity's Business Intelligence Reporting and Analysis solution for Market Insights provided:*

- A consolidated data warehouse assimilated from SAP, Siebel, Microsoft, Oracle, and third party data providers.
- The ability to quickly disseminate the right information, internally and externally.
- Performance monitoring and comparison between key competitors in the market place.
- Better informed decision-making for marketing strategies through shared information.
- Cost Savings - reduction of staff time spent compiling and analysing data in disparate sources
- Cost Savings – Single technical platform and provision of a single user interface

To quickly adapt to market changes driven by consumer demand, brand switches, or marketing campaigns, a business needs insight into their market share in differing end markets, and compare their performance to their competitors in those markets.

To enable genuine comparison between competitors the business must examine all data from a broad spectrum of data sources, in the shortest time possible.

### Improve Decision-Making

Getting the right information to the right people in the right format is critical.

Cockpits, data aware objects, dashboards, scorecards, strategy maps provide the main statistical information on a number of Key Performance Indicators, e.g. market share, volumes, brand share own brands versus competitor brands.

Data filtered or diced and sliced provide multi-dimensioned views by geography, end markets, brand types, competitors, and time.

### Increase Organisational Effectiveness

Bring together data from various sources including SAP, Siebel, Oracle, Microsoft and spreadsheets into a single location thus reducing inefficiencies.

### Enhance Business Insight

Shorter cycle time to produce reports by allowing changes to the data from the source systems and error correction to be quickly assimilated into the data warehouse to deliver the right business insights to the right people at the right time.

### The Right Solution, Reliably Delivered

Parity delivered a cost effective high-performing, highly reliable solution that extracted the key competitor metrics from the highly complex environment and tied them all together in a usable form to produce results that a FMCG manufacturer depends on.

### Committed to Long-Term Success

Parity is dedicated to building customer satisfaction, the Market Insight solution is supported by the Parity support team under a long term support contract.

For more information please visit [www.parity.net](http://www.parity.net) or email: [marketing@parity.net](mailto:marketing@parity.net)