



# Fast, improved decision-making with MCS Business Intelligence

**At a glance:**

- Improve the understanding of your business**  
Analyse your business data to take control and use this information to take decisive and informative decisions.
- Gain a competitive advantage**  
Use business intelligence to maximise your efficiency and profitability.
- Save money on training**  
MCS BI is easy to build and simple to use, with language and reports that are customised to your operational practices.
- Save time**  
New reports can be designed and developed in minutes, while popular reports can be saved and then automatically updated, simply by hitting the 'refresh' button.

MCS Business Intelligence (MCS BI) analyses your detailed hire data from MCS-rm and MCS-vr and puts it into meaningful Microsoft Excel formatted reports whenever you need it. This helps you identify your core business strengths and weaknesses and build a resilient, agile hire business.

**Providing ready answers to critical questions**

By downloading, analysing and acting on the data delivered by the powerful reporting within MCS BI, managers and key decision makers gain an accurate 360° view of their business. This, in turn, forms the foundation for agile and confident decision making. Over time, this will lead to increased efficiency and improved profitability, and help you to provide the differentiated service that encourages customer loyalty.

MCS BI can be used to produce meaningful reports on all your business data, such as sales and customer information, hiring trends, suppliers, financial, revenue (figure 1) and operational data, giving you ready

answers to key business questions, such as:

- What revenue can we expect next month?
- What are our current utilisation rates?
- Which are our most/least profitable lines of business?
- What do we do well and what could we do better?

Using this data and being able to drill down to the underlying detail will help you to answer critical business questions and promptly identify trends, key performance indicators and warning signs, so that you can take swift, appropriate action. Having this capability equips you to quickly stave off threats, seize opportunities for growth, and steal a march on the competition.

Figure 1 – Pivot Table listing details of fields that are available in the Revenue BI view as analysed by product group and year.

GroupDescription	2007	2008	2009	2010	2011	Grand Total
Sum of Revenue	4110	7000	7260	5404	19864	41110
Air Compressors	17779.8	12667.2	7341.7	15813.88	18584.2	72866.28
Air Tools	15948	8890	13556	4847.5	6714.5	49954
Articulated Boom	2.34		425	86.8	171.8	370.84
ATM Machines	14900	31300	31200	23280		100680
Axial Visual Equipment	12		672			672
Bike Hire	12					12
Catering Equipment	260	2374	131.3	104	293.15	3167.45
Chemical Tanks	2204.13	17659.15	66391.3	75432.66	54099.25	215086
Compaction Equipment	17		25542	574.2	508.2	26674.4
Consumables & Services	85.55	760				845.55
Containers	49996	12100	4300	29988.58	18000	114384.16
Crane Slips	468.5		1315		104.4	570.9
Cranes	290160	487400	363000			1141360
Crown Forklifts	270	1400	1893.75	70660	3800	78023.75
Diggers	51400	56100	50825	55100	55955	260300
Doors & Services						1315
Dumpers	2571.75	4553	6097.5	6110.5	4801.02	24233.77
Duplex Module Fixtures & Fittings			1750	1520	1361	4631
Electrical Tools		1300.66				1300.66
Filing Tools	400	5160	18380	33985	50325	108260
Forklift Trucks	200					200
Generator equipment	2101.4	2197.8	3568.63	5015.5	5378.82	18262.15
Groundwork						
Home and D.I.Y.						

*"With MCS BI we can now analyse hard business data for our management meetings. We are finding this information absolutely critical in today's tough economic climate".*

**Nick Clark – Managing Director  
Gordon Audio Visual**

### BI Views – Manipulate and extract data with ease

MCS BI is based on Microsoft SQL server database 'Views'. These BI views extract raw data from MCS-*rm* or MCS-*vr* and present information such as customer spend, profit by depot, by group, sub group, item, and so on, in a meaningful way in your preferred format. *Figure 2* shows a selection of the most popular business views that can be extracted from MCS-*rm* and MCS-*vr* by MCS BI.

The easiest and most effective method to deploy these BI views is using Microsoft Excel Pivot Tables (available in Microsoft Excel from Excel 2000 onwards). These Pivot Tables extract the data from MCS-*rm* or MCS-*vr* in easy-to-read tables. Amendments can then be made to the presentation by simply dragging and dropping the information you require.

Being Microsoft-based, this facility is simple to use and familiar, so requires little training. Alternatively you can extract these BI views from MCS Report Writer.

The instant, concise summaries of everyday relevant business information provided through BI views help to strengthen company knowledge and ultimately increase profitability. Your business will benefit from sharper management information and decisions that are founded on solid analysis and deeper business insight.

Contact MCS now to find out how MCS BI can assist your hire business.

Figure 2 – A selection of some of the most popular BI views available.

BI view name	If you need to view by...	You can analyse by...
<b>Revenue</b>	Actual revenue at invoice line level	<b>Customer, group, sub group, depot, time, sales person, cash/credit, sales/hire</b>
<b>Revenue guide</b>	Projected revenue	<b>Depot, group, subgroup, time</b>
<b>Contract headers/Contract lines</b>	All contracts on the database	<b>Customers, groups, time, depot, cash/credit, start and end date</b>
<b>Utilisation snapshot</b>	An itemised list of equipment and current status	<b>Group, subgroup, depot, equipment code, time, depot</b>
<b>Physical utilisation</b>	The utilisation of equipment, including sold and written-off	<b>Group, subgroup, depot, equipment code, time, depot</b>
<b>Fleet performance summary</b>	An itemised list of fleet with a comparison of income & costs	<b>Group, subgroup, depot, equipment code, time</b>
<b>Equipment cost</b>	Costs per equipment item	<b>Depot, group, subgroup, time, cost category, GL code</b>
<b>Works orders</b>	All works orders	<b>Customer, depot, time</b>
<b>CRM opportunity</b>	Quotes/opportunities in CRM	<b>Time, sales stage, source, type, result depot, activity, user-defined fields, business class, sales executives</b>
<b>CRM opportunity lines</b>	Equipment quoted for/opportunities in CRM	<b>Group, subgroup, depot, equipment code, time, sale stage, source, type, result, depot, activity, user-defined fields, business class, sales executives</b>



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