



BUSINESS PLANNING

# Online Dashboards by Blonay

# Imagine information about your business as useful as a car dashboard



Immediate and up-to-date

Interactive

Easy-to-understand

Actionable information

Relevant

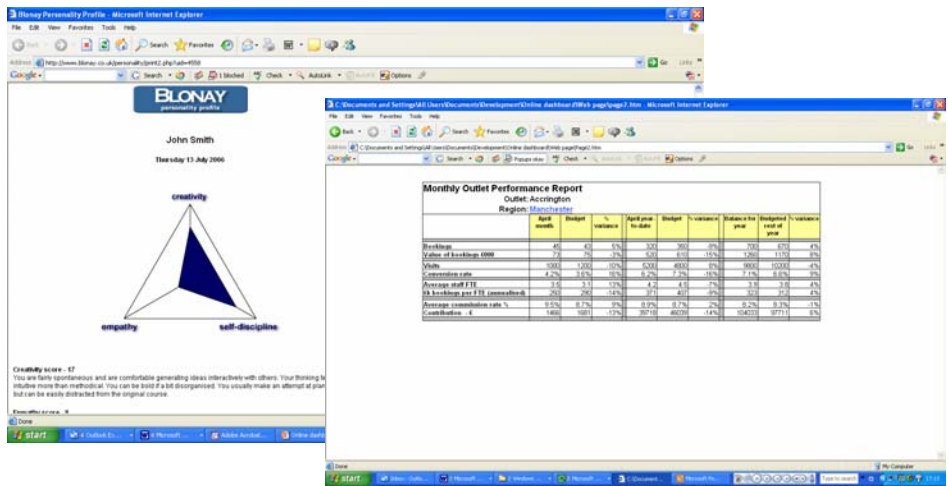
Accessible





# Our proposition

A personalised web-enabled dashboard ... giving each manager the current information they need to make the decisions they need to make



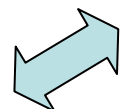
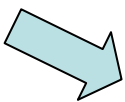
So how does it work?



# How it can work – data flows?

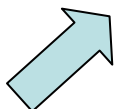
**Enterprise systems:  
Oracle, SAP etc**

**Direct input from  
customers /  
suppliers in  
response to  
emails etc**



The screenshot shows the BLONAY web application interface. On the left, there is a user profile for 'John Smith' with a navigation menu containing 'empty', 'empty', and 'self-description'. On the right, there is a 'Monthly Output Performance Report' table. The table has columns for 'Year', 'Q1', 'Q2', 'Q3', 'Q4', 'Total', and 'YTD'. The data rows include 'Production', 'Sales', 'Customer sat', 'Process eff', 'Marketing & Promotions', and 'Customer compliance', with numerical values for each quarter and total.

**Spreadsheets**



**Manager has password  
protected access to  
appropriate level of  
data via regular  
internet link**



# How can it work – drill down to level of detail needed.

National/Global



Regional



Local

Region: Manchester									
	April month	Budget	% variance	April year-to-date	Budget	% variance	Balance for year	Budgeted level of year	% variance
Bookings	590	540	5%	7040	7700	-9%	15400	14740	4%
Value of bookings @000	103	105	-2%	1144	1163	-1%	2724	2674	2%
Yield	25%	26%	-1%	114%	114%	0%	25%	26%	-1%
Conversion rate	8.2%	8.6%	-1%	8.2%	7.3%	11%	7.1%	8.6%	-1%
Average staff FTE	77	88	-11%	304	308	-1%	88.6	92.5	-4%
Average commission rate %	9.5%	8.7%	9%	8.9%	8.7%	2%	8.7%	8.3%	1%
Contribution @000	33	37	-11%	674	1013	-14%	2389	2150	6%

Outlets:  
 Accrington  
 Manchester central  
 Warrington

Outlet: Accrington									
	April month	Budget	% variance	April year-to-date	Budget	% variance	Balance for year	Budgeted level of year	% variance
Bookings	45	45	0%	302	304	-1%	700	680	2%
Value of bookings @000	8	8	0%	539	630	-14%	1300	1170	11%
Yield	18%	18%	0%	18%	18%	0%	18%	18%	0%
Conversion rate	8.2%	8.6%	-1%	8.2%	7.3%	11%	7.1%	8.6%	-1%
Average staff FTE	3	3	0%	21	21	0%	21	21	0%
Average commission rate %	9.5%	8.7%	9%	8.9%	8.7%	2%	8.7%	8.3%	1%
Contribution @000	140	180	-19%	387	400	-4%	1040	970	7%

Click on web pages above to get a close-up browser view of how report might appear and click between regional (“Manchester”) and outlet (“Accrington”) reports – then ‘X’ at top right of browser to return



# How are we equipped to do this?

## The Blonay team

### **Jamie MacAlister**

Management consultant (past 16 years - 12 with PwC, 4 with Blonay), has advised a range of organisations (large/medium, private/public sectors ) on improving performance and/or communications, often involving recommendations on tracking and reporting

Learned basics of information management in marketing with Procter & Gamble, and through MBA at Wharton

### **Ian Akehurst**

Online communications technician, with Blonay for past 16 months, has specialised in a combination of online database management (using PHP and MySQL) and design (mainly using Flash)

Currently developing a league and competition management web-site for online computer games

See examples of Blonay's online projects at:

<http://www.blonay.co.uk/marketing/projects.htm>

## Interested? Suggested next steps

Contact Jamie MacAlister at:

[Jamie@blonay.com](mailto:Jamie@blonay.com) or on 07710-397824

We would be happy to have a discussion with you about your information management needs, at no commitment to you, and if it looks like we can help you, we will provide you with a fixed fee proposal outlining what we will deliver to you and by when.