



BEST PRACTICE GUIDE:

## Turning Business Central Data Into Actionable Business Intelligence



Microsoft Dynamics 365  
Business Central





## 'What' is Happening is Important 'Why' it is Happening is Critical

Microsoft Dynamics 365 Business Central, like other ERPs, is great at providing you with a highly accurate picture of your business. A view on the financial position of your operation and the key data points that show you what is happening.

However, to drive your business forward you need more than this, you need to contextualise 'what' is happening with the 'why' this is happening. Are sales figures trending up or down, are there changes in the type and value of orders being received, are there changes in costs of goods, people costs and operational expense that is impacting profitability?

To empower your leadership team, you need to unlock the insights that are contained within your Dynamics data. Enable them to drill up, down and across this data to uncover the trends and actionable intelligence they need to make faster and better-informed decisions.

## Turning Data into Intelligence





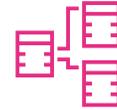
## The Challenges You Are Likely To Be Facing

Although you strive to provide your leadership team with the management information they need, it can be difficult. Extracting data and manually manipulating this in spreadsheets or reporting tools is not only time consuming but is creates inherent risk of compromising data integrity. You are likely to be facing one or more of the following challenges.



### Gaps In 365 Reporting

ERP reports focus on financial and operational snapshots and while comprehensive, do not provide the all important trend and contextualised analysis.



### Dealing With The Complex

You may have multiple entities or do business across multiple currencies, reporting across these can be a challenge, your business requires one view, you have fragmented reports.



### Data Confidence & Integrity

You rely on data extracts and manipulation in spreadsheets to deliver management information, but these are quickly outdated, thwart with integrity risk which undermines the confidence in the numbers.



### Reactive Not Proactive

You want to proactively push business insights to your leadership team to better inform them, but this is difficult and as such you consume hours responding to ad-hoc requests.



### Intelligence Not Data

Your business yearns for intelligence, the more reports you produce, the more they want. You need to empower them with intuitive access to data that enables them to mine the intelligence they need.



### Time Consuming Reports

You spend hours building dashboards and displaying analytical reports to show your leadership team. You require automated reporting so you can spend time acting on the data and insights.



## Intelligence Starts In A Data Warehouse

You have likely heard of the concept of a data warehouse. You are also likely to associate the term with complexity, expense and a journey that will take you several years to complete. But this does not have to be the case, just like the world of logistics, not every warehouse needs to be of the scale and complexity of an Amazon warehouse, the same is true in ERP.

You have invested in a market leading ERP system with Microsoft Dynamics 365 Business Central and as such there already exists a market leading, ready-made data warehouse for this application.

But why do you need a warehouse when you already have data. In simple terms, a data warehouse enables you to retain all of the detail behind every transaction and to store this in a way that makes it easily accessible and structured in a manner that enables it to be intuitively interrogated.

The fundamental way that ERP systems work is that once a transaction is posted and stamped in the appropriate ledger it is summarised and the key details are stripped out. You are left with the 'what' but cannot drill down on the 'why'. A pre-defined data warehouse enables you to retain and join-up this detail providing you with a more holistic view of your data and unlocking the intelligence.



Self-service business intelligence is crucial for  
**60%** of research and development departments

Source - [techjury.net](http://techjury.net)





## Harnessing The Power Of A Data Warehouse

Life is always easier if you utilise the right tools and this is exactly the value that a data warehouse brings, it provides you with greater control over your data, to structure and contextualise your data, and deliver the intelligence your business needs.

### A Single Source of The Truth

Every time you extract and manipulate data you compromise integrity and subsequently undermine trust. A data warehouse stops this by creating a single repository that can be controlled and validated in content and security, to maintain a single source of the truth intuitively accessible by those who need it.

### Connecting & Contextualising Data

A data warehouse is far more than a unified repository, it enables you to structure, connect and contextualise your data in order to access the insights. It enables you to combine data across different entities, to compare performance in a single currency, to connect transactions to customers, product lines, sales teams, and even individual salespeople. You gain highly structured data that can be viewed in the way your business needs to see it, and the ability to drill down and across this data to uncover the insights.

### Empower End-Users

By simplifying how insights and intelligence is accessed significantly reduces the effort required to provide the business with the information they need, many key dashboards and reports can be automated and pushed directly to your leaders. But the true power comes from how end-users are empowered, being able to click on elements of a report and see the detail behind it or change the parameters to view trends across different time spans, product lines or customers.



## The Benefits Delivered From Unlocking Your Data

Businesses spend a colossal amount of time generating reports and even more time trying to interpret data and contextualising this to understand what is happening in their business. Utilising a data warehouse and business intelligence solution alongside your Dynamics 365 Business Central system can drive significant benefit.



### Restore Trust in Data

By ensuring every report and dashboard is current with accurate and consistent data drawn from a single source of the truth.



### Turn Data Into Insights

With reports and dashboards that show the business what they need to know and contextualising what is happening now with trends over time.



### Make Insights Accessible

By visualising data and enabling each element to be drilled down and across to map the correlation between data revealing 'what' is happening and 'why'.



### Faster Decision Making

Removing the need to wait for a standard reporting period to access key performance indicators, enabling leaders to access and drill down on the information they need, when they need it.



### More Informed Decisions

By unlocking the detail, spotting trends, and understanding through fact, not opinion, what is driving these trends and the key data points that are actionable.



### Greater Agility

Through being able to quickly respond to changes in customer behaviour, market trends and operational performance, and more importantly to instantly see the effects of the changes.





## How PrecisionPoint Can Help You

We are experts in data warehousing and business intelligence, but more importantly in delivering business intelligence from MS Dynamics 365 Business Central.

Our solutions have been proven across many industry sectors and against a vast number of disparate data sets. This enables us to provide a 'ready-made' solution that reduces risk and accelerates time to value.

This includes a pre-defined and ready-to-go data warehouse that utilises our patented integration and intelligent ETL process to connect to your MS Dynamics 365 Business Central instance and collate your unique business data into a single source of the truth.

By deploying our data warehouse, you instantly unlock your Dynamics data and empower your business with the ability to drill up, down and across every aspect of your organisation. We connect the data points, enable you to analyse trends, and push business intelligence to your leaders.





### Want To Get In Touch?

Start a conversation at:

[info@precision-point.com](mailto:info@precision-point.com)

Or call us on: **+44 8451 306 278**

