



The Power of a Business Information Dashboard

Oak Enterprises

800 Roosevelt Rd – Bldg E

Glen Ellyn, IL 60137

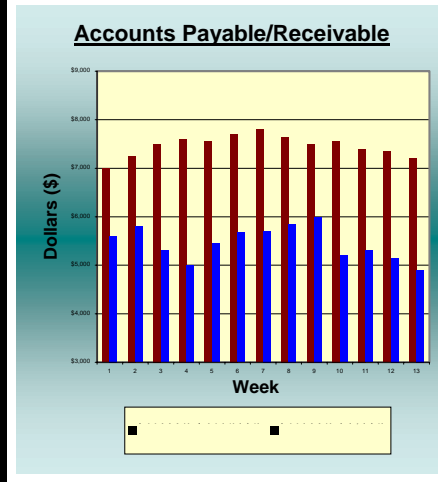
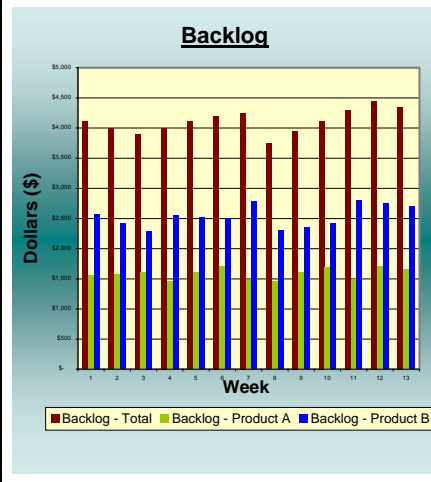
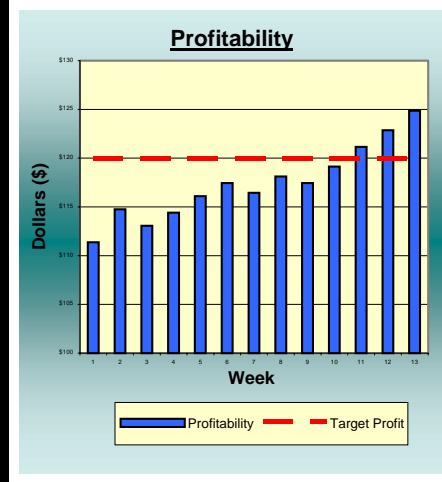
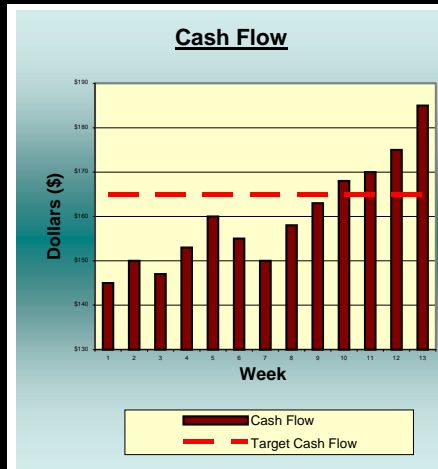
P: 630-858-4443 F: 630-858-4594

www.oakenterprises.com



A single view of key performance metrics

Jones Manufacturing Inc Dashboard





Merits of a dashboard

- Graphical display allows you to spot trends at a glance
- Key information from disparate reports compiled in one place provides “big picture” view and easier analysis
- Drill-down to specific numbers of any graph with one mouse-click

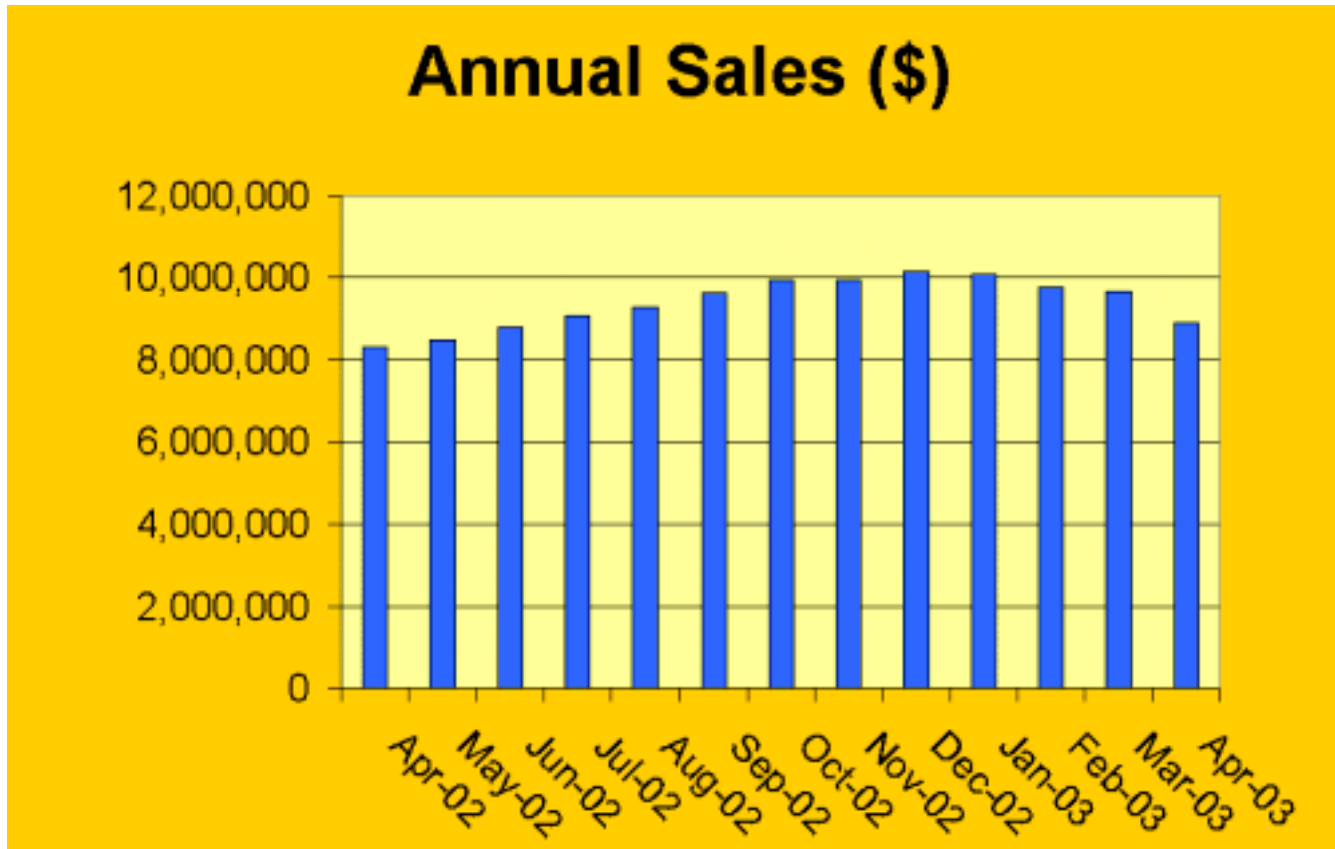


For example...





Enlarged view appears of individual graph...




Double-click



on chart...



...to see the numbers

Enlarged Graph - Datasheet				
		A 	B	C
	2/1/01	Rolling 12 Mn Rev		
1	4/30/02	8306522		
2	5/31/02	8486371		
3	6/30/02	8802384		
4	7/31/02	9082758		
5	8/31/02	9264031		
6	9/30/02	9643865		
7	10/31/02	9940477		
8	11/30/02	9936658		
9	12/31/02	10164891		
10	1/31/03	10085296		
11	2/28/03	9774029		
12	3/31/03	9664353		
13	4/30/03	8899135		
14				

“

I already get this information from another report!



”

Why a dashboard?



Existing reports...

- May only be text-based – a dashboard gives you visual displays
- Often gives you a snapshot of current period only – a dashboard shows you trends
- Are “silos” of information – a dashboard allows all key performance indicators (KPI’s) to be placed in one view to help understand inter-relationships among KPI’s and better hone in on problem areas



Oak's Simple 5-Step Approach

- 1) Your company's unique key performance metrics are identified
 - *We have ideas and checklists for you*

- 2) We find out where this information resides in your company
 - *Various databases, manual information*

- 3) We set up a "test" dashboard, inputting your historical data
 - *The past 12 months, for example, for trends analysis*



Oak's Simple 5-Step Approach

- 4) You use the dashboard for a few months, relying on manual-input of information
 - *You let us know if it indeed captures what you want and is displayed like you want it*
 - *Let's not integrate until you're happy with everything*
- 5) Final dashboard with automated data capturing is implemented



Manual Data Input During Trial Phase

Company Dashboard - [Enter / Edit Data for Dashboard]

File Edit View Insert Format Records Tools Window Help

Month End Date Sales Profit / Loss Acct Rec'y

11/30/01	677440	287188		X
12/31/01	725162	339359		X
01/31/02	732577	297316		X
02/28/02	918106	355633		X
03/31/02	765412	329415		X
04/30/02	765218	308352	1376886	X
05/31/02	813169	348918	1367668	X
06/30/02	876152	394966	1496155	X
07/31/02	876676	391237	1548261	X
08/31/02	913279	483570	1648692	X
09/30/02	952930	449248	1878143	X
10/31/02	924356	395508	1617514	X
11/30/02	673621	298917	1585548	X
12/31/02	953395	418262	1778145	X
01/31/03	652982	290248	1521031	X
02/28/03	606839	295891	1439138	X
03/31/03	655736	305852	1416075	X
04/30/03				X

Data for all
KPI's are
manually
entered on
one simple
form



Oak's Unique Approach

- User-friendly reporting tool:
 - Learning - - *very easy to use.*
 - Ramp-up time - - *begin using it immediately.*
 - Cost - - *extremely affordable solution.*

- Initial manual input of data ensures:
 - Data is indeed that which is most meaningful.
 - Data is displayed as CEO or users want to see it.
 - Strategic merits of the dashboard are immediately realized.



**Put the power of a
Business Information Dashboard
to work for your company!**

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