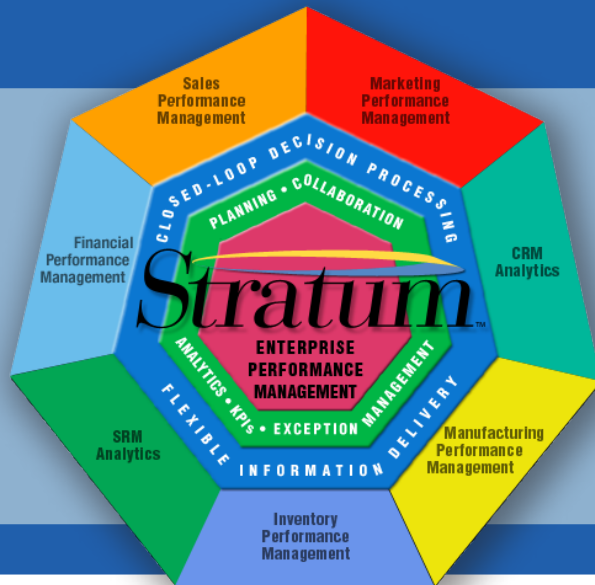# Operational Planning, Analysis & Reporting
For Microsoft Dynamics Users

The Silvon Stratum Advantage

Stratum BI for Microsoft Dynamics lets you keep your eye on the big picture and the bottom line through quick-to-deploy applications that provide deep insights into business performance.

With pre-built analytics, reports, scorecards and KPI metrics that matter most to mid-market manufacturers, Stratum empowers users to instantly access and analyze Dynamics information on demand instead of wading through scores of spreadsheets to get the answers they need.

Loved by IT. Relied on daily by thousands of business users worldwide. We invite you to see for yourself what makes Stratum the lowest risk, most encompassing bolt-on BI solution available today for Microsoft Dynamics!

Business Intelligence for Microsoft Dynamics

Silvon's Value Proposition

Stratum allows Microsoft Dynamics users to better plan, analyze and report on performance across the business - not just Sales & Marketing, but all Supply Chain areas, too.

What sets it apart from other BI solutions?

- Stratum's vertically focused and designed specifically for mid-market manufacturers.

- It's a proven solution that's been around for 20+ years and now used by 1800+ companies.

- Stratum empowers users to access and analyze Dynamics information in a number of ways based on their unique business roles and reporting needs. Drill-down analytics, scheduled reports, dashboards, scorecards, e-mailed alerts and data delivery via mobile devices are just a few of the reporting options that Stratum supports.

- It easily supports an evolution path from basic reporting and performance measurement to collaborative planning and predictive analytics.

- You can use Stratum to analyze your Dynamics data together with non-Dynamics data, like information from other ERP systems, point-of-sale data, and data from Excel spreadsheets.

- It lets you leverage your investments in other Microsoft applications like SQL Server Reporting Services, SQL Server Integration Services, SharePoint, Excel and Outlook.

- Stratum is low-risk to install and supports an iterative approach to expansion as you need to analyze more data or deploy additional functionality.

Sales & Marketing

Stratum features pre-defined Sales & Marketing analyses and reports. In addition, it offers numerous metrics for tracking customer-related Key Performance Indicators, including:

Cash-to-Cash Cycle Time

Forecast Accuracy

Warranty & Returns

Orders Delivered Incomplete

Delivery Performance vs. Customer Request Date

Delivery Performance vs. Scheduled Commit Date

Fill Rates

Customer RFM

Customer Net Profit

Product Net Profit

Sales & Marketing Applications

- Detailed Sales Analysis
- POS Sell-Thru
- Promotional Planning & Analysis
- Customer Scorecarding Segmentation & Profitablitiy
- Category Management

Supply Chain-Centric Applications

- Sales & Ops Planning Support
- Inventory Visibility
- Manufacturing Analysis
- Supplier Analysis
- Product Profitablity

Financial Analysis & Reporting

ANALYZE   VIEW   PUBLISH   MANAGE   ALERT   PLAN   ANALYZE

Data Repository

- Enterprise-Focused
- Granular
- Real-Time
- ERP, point-of-sale, other data

Consulting & Education

Supply Chain-Centric Analysis

Stratum also features industry-proven Supply Chain-Centric analyses and reports, along with numerous metrics for tracking supply-related Key Performance Indicators like these:

Inventory Accuracy	Capacity Utilization	Machine Efficiency	Percent Defective
Inventory Mix	Yield	Supply Chain Finance Costs	Supplier On-Time Delivery
Inventory Days of Supply	Production Plan Adherence	Maintenance Costs	Transportation Costs
End of Life Inventory	Overhead Cost	Supplier Fill Rate	Purchase Price Variance

Financial Analysis & Reporting

Stratum BI for Microsoft Dynamics also links your corporate financials with operational analytics, giving anyone in the company complete visibility to your financial performance using a single user interface.

Plus, Stratum's financial analysis and reporting provides the ability for you to gain a comprehensive understanding of costs tied to all activities within your organization.

Multiple Planning, Analysis & Reporting Options

Leverage Pre-Defined Analysis & Reporting

Stratum lets you gain an immediate return on investment by providing pre-built business views and reports that are easily configured to your business. With a single solution, you can now keep a pulse on Sales, Marketing, Customers, Inventory, Manufacturing, Procurement and the profitability and overall Financial performance of your business. But if you want to start off simple with sales analysis only, Stratum is ready to accommodate you with a modular approach that lets you extend its analyses and reports across the enterprise as you need them

Powerful Planning Applications

Stratum BI for Microsoft Dynamics reaches beyond the capabilities of other analysis and reporting solutions by letting you to model out and predict sales forecasts, pricing, inventory replenishment and more, using a collaborate budgeting and forecasting function. You can benefit right away from automated top-down, middle-out and bottom-up entry of your plans. Or, take advantage of "What If" scenario planning abilities for comparing the effects of changes in planning information at any level.

Inquiry

Need to examine sales trends by region over the last 12 months, identify the top 5 customers for the quarter, or locate the top 10 bestselling items for the last month? With Stratum, you can do just that – leveraging its powerful inquiry capabilities to drill down into a specific area to pinpoint the answers you need. Plus, you can view the data in graphical format, making the process of analyzing the performance of your business faster and easier.

Flexible TIME Definition

When it comes to defining the time periods you wish you analyze, no BI solution handles it as flexibly as Stratum does. That's because Stratum's time definition is user controlled, not calculated. Plus, it lets you view different periods of time side-by-side when you need to analyze time-sensitive data like promotions.

Quick KPIs

Stratum BI for Microsoft Dynamics includes numerous pre-defined sets of Key Performance Indicator (KPI) measurements. These KPIs give executives and managers the ability to quickly identify your company's strengths and weaknesses and provide a starting point for performance improvement by showing whether or not your business is in line with its strategic objectives.
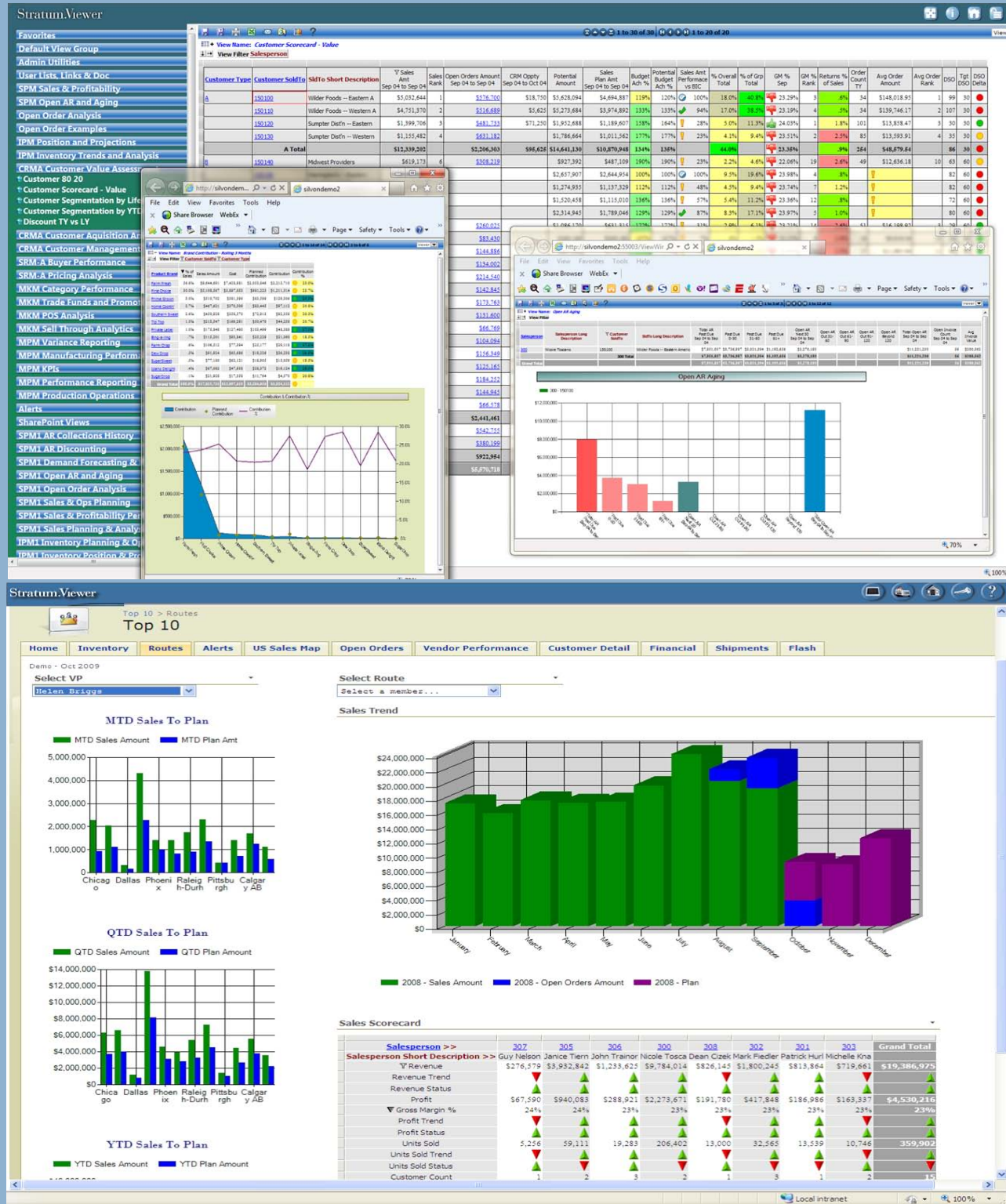
Alerts

With built-in alerts, you gain crucial monitoring, proactive notification, and automation capabilities that help your company adapt to changing conditions and avoid alarming scenarios pertaining to payables, receivables, budgets, sales, and inventory. Pre-set any number of business rules and let Stratum protect you from failing to respond to deviations from acceptable levels by automatically sending alerts via e-mail to those people who can take immediate action.

Dashboards

Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators, and expenses by category, to name just a few.

We've also made it easy for you to include Stratum dashboards on portal pages for key vendors or customers of yours or for those executives who may desire a robust internet page consisting of key performance data, competitive alerts, daily news, weather, and other information that may be of interest to them. This is possible with Stratum's Portal Services functionality, featuring pre-built web parts that can be easily included on a portal web page.

Flexible Information Delivery

The options you have for delivering Stratum analyses and reports to the corporate office, plant floor, remote sales reps, customers and supply chain partners are virtually endless. Your users can even view their Stratum data on mobile devices. You'll find that it's an ideal solution for power users who require the ability to plan, forecast and drill deeply into your organization's performance data … and that it's perfect, too, for more casual users who simply require browser-based access to their performance metrics!

Flexible Reporting

When you wish to send static reports of your operational analyses to internal users, customers or suppliers, Stratum BI for Microsoft Dynamics lets you automate the entire process of creating, generating and distributing great-looking reports. Simply use Stratum's standard reporting interface to save your views in various formats, including Microsoft Excel; or for more complex reports, easily leverage SQL Server Reporting Services together with your Stratum data to create and systematically distribute key performance reports to your users.

Silvon — Simplifying The View Of Business

FLEXIBLE INFORMATION DELIVERY

ON-LINE ANALYSIS

- ✦ Interactive
- ✦ Role-Based
- ✦ Drill-To-Detail
- ✦ Flexible Time
- ✦ Lists
- ✦ Sorting
- ✦ Filtering

Mobile Analytics

PERFORMANCE VISIBILITY

Scorecards

Dashboards / Portals

MICROSOFT INTEGRATION

Microsoft® SharePoint

ALERTING

Scheduled Reports

Proactive Alerts

Stratum

Robust Data Repository

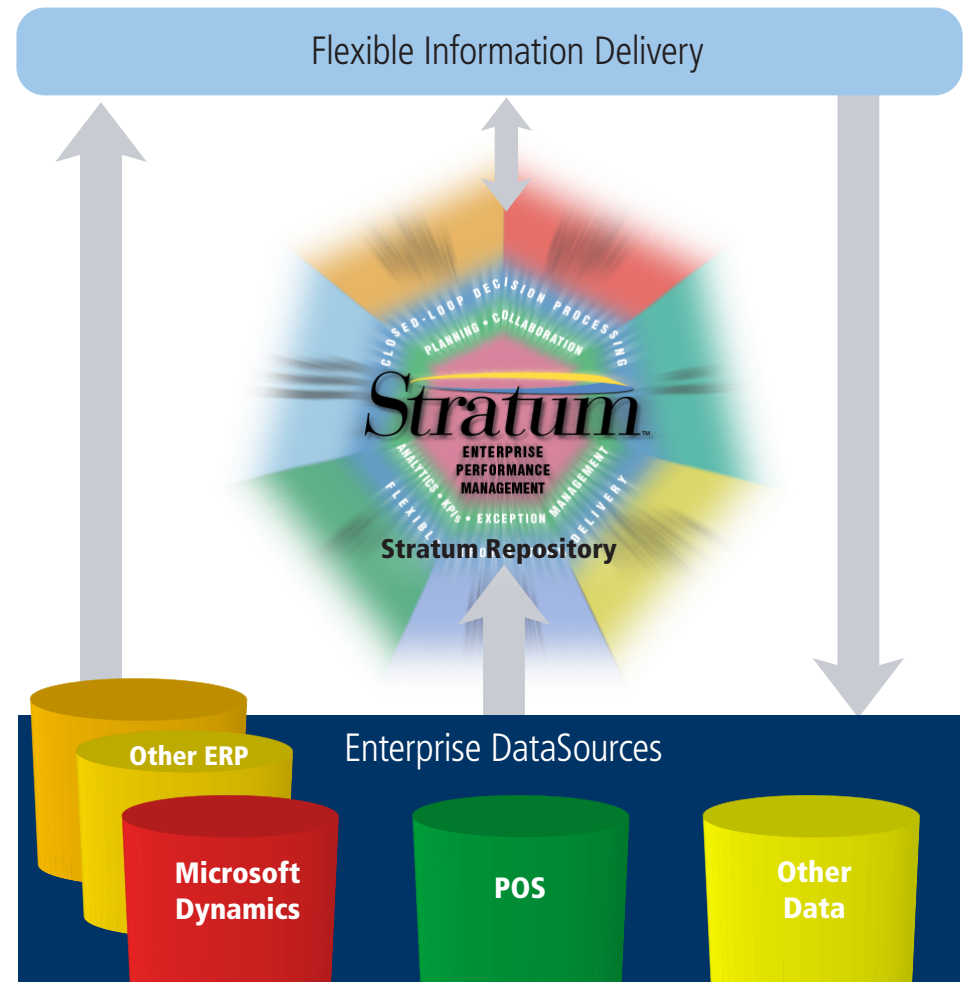### Integration with Microsoft Dynamics & Other Business Systems

Stratum lets you protect your current technology investment by integrating with and leveraging the data you already have in your Microsoft Dynamics applications and other ERP/business systems. Using SQL Server Integration Services, you can easily extract, transfer and load your business data (even external data like point-of-sale information) into an enterprise data repository that ultimately becomes the "single version of the truth" for your entire organization. This can save you thousands of hours in programming time and related costs by not having to develop and maintain multiple inquiry and reporting systems in-house.

Scalable & Flexible Architecture

No matter how large your data repository is or how many users you support, Stratum lets you enjoy fast response times – even while storing your business data all the way down to a detailed level like Item / Ship-To / Invoice by week or day, using flexible calendar definitions that support Fiscal, Gregorian or any Customer-specific calendars required for your performance reporting

Get Up & Running Quickly

Unlike traditional business intelligence tools that require you to build your data infrastructure, analyses and reports from the ground up (often consuming months or years of time and valuable resources), Stratum's pre-configured connectors for accessing data from your business transaction systems, along with its packaged (yet customizable) analyses and reports, will ensure that you are up-and-running quickly and realizing a return-on-investment in a very short period of time.

Flexible Information Delivery

Stratum™
ENTERPRISE
PERFORMANCE
MANAGEMENT

CLOSED·LOOP DECISION PROCESSING
PLANNING · COLLABORATION
ANALYTICS & KPIs · EXCEPTION MANAGEMENT
FLEXIBLE · EXCEPTION · DELIVERY

Stratum Repository

Enterprise DataSources

Other ERP

Microsoft Dynamics

POS

Other Data

Consulting & Education

To help you fully leverage your Stratum BI for Microsoft Dynamics solution and quickly achieve your business objectives, Silvon's Professional Services team can lead your entire implementation project or simply provide specialized help at critical stages along the way. Regardless of the level of assistance you require, we offer our Stratum application expertise, implementation experience, technical capabilities and project management know-how to you.

We also offer a blended education curriculum to further maximize the value of your Stratum investment. This curriculum combines hands-on instructor-led training with self-paced, computer-based training and custom learning solutions to ensure that all members of your end-user community and project team receive the right training at the right time.

We would be delighted to put Stratum to the test for your organization and invite you to contact us TODAY for more details and to discuss our low-risk solution evaluation.

The Silvon Standard of Innovation

MISSION
Silvon's mission is to provide fast-to-deploy, easy-to-use software solutions that help manufacturers accurately plan, analyze and report on all mission-critical areas of their businesses.

LEADERSHIP & RECOGNITION
Since we launched our first sales analysis solution in 1992, Silvon has lead the industry in delivering powerful solutions that can be scaled to deliver information across the enterprise. Our solutions are endorsed by industry leaders such as Microsoft, IBM and HP. They have been recognized by numerous awards over the years. And, they have contributed to Silvon's positive recognition within the industry as a ranking member of:

- Supply & Demand Chain Executive's "Top 100"

- Manufacturing Business Technology Magazine's "Top 100 Software Vendors"

- Consumer Goods Technology Magazine's "Elite 100"

- Food Logistics Magazine's "FL 100"

THE COMPANY WE KEEP
Silvon has the privilege of serving the operational planning, analysis and reporting needs of more than 1,800 customers worldwide, including several Fortune 1000 firms. Following is a partial listing of our clients.

Consumer Goods
AAi Foster Grant
Bristol Myers Squibb
Candle-Lite Corporation
CertainTeed Corporation
CH Briggs Hardware Co.
Citizen Watch Company
Coty Inc.
Emhart Teknologies
Ethan Allen
Hoffmaster
Jockey International
Libbey Glass
Melitta
Oriental Trading Company
PNY Technologies
Sunstar Americas
United Gilsonite Laboratories
Wagner Spray Technologies
Wausau Paper

Food & Beverage
Best Brands
Dean Foods
Del Papa Distributing / Anheuser Busch
Diamond Crystal Brands
Edward Don & Company
Ferrero
Herr Foods
Kemps
Red Gold
Sorrento Lactalis
Southworth Company
Tree Top
Ventura Foods
World's Finest Chocolates

Printing & Publishing
Briggs Corporation
Butterworths Ltd.
Elsevier
Follett Higher Education
HarperCollinsPublishers
Johns Hopkins University

Pearson Education
Penguin Group
Scholastic, Inc.
Simon & Schuster

General Manufacturing
AGC Automotive Americas
ATK Sporting
AVK Holding A/S
Blackmer Pump (Dover Corp)
Coleman Cable Systems
Dart Containers
Fisher Scientific
Greif Corporation
Hubbell
Krueger International
ITT Industries
Longview Fibre Paper & Packaging
Packaging Dynamics
Simpson Technologies
Tripp-Lite
White-Rodgers / Emerson Electric

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Simplifying The View Of Business

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