phocas professional
Keep It Simple

Phocas Professional is a simple yet powerful business intelligence solution. Even if you don't have a technical background, it will help you discover precisely what's going on in your business, so you can make the right decisions.

Ask the questions you want answered

Phocas Professional is easy to use. You can create everything on the fly, simply and easily. What's more, it lets you follow your train of thought and identify the questions you need to ask.

Discover more from your data

Analyze your data by any criteria with Phocas Professional. You can drill up, down, sideways and inside out. You'll discover the answers you're looking for and opportunities you didn't even know were there.

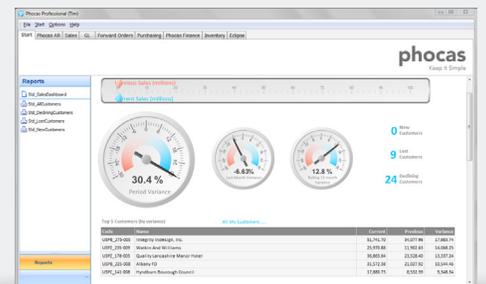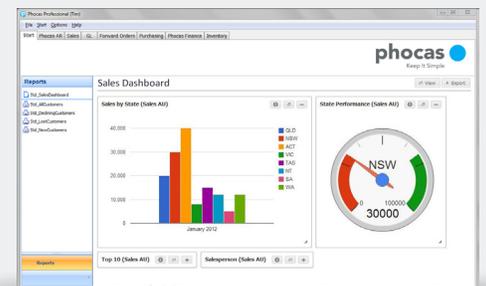### Understand your data at a glance

Visualize your ERP and CRM data with the advanced chart and graph tools in Phocas Professional. You can also create personal favorites and corporate quick starts in minutes, and share them with colleagues.

Find answers across your business

Get answers to all your business questions. Phocas Professional will help you find information on everything from sales, purchasing, orders and inventory, through to accounts receivable, general ledger and much more.

Create dashboards in minutes

Make better business decisions faster with the **Phocas Dashboards and Reports** add-on. Even non-technical users can create stunning interactive visualizations of data in minutes through its simple web-based interface. Read the Dashboards and Reports fact sheet to find out more.

Choose Phocas if you want to:

- Get to the bottom of your company data with ease and discover opportunities you might otherwise miss
- Work with software specifically designed for manufacturers, distributors and retailers
- Simplify your business intelligence. Even technophobes find our software simple to install, deploy and use
- Rent software and keep your CFO happy with little capital investment and just a small monthly fee
- Get up and running quickly – we're the fastest to implement, according to the world's largest BI survey, BARC

What can you do with Phocas Professional?

Analyze and Visualize

- Analyze and interrogate Phocas databases
- Slice and dice data however you want
- Run basic and advanced queries
- View and analyze data:
  - across any date range
  - from macro level right through to granular transactional level
  - from a number of preset modes, such as Period Mode (month by month) and Variance Mode (this year versus last year)
  - across multiple functions, including value, cost, quantity, profit, margin and price/item
- Create custom modes and add columns and calculated fields
- Create multi-dimensional analyses (matrices)
- View and compare multiple streams, such as budgets, orders, stock and more
- Highlight opportunities and areas that are underperforming
- View and edit data in graphs, including bar charts and pie graphs
- View images and documents associated with individual products or customers

Save, Collaborate and Share

- Save charts, graphs and analysis to your dashboard and share them with colleagues
- Create rule-based alerts, save them to your dashboard and share them with colleagues
- Copy and paste analysis or export it to Excel and PDF before printing it
- Create geospatial analysis via export to MS Map Point
- View standard reports, including lost customers, customers declining, margin alerts and more
- View standard dashboards, including customer dashboard, sales-rep dashboard and product dashboard

This bit's for IT

Phocas Professional is an end-user tool that we provide on a per-user named license. You'll also need Phocas Enterprise, which is the back-end tool for the Phocas Suite.

Phocas Professional is easy to install with its Microsoft wizard. There are multiple deployment options and it fits with most IT environments. Phocas Professional scales to fit your company, whether it has just a few users or a few hundred.

System Requirements

Windows XP, Vista or 7 or Windows Server 2005 (and above)

Phocas Enterprise (v 5.7 or above)

Our award-winning business intelligence software is primarily designed for manufacturing, distribution and retail companies – anyone who sells a wide range of products to a varied customer base. Most of our users are in sales and marketing, management, finance, purchasing and IT.

www.phocassoftware.com