



dbg Reporting Studio



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A fundamental component of any solution is the ability to report, track and measure the visibility of data, campaigns and results. This is core to clients' needs and we deliver reporting tools for the majority of our clients. The tools allow individuals to pull status information quickly and easily, track against targets, and to query on data.

dbg reporting studio provides users with the ability to view dashboards and pre-set reports in a graphical work book design. It is web enabled and users have controlled access to the tool and the ability to create ad hoc reports that can be shared with other users if they require.

The system allows for quick query times using in memory analysis, displaying results within seconds. Users can question data using associative querying and have the ability to develop ad hoc reports, giving you flexibility to manipulate and explore your data. Ad hoc reports or individual queries can then be cascaded to other stakeholders within the business, making the data and information available to all.

The output of all queries is a dynamic array of data visualisation charts – quick and comprehensible visual reports. These can be provided in various forms: Gauges, block charts, pie charts, Google maps.

dbg reporting studio will enable users to:

- Consolidate information rapidly from any data source
- Search data with Google-like ease
- Visualise data with state-of-the art graphics
- View what they need when they need it
- Easily analyse and drill down into key elements
- Forecast, trend and create What-If? Scenarios
- Create self-service custom apps and dashboards
- Create maps of sites in relation to your customers



Key features

Automated reporting: Reports and data pulls can be distributed via email to preselected individuals, including those not enlisted on the reporting platform.

Ad Hoc Reporting: The quick chart wizard guides a user through the creation of ad hoc reports. This is done using simple step by step instructions and requires no technical or development knowledge.

Global Data Search: Users are able to search through multiple columns of information using a single search entry via the global data search capability. This saves times/ increases efficiency.

Volume Capacity: Users are able to search through multiple columns of information using a single search entry via the global data search capability. This saves times/ increases efficiency.



"dbg reporting studio gives us a window into every element of our database that we have never had before. All of this is delivered over the web, meaning we can access the information we need, whenever we want, and wherever we are.

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