



BIZ-INSIDER

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To Gamble or Not to Gamble...

Teresa Hooper
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A Word from the Editor

The world is a gamble – everyday we can take things for granted that the world will be the way it is today - tomorrow! But in reality the landscape of business and doing business is: CHANGE - CHANGE - CHANGE

So the questions to be answered are:

How do we stay on top of an ever changing environment?

- Know everything about your business and your industry there is to know.
- Decipher what is important - get to the granular information that makes a difference

How do we make decisions effectively?

- The old saying “ the devil is in the

detail “ is truer than ever – we have so much information to hand – how do we make the best of it. • Get your Team on board – to take the journey with you.

- Work out the key drivers in your business and how you are going to report on them, share the outcomes and act on them

How quickly should we respond to change?

- The answer to this is – can you wait until your competitors change before you do!

How do we handle the change management required?

- Put a team of professionals/experts around you who know how to handle this and give you support and goodadvice.

How often do we have to do this?

- That depends on your business and industry. Some industries change faster than others – for example, Retail stores – it is not only bricks and mortar today. Stores must have an on-line presence of sorts.

There are many tools to assist businesses in sifting through information at hand and Business Intelligence (BI) Tools is just one of them. Enjoy the read on BI and Qlikview in this newsletter. Feel free to talk to me about how we have utilised Qlikview to deliver a Retail Science Tool to our retail customers – and how it can be your key reporting tool in 2013!



How users rate competing BI products

FEATURE

What do QlikView's #1 ratings include?

Customers have a bewildering choice of competing BI products.

A good place to start might be to understand just exactly how current users rate their BI products.

The BARC BI Survey is the world's largest and most thorough fact-based analysis of the BI market available.

This year's survey is based on analysis of the experiences of over 2,000 users of 27 leading Business Intelligence products.

The results of the survey revealed that QlikTech continues to outpace larger rivals in BI Giants category such as SAP (Business Objects), Oracle (Hyperion) and IBM (Cognos) and Microsoft, QlikView's #1 ratings include:

Visual Analysis – The QlikView Business Discovery platform enables users to conduct searches and interact with dynamic dashboards and analytics from any device. QlikView customers are more than 50 percent more inclined to use QlikView for visual analysis than the weighted average of all major BI product suites in the BI Survey 12. This is a strong indicator that QlikView is bringing a whole new level of ease of use, insight, and value to business users.

Innovation – QlikView 11 boasts industry-leading innovations such as social and mobile Business Discovery. In the survey, customers noted visual analysis and mobile BI as key functionalities that showcase QlikView's product innovation.

Project Length – QlikTech's approach of offering a flexible development environment enables skilled consultants and users to quickly build applications without being dependent on time-consuming tasks like data integration or data modelling.

Agility – QlikView makes it easy for business analysts and BI developers to create purpose-built BI apps that users can enhance and extend as business needs change. QlikView secures a top ranking in this category for its short project length and flexibility in building and changing applications.

[Read More](#)

[Contact Teresa](#) to learn more about how QlikView can help your business.





Customer Service TIPS

These days, providing adequate customer service is not enough...

You need to go above and beyond the call of duty to provide customer service that truly stands out. How do you do this?

Begin by thinking about your own experience as a customer -- what you liked and disliked in certain situations.

Recall the times you were delighted by extra efforts to accommodate your needs or outraged by rudeness or negligence. This will give you greater insight into what makes for extraordinary customer service.

To put yourself in the customer's shoes, try visiting a wide range of businesses your customers are likely to frequent. This could include your direct competitors, as well as companies that sell related products and services.

Observe how your customers are treated in addition to the kinds of services that seem to be important to them. Then adopt your business accordingly. Excellent customer service is

more than what you say and do for the customer. It also means giving customers a chance to make their feelings known.

Here are some suggestions for finding out what your customers want, need and care about:

1. Attend trade shows and industry events that are important to your customers.
2. Nurture a human bond, as well as a business one, with customers and prospects.
3. Keep alert for trends; then respond to them.
4. Ask for feedback.

Whatever you do, don't rest on your laurels. Regularly evaluate your product or service to be sure it is still priced, packaged and delivered right.

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Social Media

CHECK US OUT



Take a look at JR.bizlink's social media activity and sign up for alerts:



Insider goes *ONLINE*

FEATURE

To find some interesting websites...

Business Insider Australia

This website is altogether livelier and more interesting than much of it's completion. The news covers a broad spectrum and it's regularly updated. Specialist sections include Technology and Money and Markets.

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Inside Retail

This website publishes retail news, intelligence and analysis online, facilitating and informing the retail industry in Australia, Asia and beyond. The website is crammed with retail sector news covering every imaginable subject.

[Read More](#)



SAAS with a Purpose



Today's best business software doesn't impose restrictions on the user. It should give them the functionality they want, delivered by whichever method they prefer.

Many Australian pharmacies are small, independent concerns, and JR's SaaS platform, powered by Greentree, meant each business could have its own system without having to purchase its own computing infrastructure.

It enabled pharmacies to manage all the financial aspects of their

business, and to get expert online financial advice from JR as well. More than 300 pharmacy businesses across Australia have since signed up for the Pharmacy Services model, but JR soon realised that it could work for other industries as well.

Uptake has been impressive; growth in demand for the service model has ballooned from 10% a year in its early days, to 30% in the last three years, and that trend is expected to continue, with JR's SaaS model now being adopted by dentists, hotels, farms, and even property

companies. Close to a thousand Australian businesses are now using it.

"Because Greentree is so flexible, we're able to manipulate it to make sure we're covering all client needs," says JR partner Teresa Hooper, architect of the SaaS model. "You wouldn't typically find that in a normal SaaS system."

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Contact the Team

For comments on this edition or if you wish to be removed from the *Biz-Insider* mailing list please email us at vcole@pitcherpartners.com.au

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