

Make strategic decisions faster

BI Analytics

Service for **Automation Standardization and Visualization**
of financial and sales reports

by ASPEX

YOU NEED BI ANALYTICS IF:



Data takes too long to collect from different accounting systems



It is necessary to know current financial indicators



You want to make decisions faster and more efficiently



You want to share information within the company and keep it up to date



You want to free up your employees' time from creating reports

BE MORE EFFECTIVE WITH BIANALYTICS

EVALUATE BUSINESS PERFORMANCE

Dashboards will help you see the direction of your business and understand what needs to be strengthened

DIRECT RESOURCES WHERE NEEDED

Let the numbers show you the productive departments and the underperforming departments that are not worth investing in

DETERMINE THE BEST PRICE

By analyzing key financial indicators, you can determine the right pricing strategy for your products or services.

MANAGE YOUR BUSINESS EFFICIENTLY

We will prepare everything for you so that you make the right strategic decisions faster.

CREATE A BUDGET AND FORECAST

Dashboards will help in analyzing and forecasting future income and expenses based on past results.

EXPAND YOUR BUSINESS ON TIME

Evaluate your business's profitability and growth potential using clear financial charts.

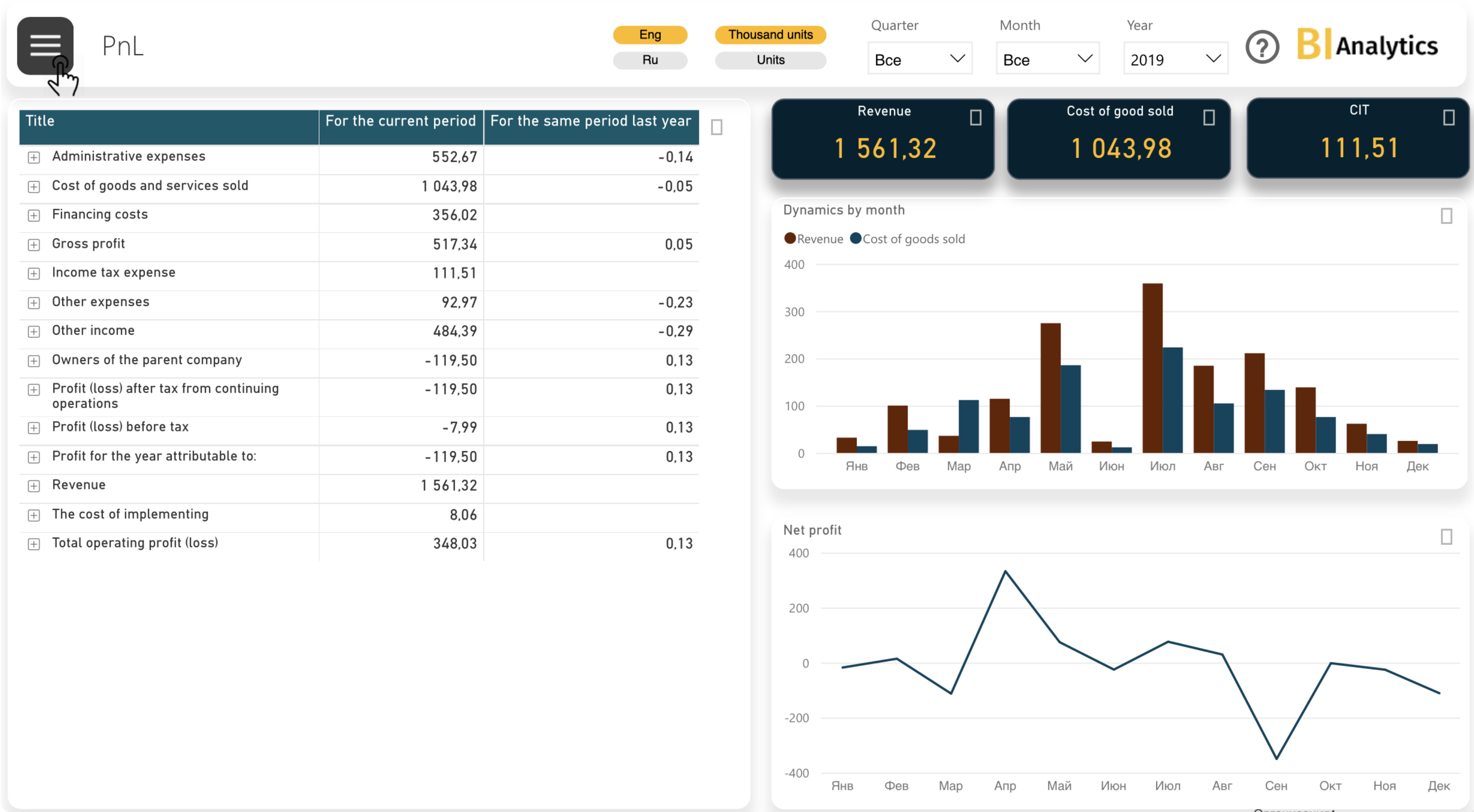
MY NAME IS ADAM, I AM THE CEO AND I WILL TELL YOU
WHAT DECISIONS I MAKE WITH BIANALYTICS

THIS IS WHAT FINANCIAL AND SALES
REPORTS LOOK LIKE



I CONTROL CASH FLOW AND ELIMINATE CASH GAPS IN THE BUSINESS

I NO LONGER NEED TO BORROW TO PAY OFF MY OBLIGATIONS.





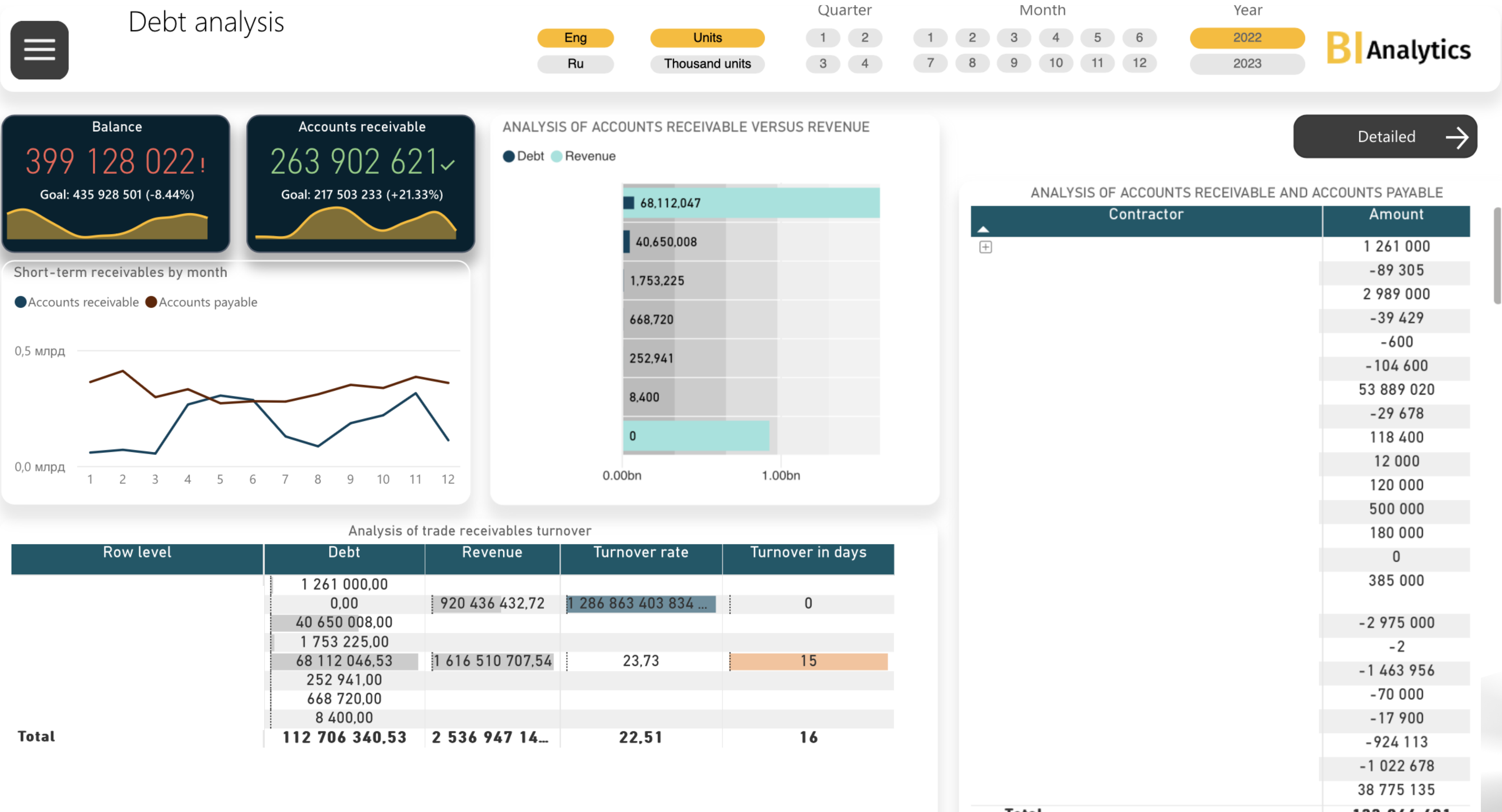
BASED ON THE SALES DASHBOARD, I SAW PROFITABLE AND UNPROFITABLE PRODUCT CATEGORIES.

I PUT UP A PROFITABLE ASSORTMENT, NOW MY SALES ARE GROWING, AND MY MARKETING EXPENSES ARE FALLING

NOW I NEED A 2 DAYS TO CREATE A BUDGET

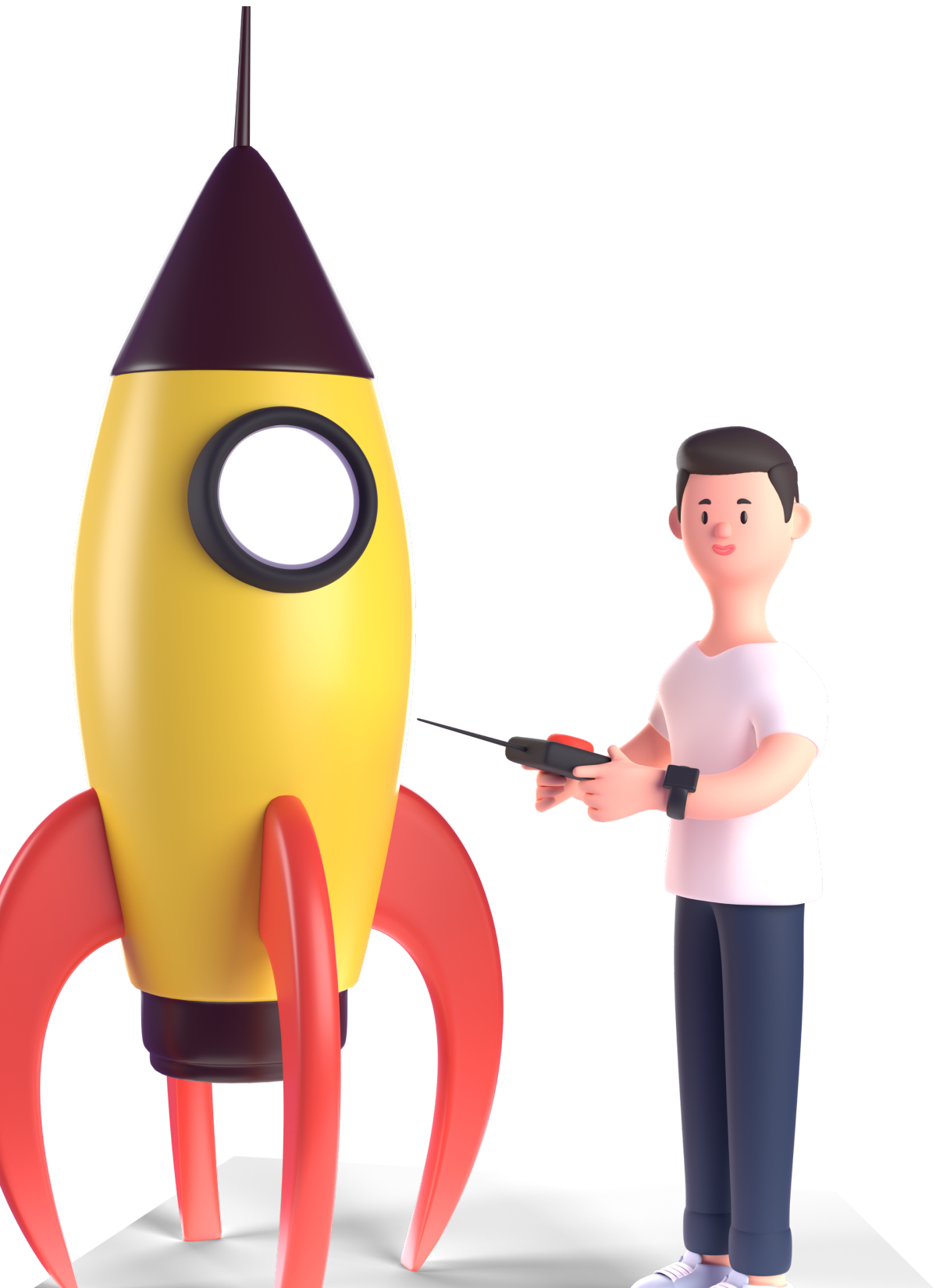
WITH DASHBOARDS, I MAKE CORRECT FINANCIAL FORECASTS

MY BUSINESS DOES NOT SUFFER FROM FINANCIAL IMBALANCE.



BIANALYTICS ALLOWED ME TO COMPARE KEY BUSINESS INDICATORS OVER DIFFERENT PERIODS ON ONE SCREEN

NOW YOU CAN BET REALISTIC GOALS FOR THE NEAR FUTURE



2022 > < 2023



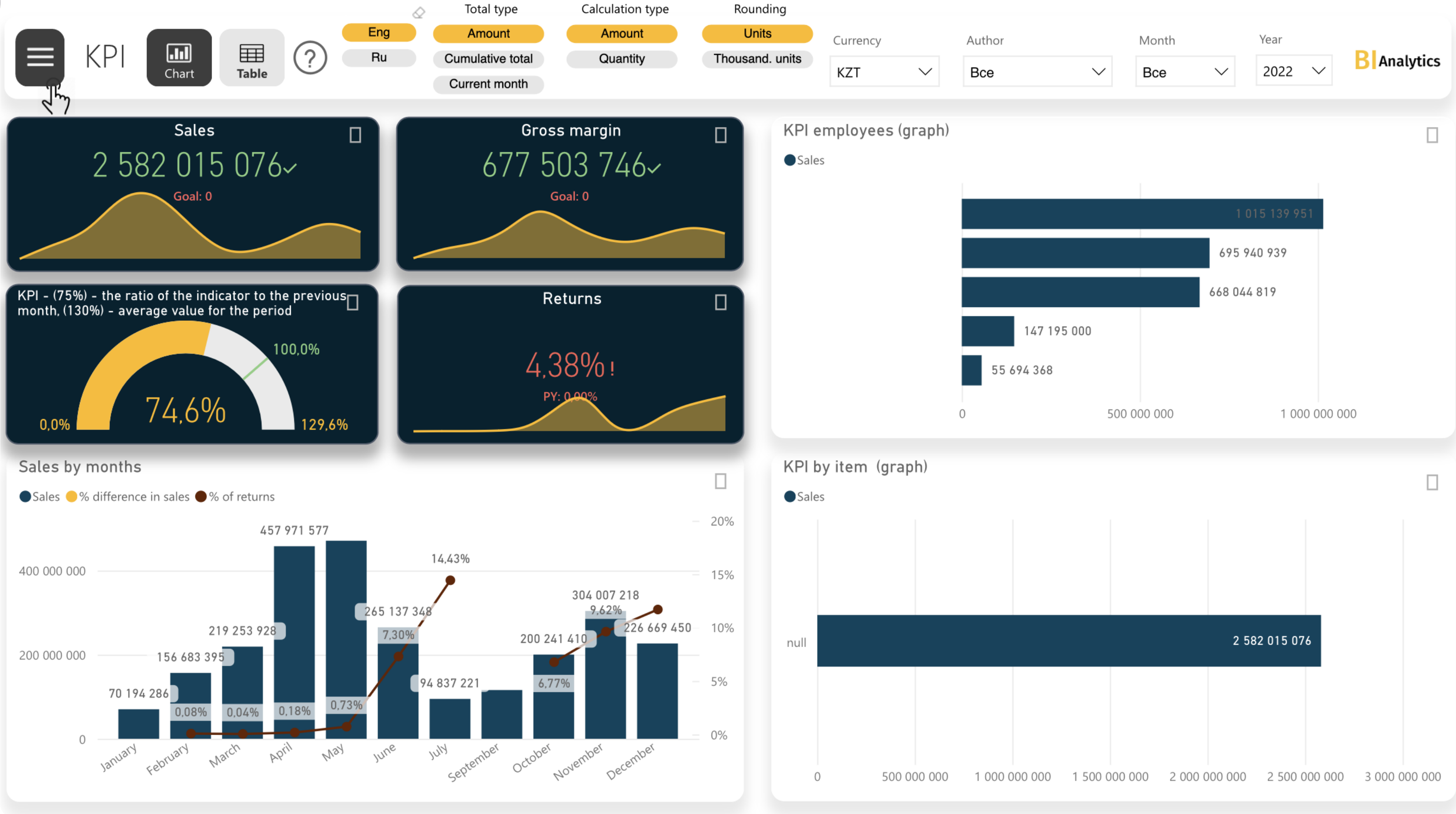


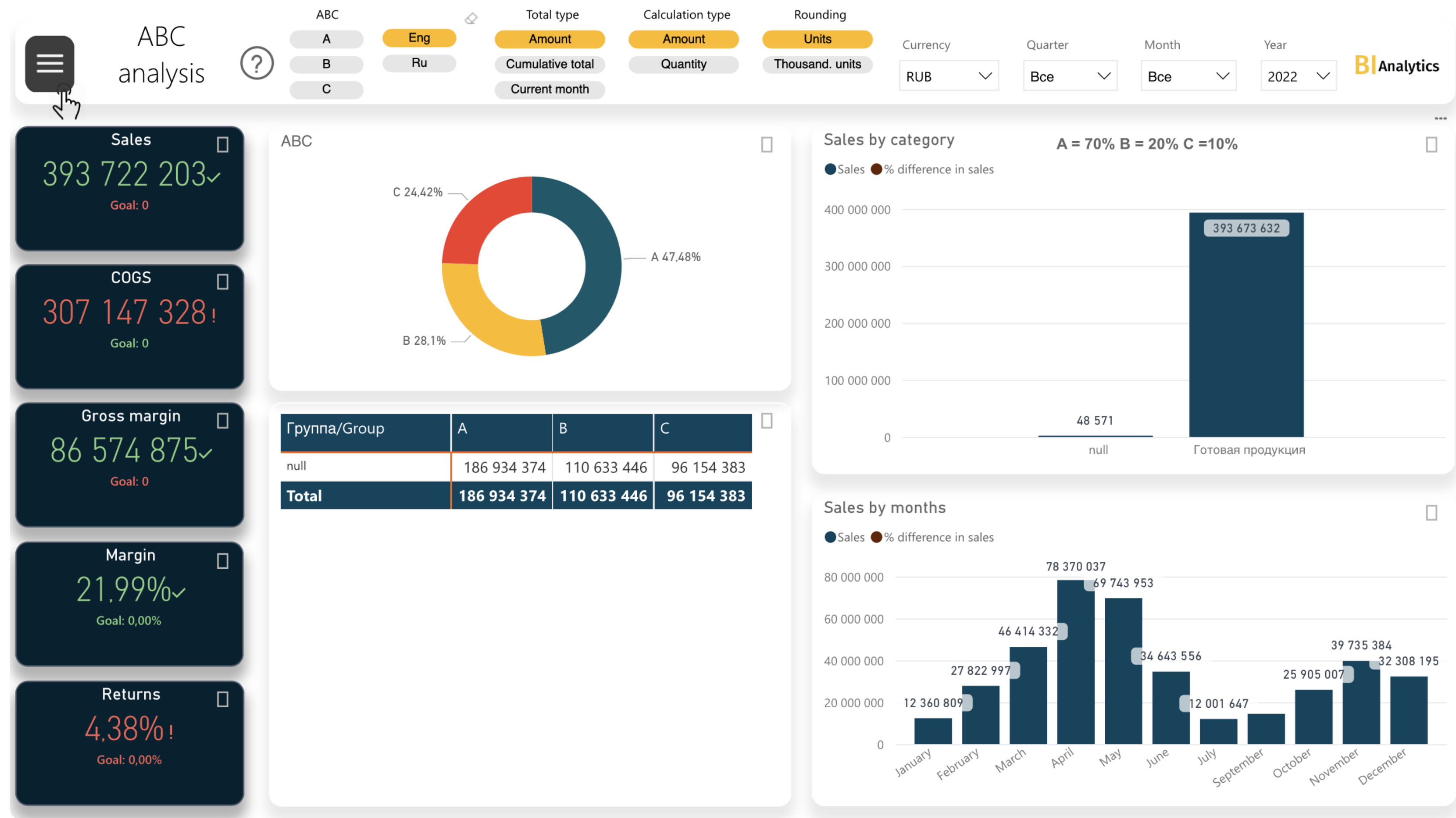
MY NAME IS ALEX, I AM THE HEAD OF THE
SALES DEPARTMENT

**I'LL SHOW YOU HOW BIANALYTICS
HELPS ME MANAGE MY SALES
DEPARTMENT**

I STUDY SALES REPORTS AND, BASED ON PAST PERFORMANCE, CREATE AN ACCURATE SALES FORECAST FOR THE QUARTER.

BY IDENTIFYING TRENDS, I CAN EASILY AND CORRECTLY ALLOCATE RESOURCES.





THE CHARTS SHOWED ME NEW MARKET SEGMENTS

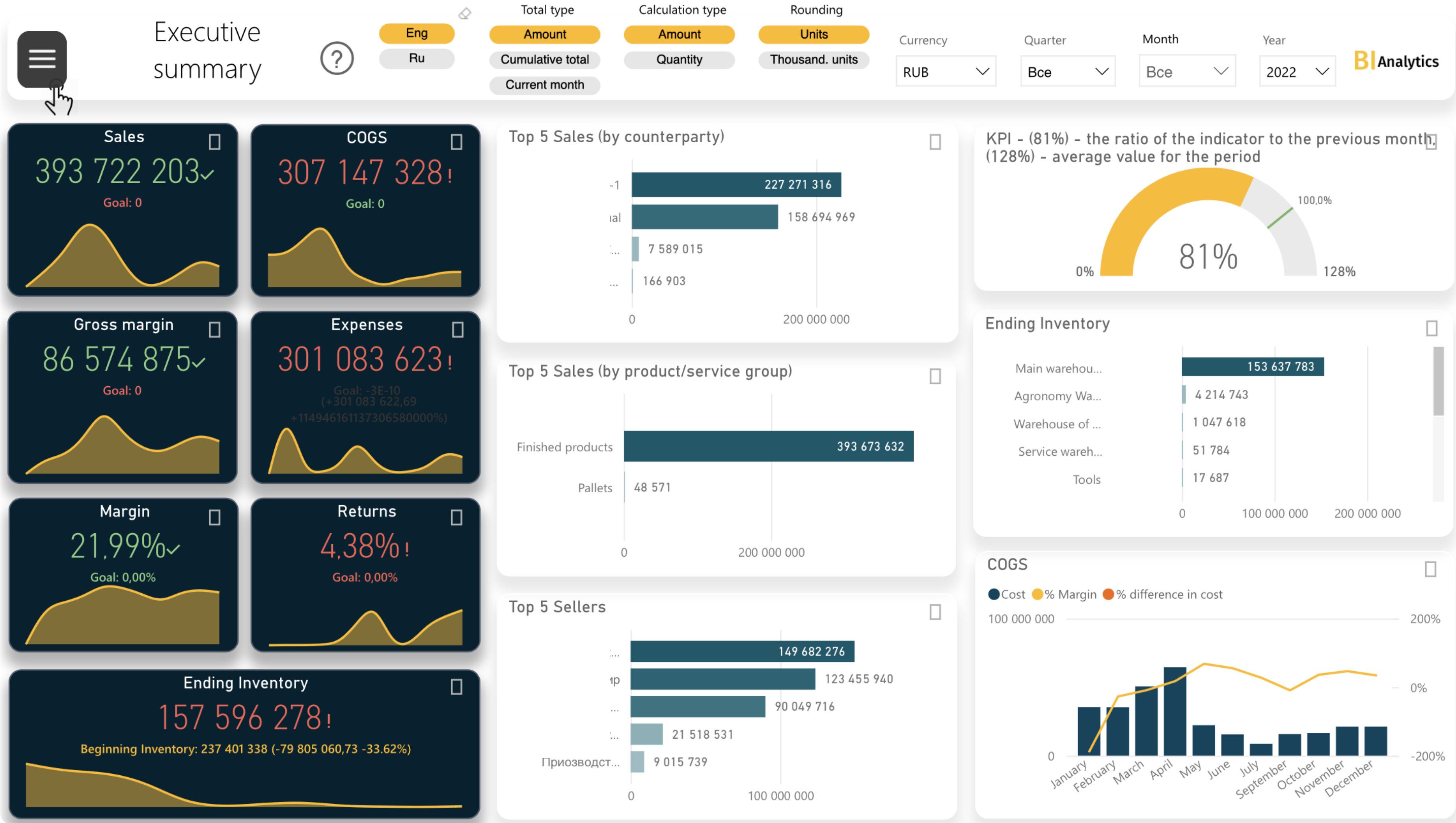
TAKING ADVANTAGE OF NEW MARKET OPPORTUNITIES, I WAS AHEAD OF MY COMPETITORS AND INCREASED BUSINESS PROFITABILITY BY 4 TIMES.





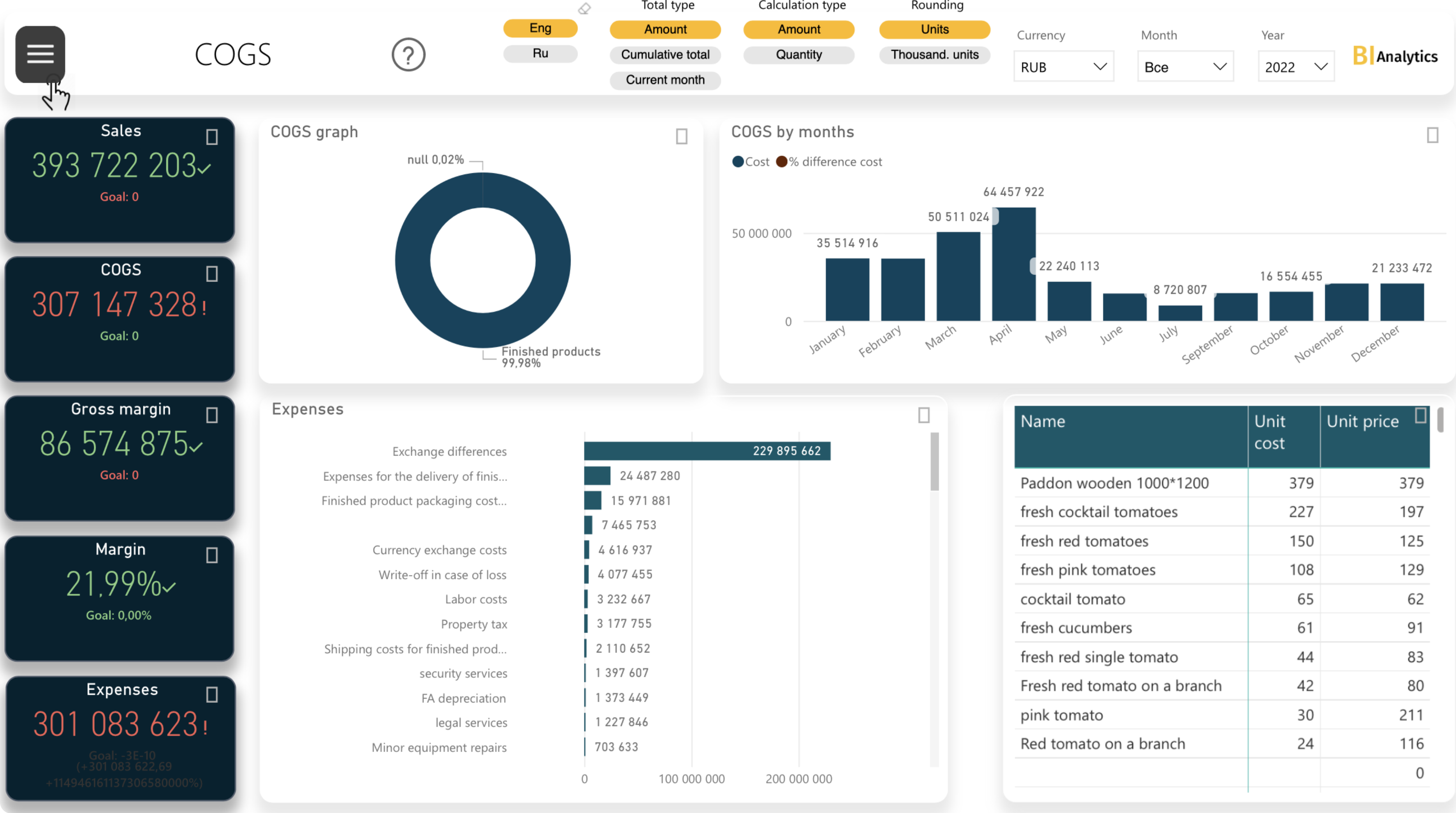
THERE ARE MANY SALES STRATEGIES, BUT I CAN EASILY EVALUATE THEIR EFFECTIVENESS

YOU CAN MAKE DECISIONS QUICKLY USING CLEAR ON-SCREEN GRAPHS.



I CAN NOW CONTROL MY SALES
DEPARTMENT FROM THE SCREEN OF
MY SMARTPHONE

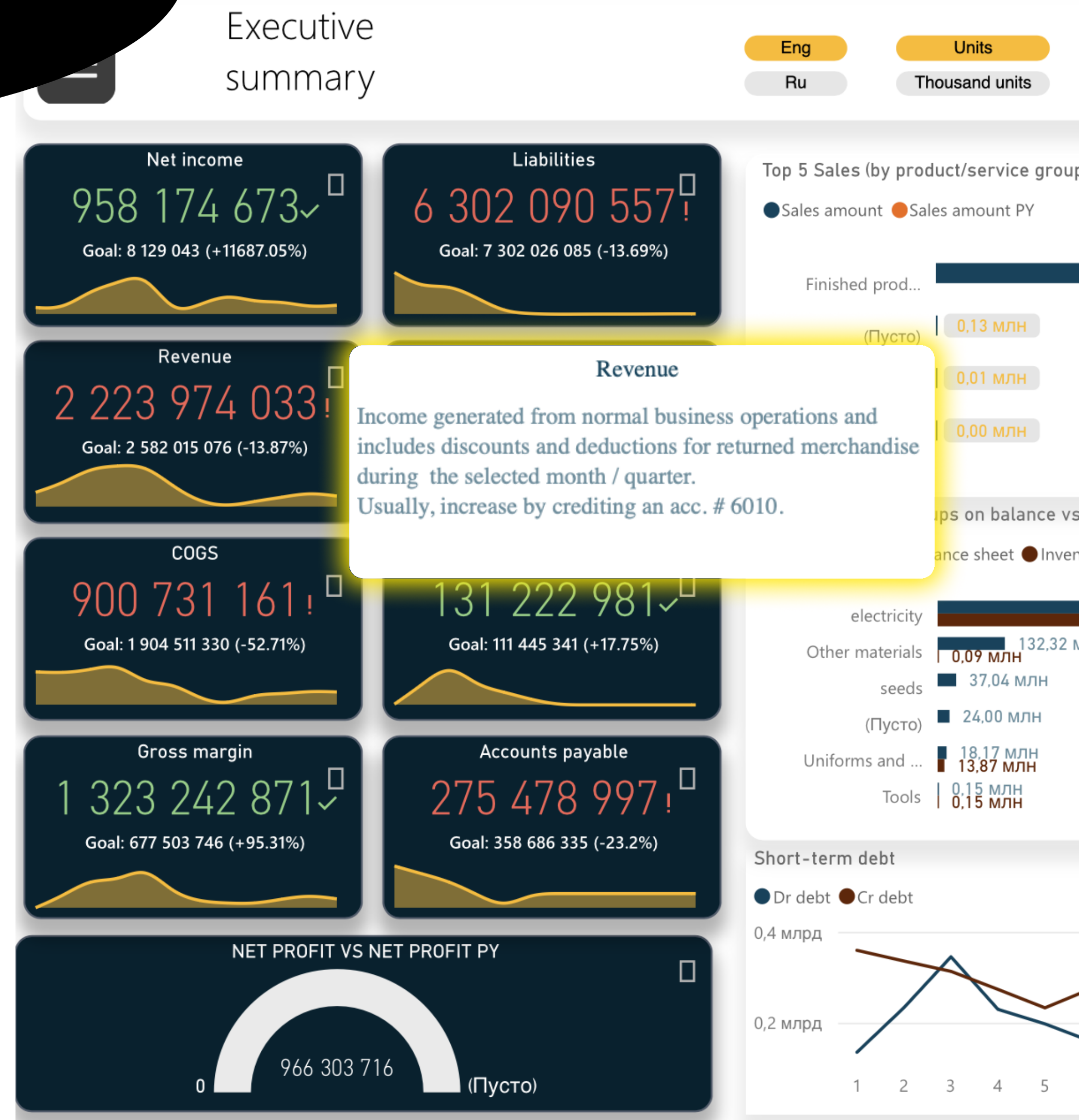
BY IDENTIFYING MY WEAK
POINTS, I QUICKLY ACHIEVED
MAXIMUM PRODUCTIVITY





**HELLO AGAIN, LET ME TELL YOU
WHY DASHBOARDS ARE COOL**

THERE ARE A LOT OF INDICATORS
WHEN I CAN'T FIGURE THEM OUT, I USE
SMART HINTS



Top 5 Sales (by product/service group)

Sales amount

Sales amount PY

Finished prod...

(Пусто)

0,13 млн

0,01 млн

0,00 млн

electricity

Other materials

seeds

(Пусто)

Uniforms and ...

Tools

132,32 м

0,09 млн

37,04 млн

24,00 млн

18,17 млн

13,87 млн

0,15 млн

0,15 млн

NET PROFIT VS NET PROFIT PY

0 966 303 716 (Пусто)

Short-term debt

Dr debt Cr debt

0,4 млрд

0,2 млрд

1 2 3 4 5

Revenue

Income generated from normal business operations and includes discounts and deductions for returned merchandise during the selected month / quarter. Usually, increase by crediting an acc. # 6010.

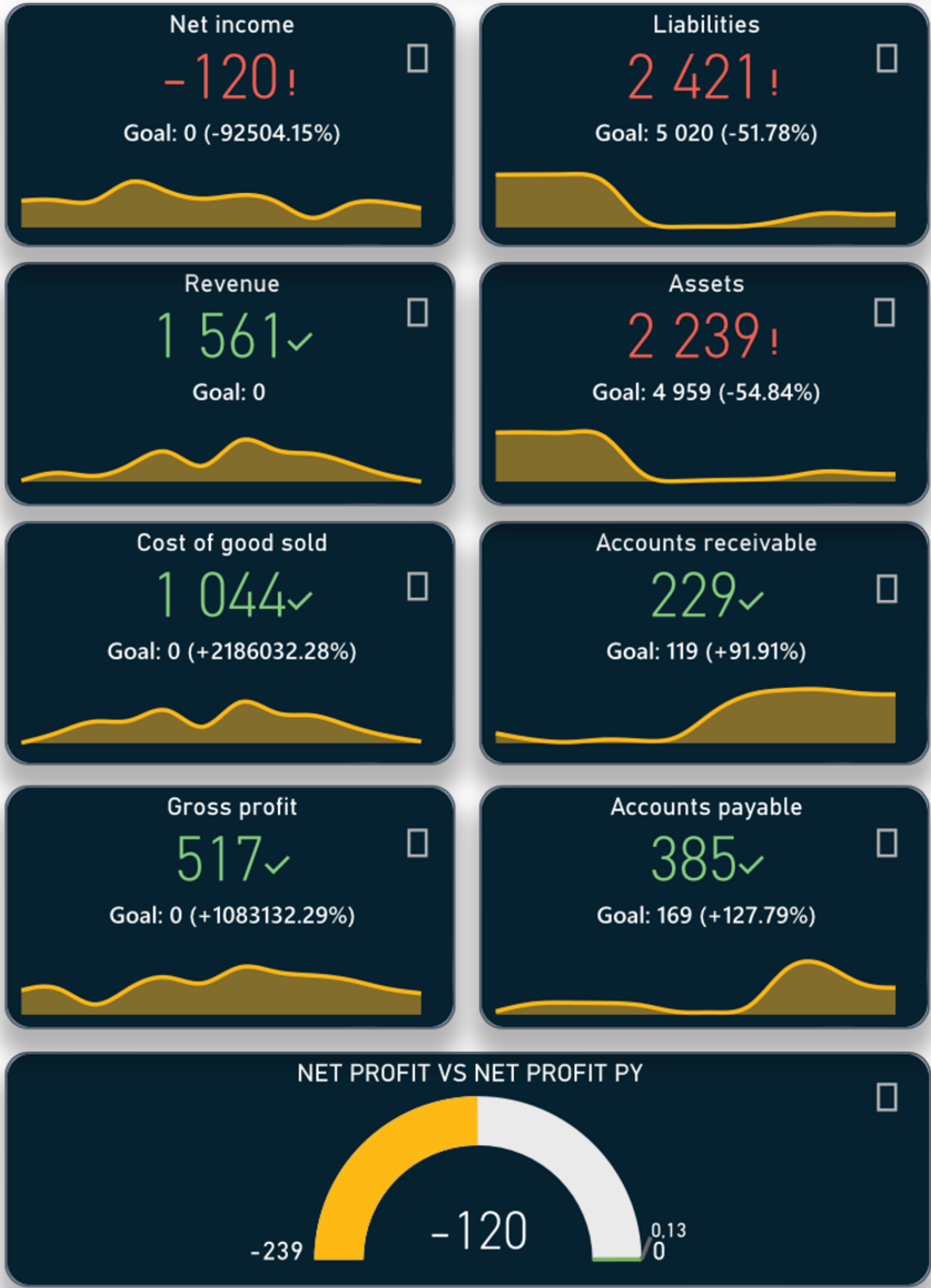
SOMETIMES I NEED TO SHOW REPORTS TO FOREIGN PARTNERS OR INVESTORS

AT SUCH MOMENTS, I JUST SWITCH THE LANGUAGE TO RUSSIAN



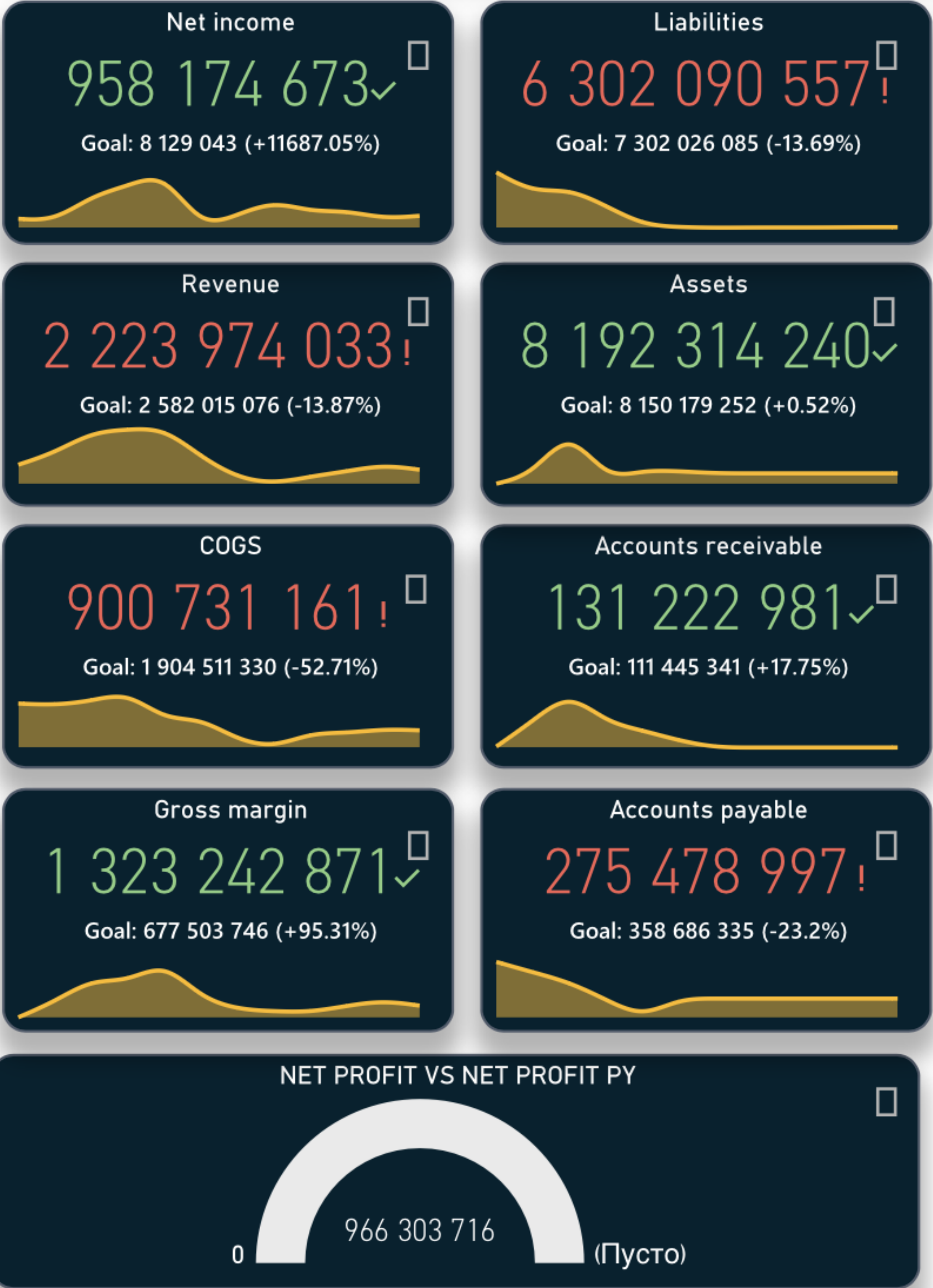
Eng

Ru



I HAVE A LOT TO DO AND
LITTLE TIME,

SO I JUST LOOK AT THE CHARTS
TO SEE THE WHOLE PICTURE OF
THE CIRCUMSTANCES





I GET COOL IDEAS IN THE FRESH AIR.

I PICK UP THE PHONE TO LOOK AT MY BUSINESS AND SEE IF I CAN MAKE IT HAPPEN.



TO GET TO THE BOTTOM OF THIS AND FIND OUT
EXACTLY WHERE THE MONEY CAME FROM,

I DIVE INTO THE ACCOUNT OR IC CONTRACT
LEVEL WITHOUT LEAVING THE DASHBOARD



Detailed →

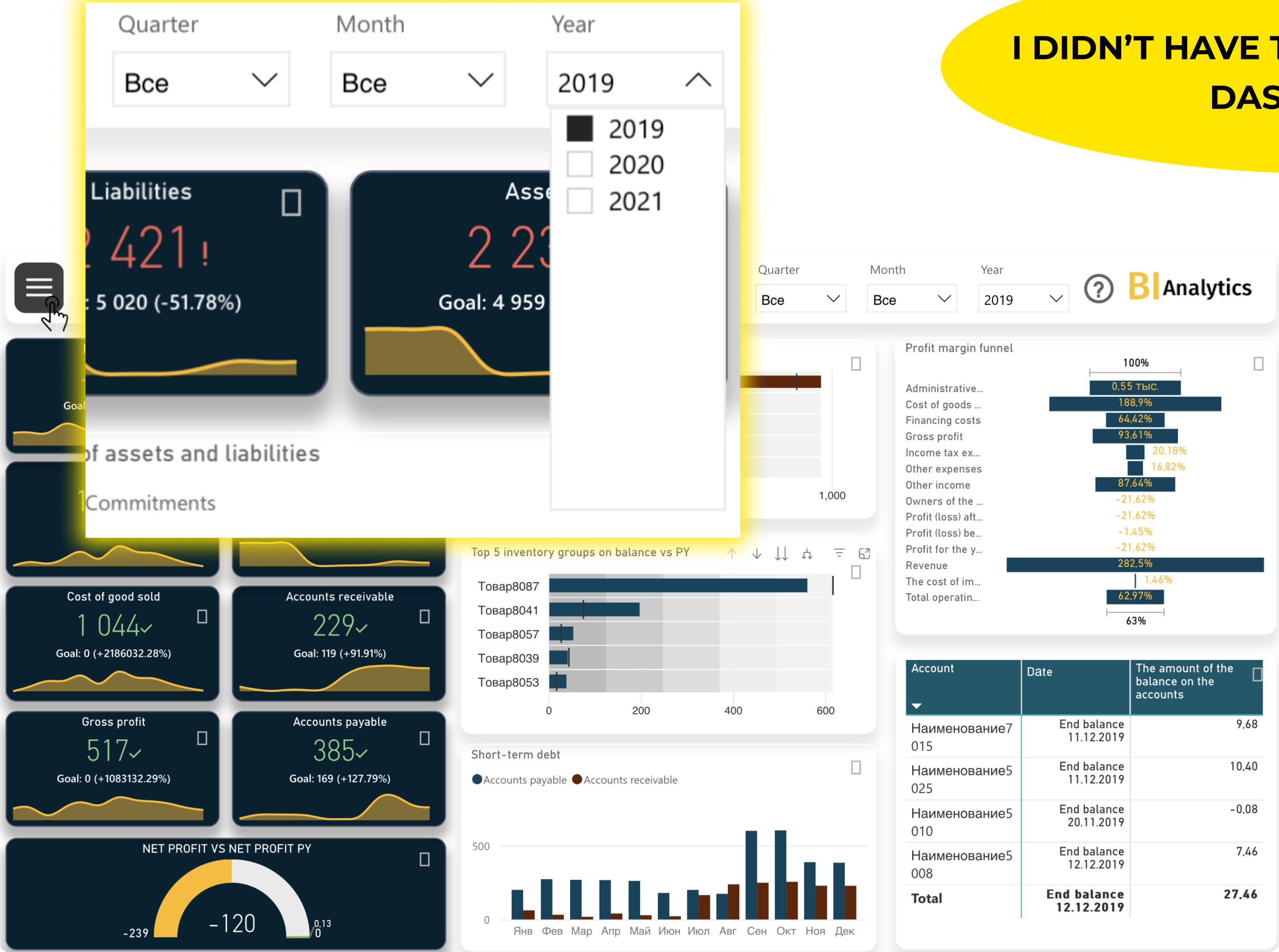
Analysis of accounts receivable and accounts payable

Title	Sum
⊕ Контрагент45	188
⊕ Наименование7006	58
⊕ Наименование7007	44
⊕ Контрагент823	29
⊕ Контрагент877	23
⊕ Контрагент837	21
⊕ Контрагент199	20
⊕ Контрагент830	16
⊕ Контрагент878	15
⊕ Контрагент864	10
⊕ Контрагент513	8
⊕ Наименование5042	7
⊕ Контрагент91	7
⊕ Наименование5006	6
⊕ Контрагент192	5
⊕ Контрагент872	5
⊕ Наименование5020	4
⊕ Контрагент875	4
⊕ Контрагент886	4
⊕ Контрагент892	3
⊕ Контрагент960	2
⊕ Наименование7003	2
⊕ Контрагент217	2
⊕ Контрагент827	2
⊖ Total	-508

Организация1

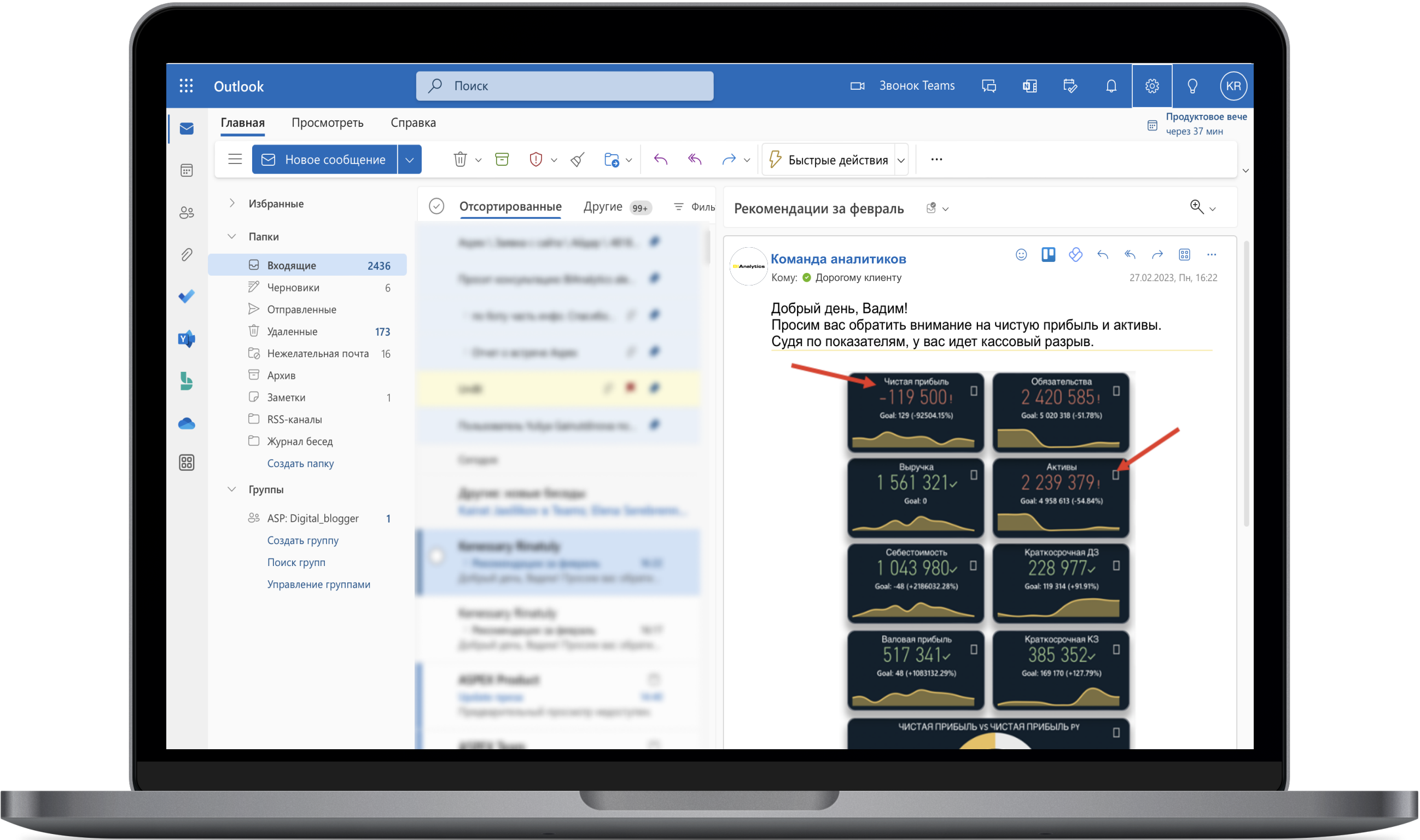
AT FIRST, I THOUGHT THAT SWITCHING TO BI
WOULD BE DIFFICULT, BUT WITH BIANALYTICS I
SAVED ALL HISTORICAL DATA

I DIDN'T HAVE TO CHECK EXCEL AND
DASHBOARDS



THEY SEND ME RECOMMENDATIONS ON CRITICAL INDICATORS TWICE A MONTH, WARN ME ABOUT A POSSIBLE CASH GAP, AND MUCH MORE.

TO AVOID MISSING ANYTHING, I USE THE SUPPORT OF BIANALYTICS ANALYSTS



**THEY TRAINED OUR ENTIRE TEAM HOW TO USE
DASHBOARDS**

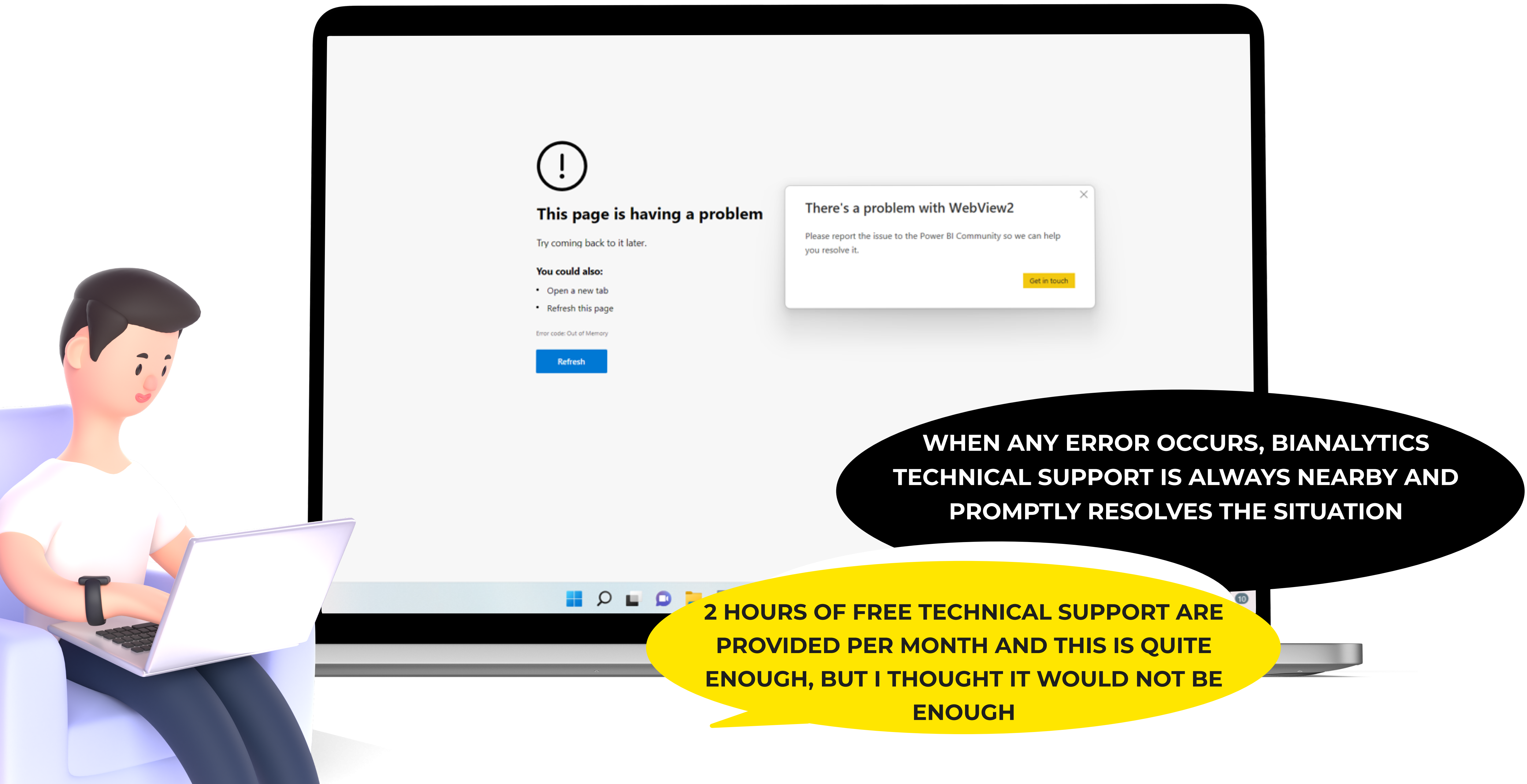
**WHEN I WORRY ABOUT SOMETHING,
BIANALYTICS MANAGERS ALWAYS COME TO
THE RESCUE.**

It seems we need customization

I don't know which development
hours package to choose

Let's call and I will help you with a
decision. Perhaps development is
not needed at all





**WHEN ANY ERROR OCCURS, BIANALYTICS
TECHNICAL SUPPORT IS ALWAYS NEARBY AND
PROMPTLY RESOLVES THE SITUATION**

**2 HOURS OF FREE TECHNICAL SUPPORT ARE
PROVIDED PER MONTH AND THIS IS QUITE
ENOUGH, BUT I THOUGHT IT WOULD NOT BE
ENOUGH**

SALES REPORTS

WHAT ARE THE LEADS AND THEIR TYPES?
ANALYSIS OF PROJECTS AND TRANSACTIONS
HOW MANY CLIENTS APPLIED, THEIR GENDER, AGE,
INVOLVEMENT
SALES FUNNEL
WEEKLY\MONTHLY ANALYTICS
GEOGRAPHY OF TRANSACTIONS
PRODUCTION EFFICIENCY MONITORING

FINANCIAL REPORTS

ANALYSIS OF CURRENT ASSETS
ANALYSIS OF CURRENT LIABILITIES
FIXED ASSETS
LIABILITIES
ANALYSIS OF CLIENTS BY PROFITABILITY
PROFITABILITY ANALYSIS BY CLIENT
GAINS AND LOSSES REPORT
PROFIT ANALYSIS BY PRODUCT
PROFIT ANALYSIS BY SEGMENTS
NUMBER OF SALES
TRADE TURNOVER ANALYSIS



**HERE IS A LIST OF ALL REPORTS
AVAILABLE IN BIANALYTICS**

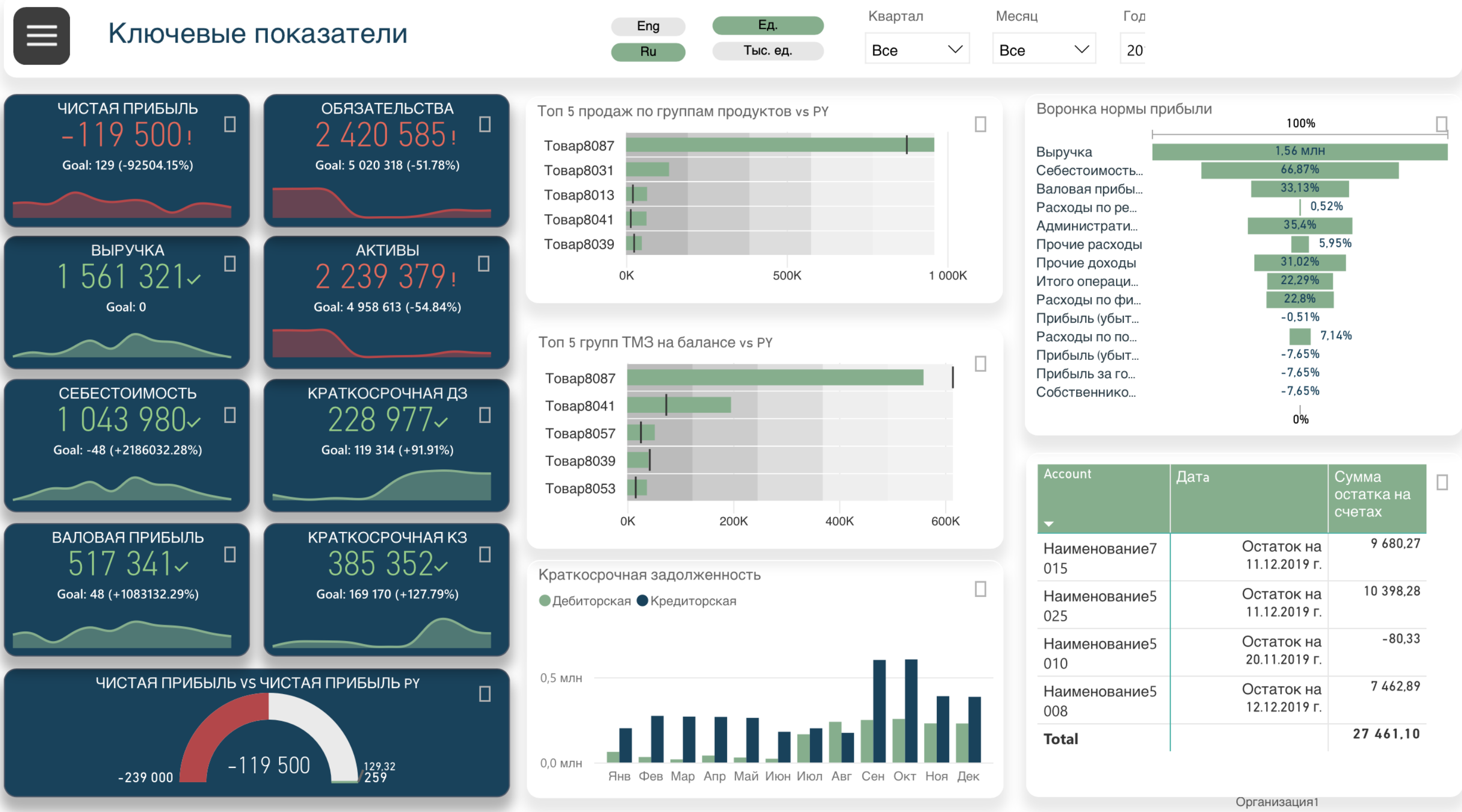
WHEN I STARTED USING BIANALYTICS, I WANTED
TO LOOK AT THE DATA FROM OTHER ANGLES

I NEEDED EVEN MORE FUNCTIONALITY



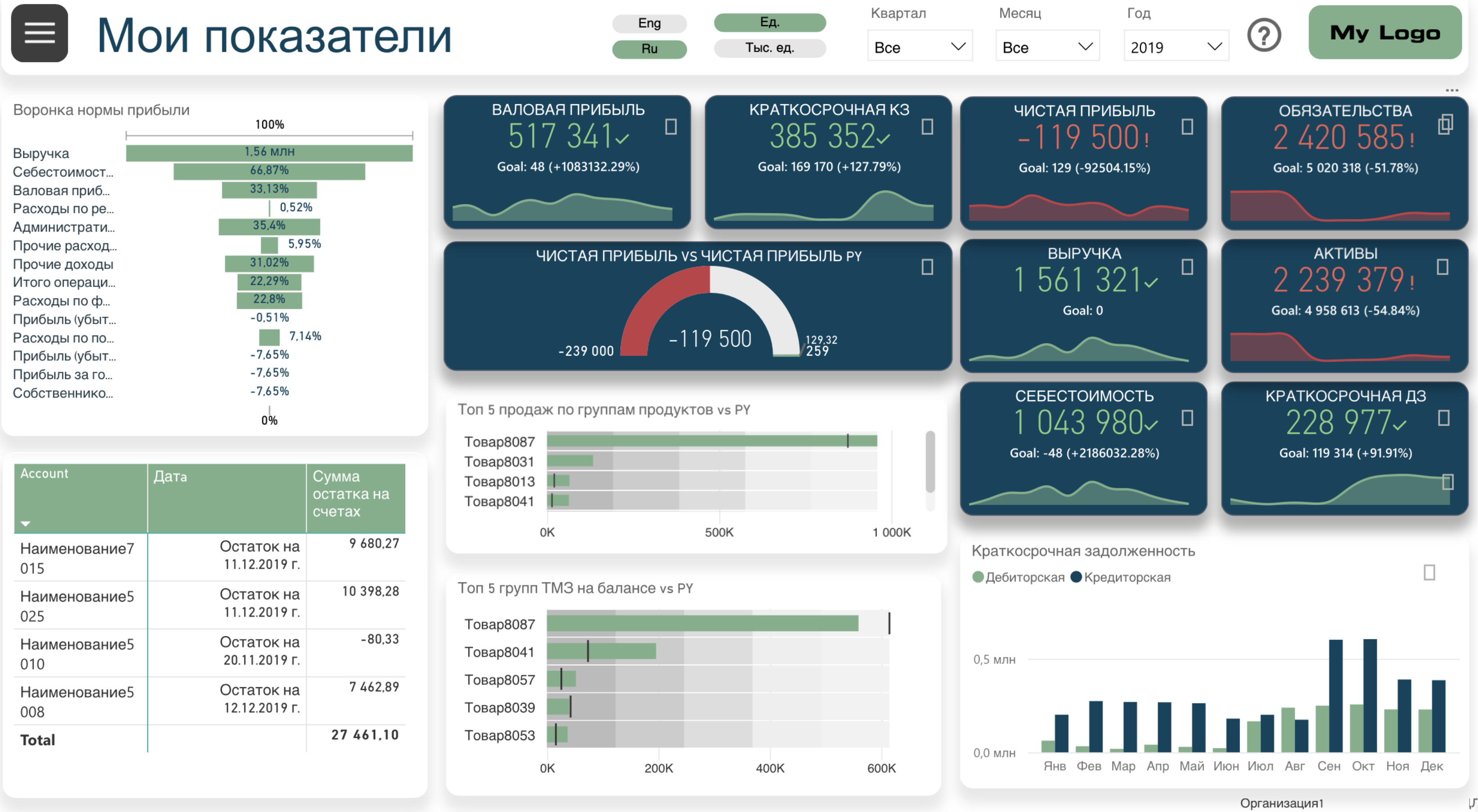
I CHANGED THE DESIGN OF THE DASHBOARDS TO SUIT MY CORPORATE STYLE

CHANGED THE LOGO, CHANGED THE COLORS AND LAYOUT OF THE GRAPHS.



MY BUSINESS HAS 3 UNIQUE METRICS FOR MY INDUSTRY

AND THE GUYS FROM BIANALYTICS ADDED THIS TO MY DASHBOARDS



TO PREVENT MY EMPLOYEES FROM GETTING LOST
IN DASHBOARDS, I ORDERED THE DISTRIBUTION
OF ACCESS RIGHTS FROM BIANALYTICS

THIS WAY THE DATA IS STORED MORE SECURELY.
AND NOW EVERYONE SEES ONLY WHAT THEY
NEED FOR WORK



I ONLY NEED A
MANAGEMENT REPORT



ALL I NEED IS CASH FLOW



I NEED FULL ACCESS





IN THE BASIC TARIFF, BIANALYTICS TAKES
DATA ONLY FROM 1C, BUT I ALSO NEEDED
EXCEL AND BITRIX

THAT'S WHY I ORDERED
THEIR CONNECTION AT
AN EXTENDED TARIFF

I SUBSCRIBED TO CERTAIN INDICATORS
AND NOW WHEN THERE ARE CHANGES, I
RECEIVE NOTIFICATIONS ON MY PHONE

NOW YOU CAN FULLY CONCENTRATE
ON YOUR TASKS AND NOT WORRY
ABOUT MISSING SOMETHING

Tuesday, January 9

9:41



POWER BI

now

Gross profit exceeded 500
thousand tenge

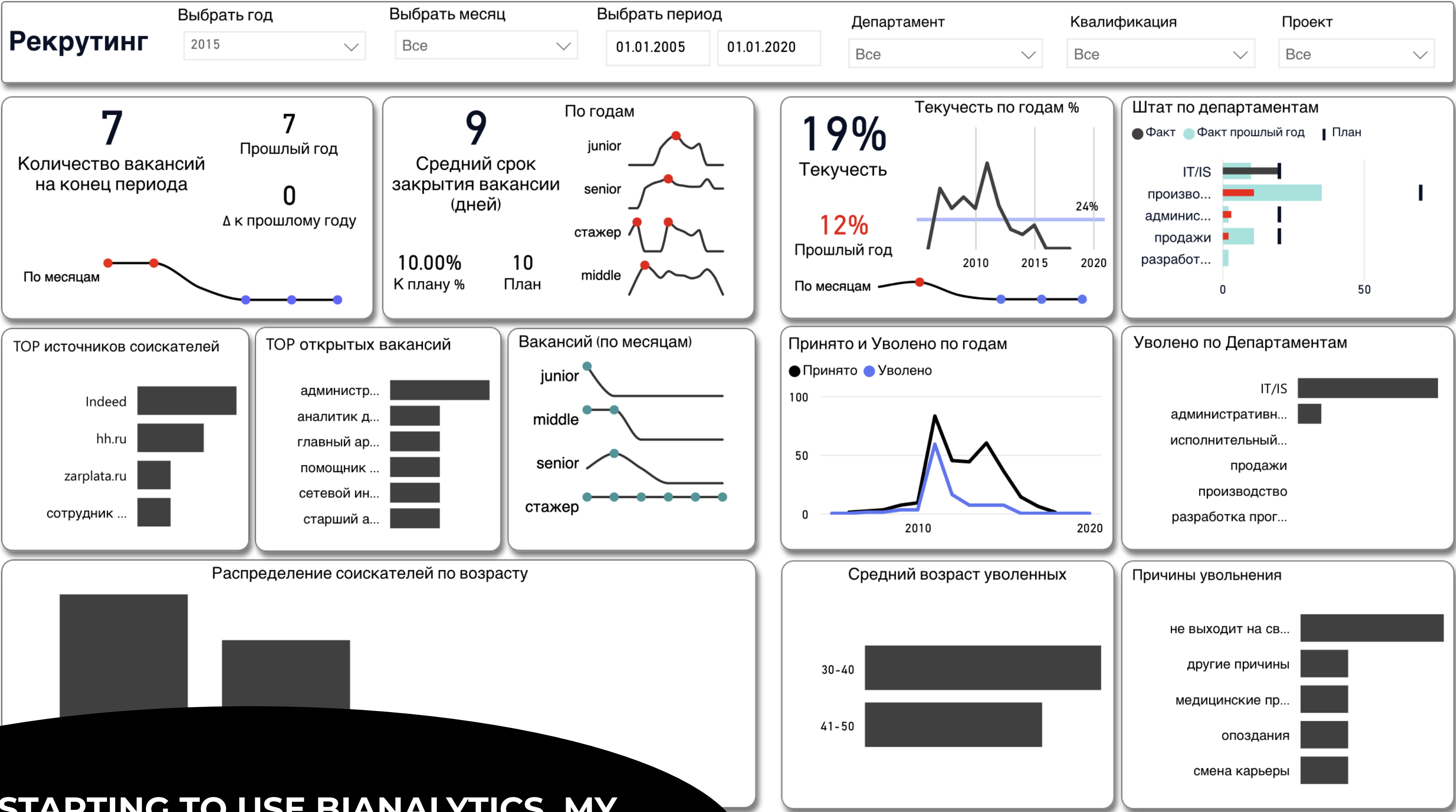


POWER BI

now

Sales KPI decreased by 15%





SINCE STARTING TO USE BIANALYTICS, MY BUSINESS HAS GROWN EXPONENTIALLY AND I NEED MORE REPORTS.

I ORDERED THE DEVELOPMENT OF MARKETING AND HR REPORTS



**HELLO! MY NAME IS TOM, I AM FROM
BIANALYTICS TECHNICAL SUPPORT**



**SCROLL BELOW AND I'LL TELL YOU HOW
WE CONNECT TO YOUR SYSTEM**

**THE VERY FIRST STEP IS TO INSTALL
OUR AGENT ON YOUR SIDE**

**TO DO THIS, YOU NEED TO TRANSFER ACCESS
TO OUR SPECIALIST. YOU CAN DO THIS
YOURSELF OR YOUR IC DEVELOPER**

STEP 1.

**INSTALL OUR AGENT ON
YOUR SIDE**



HERE ONLY OUR SPECIALISTS
ARE HIRED TO WORK

YOUR PARTICIPATION COMPLETELY
ENDS AT STEP 1

STEP 2.

**CONNECT AND CORRECTLY CONFIGURE THE
ENTIRE DATA EXCHANGE SYSTEM**



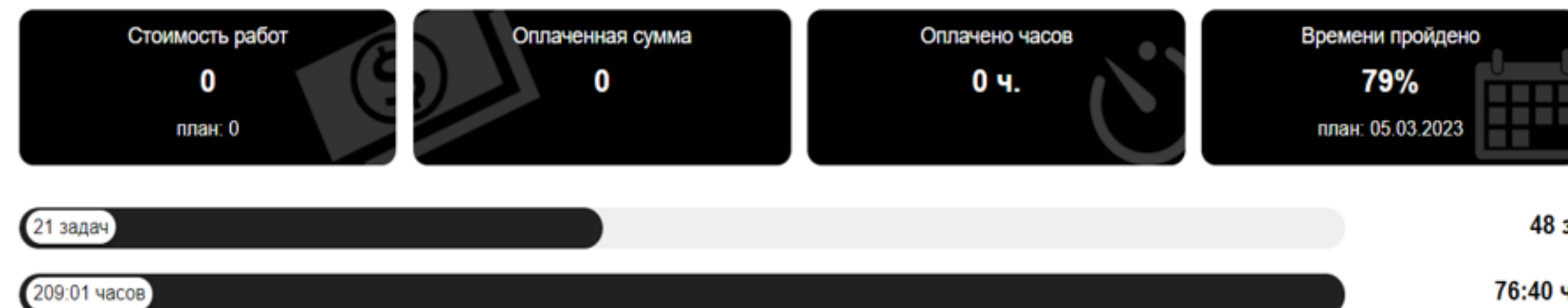
STEP 3.

GIVE ACCESS TO YOUR POWERBI ACCOUNTS AND PERSONAL ACCOUNT

IN YOUR PERSONAL ACCOUNT YOU WILL HAVE ALL THE PERSONAL INFORMATION WITHIN THE FRAMEWORK OF OUR SERVICE: THE REMAINDER OF THE TECHNICAL HOURS. SUPPORT, PAID BILLS, DEVELOPMENT PROJECTS AND THEIR DETAILS

ОТЧЕТЫ

KPI



ТРЕБУЕТСЯ ВНИМАНИЕ

Скорректировать прототипы (марафон)	На согласовании
Логика дашбордов простым языком	На согласовании
Прототип на воронку	На согласовании
Актуализировать	На согласовании

THE PERSONAL ACCOUNT WILL APPEAR
AT THE END OF THE FIRST QUARTER 2024.



STEP 4.

YOU USE OUR SERVICE

WE WILL CONSTANTLY TAKE FEEDBACK FROM YOU
TO IMPROVE OUR SERVICE AND TECHNOLOGY



**HELLO, MY NAME IS MARIA! I AM A PROJECT
MANAGER ON THE BIANALYTICS TEAM.**



**I'LL TELL YOU ABOUT SOME OF OUR
IMPLEMENTATION CASES.**

Elcos

Farm Group

Green Capital



CASES CASES CASES CASES CASES

SITUATION

ANALYSTS AND THE COMMERCIAL DIRECTOR MANUALLY CREATE FINANCIAL REPORTS IN THE KAZAKH FORM AND THE IFRS REPORTING FORM, TRANSLATE EVERYTHING INTO ENGLISH FOR INVESTORS, AND CALCULATE THE CONVERSION IN THREE CURRENCIES

IMPROVEMENTS

1. WE HAVE SUCCESSFULLY ADDED IFRS REPORTING FORMS TO THE KAZAKHSTAN REPORTING FORM.
2. WE FINALIZED THE COST ANALYSIS, WHICH RESULTED IN A CHANGE IN THE CALCULATION RULES AND THE RATIO OF EXPENSES FOR 1C SUBACCOUNTS. THE PROBLEM WAS THAT 1C COUNTED IN ONE FORMAT, BUT THE CLIENT NEEDED TO TAKE INTO ACCOUNT PRODUCTION LINES THAT WERE NOT IN THE 1C SYSTEM.
3. IMPLEMENTED PRESENTATION IN THREE CURRENCIES (TENGE, DOLLAR AND EURO)

RESULT

1. THE NEED FOR MANUAL LABOR IN CREATING REPORTS HAS COMPLETELY DISAPPEARED
2. INVESTORS RECEIVE ALL REPORTS IN ONE CLICK, INSTEAD OF WAITING 2-3 WEEKS
3. REPORTS ARE AVAILABLE EVERY DAY. UNFORESEEN CIRCUMSTANCES ARE NO LONGER A HINDRANCE

1 WEEK

FOR THE IMPLEMENTATION OF BIANALYTICS IN THE CLIENT'S 1C SYSTEM, TAKING INTO ACCOUNT THE PAYMENT PROCESS

40 HOURS

SPENT ON CUSTOMIZING ALL INDICATORS, THE FINANCIAL MODEL, DEVELOPING AN ADDITIONAL DWH, ADAPTING TO IFRS

Green Capital





SITUATION

THE COMMERCIAL DIRECTOR WAS THE PERSON RESPONSIBLE FOR COLLECTING INFORMATION AND PREPARING REPORTS BASED ON IT FOR BOTH COMPANIES. IN CONNECTION WITH HER PLANNED MATERNITY LEAVE, THE SHAREHOLDER DECIDED TO AUTOMATE THIS PROCESS BY INTRODUCING A BI SYSTEM. IN ADDITION, HE WAS OFTEN ABROAD, SO HE COULD NOT STAY IN KAZAKHSTAN FOR A LONG TIME. THE CLIENT NEEDED TO CONTROL BOTH COMPANIES ONLINE.

IMPROVEMENTS

1. THE COMPANIES WERE COMPLETELY UNRELATED DUE TO DIFFERENT FINANCIAL MODELS. WE STRUCTURED THE REPORT IN SUCH A WAY THAT THE SHAREHOLDER COULD SEE THE SAME FINANCIAL INDICATOR IN ONE VISUAL ACCOMPANIMENT. THAT IS, HE DID NOT NEED TO SWITCH BETWEEN TWO DIFFERENT REPORTS.
2. SINCE THE TWO COMPANIES INITIALLY MAINTAINED FINANCIAL ACCOUNTING DIFFERENTLY, INVESTORS CONSTANTLY HAD TO NAVIGATE THE TWO DIFFERENT FINANCIAL ACCOUNTING SYSTEMS IN DIFFERENT WAYS. WE CREATED A SINGLE REPORTING FORM THAT WAS THE SAME FOR BOTH COMPANIES.

RESULT

1. THE CUSTOMER RETAINED THE ABILITY TO RECEIVE ALL FINANCIAL STATEMENTS ONLINE IN REAL TIME
2. A CONVENIENT FORMAT FOR PRESENTING DATA ALLOWED INVESTORS, AS WELL AS THE CUSTOMER HIMSELF, TO QUICKLY UNDERSTAND IMPORTANT BUSINESS INDICATORS.
3. REAL-TIME DATA UPDATES SPEED UP THE MANAGEMENT DECISION-MAKING PROCESS.

1 WEEK

FOR THE IMPLEMENTATION OF BIANALYTICS IN THE CLIENT'S IC SYSTEM, TAKING INTO ACCOUNT THE PAYMENT PROCESS

24 HOURS

SPENT ON CUSTOMIZING DASHBOARDS, CREATING A UNIFIED REPORTING FORM

Farm Group

SITUATION

A LARGE NUMBER OF DATA SOURCES THAT WERE STORED SEPARATELY IN DOZENS OF DIFFERENT EXCEL FILES. THIS COMPLICATED THE PROCESS OF CALCULATING CURRENT FINANCIAL INDICATORS. THIS ESPECIALLY CAUSED THE PROBLEM OF COST CALCULATION.

THE MAIN GOAL OF INTRODUCING BI ANALYTICS WAS TO ENSURE THAT NO MATTER WHAT DYNAMIC CHANGES IN THE COST OF PURCHASING MATERIAL OCCUR, IT WOULD BE POSSIBLE TO PREDICT THE EXACT ACTUAL COST OF THE MANUFACTURED GOODS.

IMPROVEMENTS

1. WE LOOKED UP ALL THE PREVIOUS DATA ON COST, SAW WHAT WAS NOT TAKEN INTO ACCOUNT IN THE PLAN AND WHAT INFLUENCED THE COST IN FACT, MADE CHANGES AND SUPPLEMENTED THEM. IT TURNED OUT THAT THE ACTUAL COST WAS CALCULATED INCORRECTLY. THE ACTUAL COST WAS TWO TIMES LESS.
2. WE FOUND ERRORS IN THE CALCULATIONS: WE DID NOT TAKE INTO ACCOUNT INTEREST ON LOANS AND LONG-TERM DEPRECIATION OF EQUIPMENT.
3. AFTER DEDUCING THE CORRECT ACTUAL COST AND A DETAILED ANALYSIS OF PRODUCTION PROCESSES, WE IDENTIFIED WHERE IT WAS EASIEST FOR THE CLIENT TO MAKE MONEY.
4. WE CUSTOMIZED THE METRICS INSIDE OUR DASHBOARDS, CHANGED DATA VIEWS, AND CHANGED ALL THE NECESSARY DATA MODELS.
5. WE BUILT AN AUTOMATED SYSTEM FOR RECORDING ALL EXCEL FILES, IN CONJUNCTION WITH INTERNAL INFORMATION SYSTEMS.





TO CONTROL MY BUSINESS, I HAVE ENOUGH
FINANCIAL DASHBOARDS, SO I CONNECTED THE
“BIA FINANCE” TARIFF

LIST OF REPORTS

- ANALYSIS OF CURRENT ASSETS
- ANALYSIS OF CURRENT LIABILITIES
- FIXED ASSETS
- LIABILITIES
- ANALYSIS OF CLIENTS BY PROFITABILITY
- PROFITABILITY ANALYSIS BY CLIENT
- GAINS AND LOSSES REPORT
- PROFIT ANALYSIS BY PRODUCT
- PROFIT ANALYSIS BY SEGMENTS
- NUMBER OF SALES
- TRADE TURNOVER ANALYSIS

TARIFF

BIA FINANCE

WHAT'S INCLUDED

- SMART TIPS
- BILINGUALISM
- ADAPTIVE GRAPHICS
- MOBILE ACCESS
- DETAILING TO THE LEVEL OF THE CONTRACT
AND INVOICE IN 1S
- HISTORICAL DATA
- ANALYST SUPPORT
- ONBOARDING AND IMPLEMENTATION
ASSISTANCE
- 2 HOURS TECH. SUPPORT PER MONTH

THE SERVICE OPERATES ON A MONTHLY
SUBSCRIPTION: 670\$/MONTH

TARIFF

BIA SALES

WHAT'S INCLUDED

SMART TIPS

BILINGUALISM

ADAPTIVE GRAPHICS

MOBILE ACCESS

DETAILING TO THE LEVEL OF THE
CONTRACT AND INVOICE IN IS

HISTORICAL DATA

ANALYST SUPPORT

ONBOARDING AND
IMPLEMENTATION ASSISTANCE

2 HOURS TECH. SUPPORT PER
MONTH

LIST OF REPORTS

WHAT ARE THE LEADS AND THEIR TYPES

ANALYSIS OF PROJECTS AND TRANSACTIONS

HOW MANY CLIENTS APPLIED, THEIR GENDER,
AGE, INVOLVEMENT

SALES FUNNEL

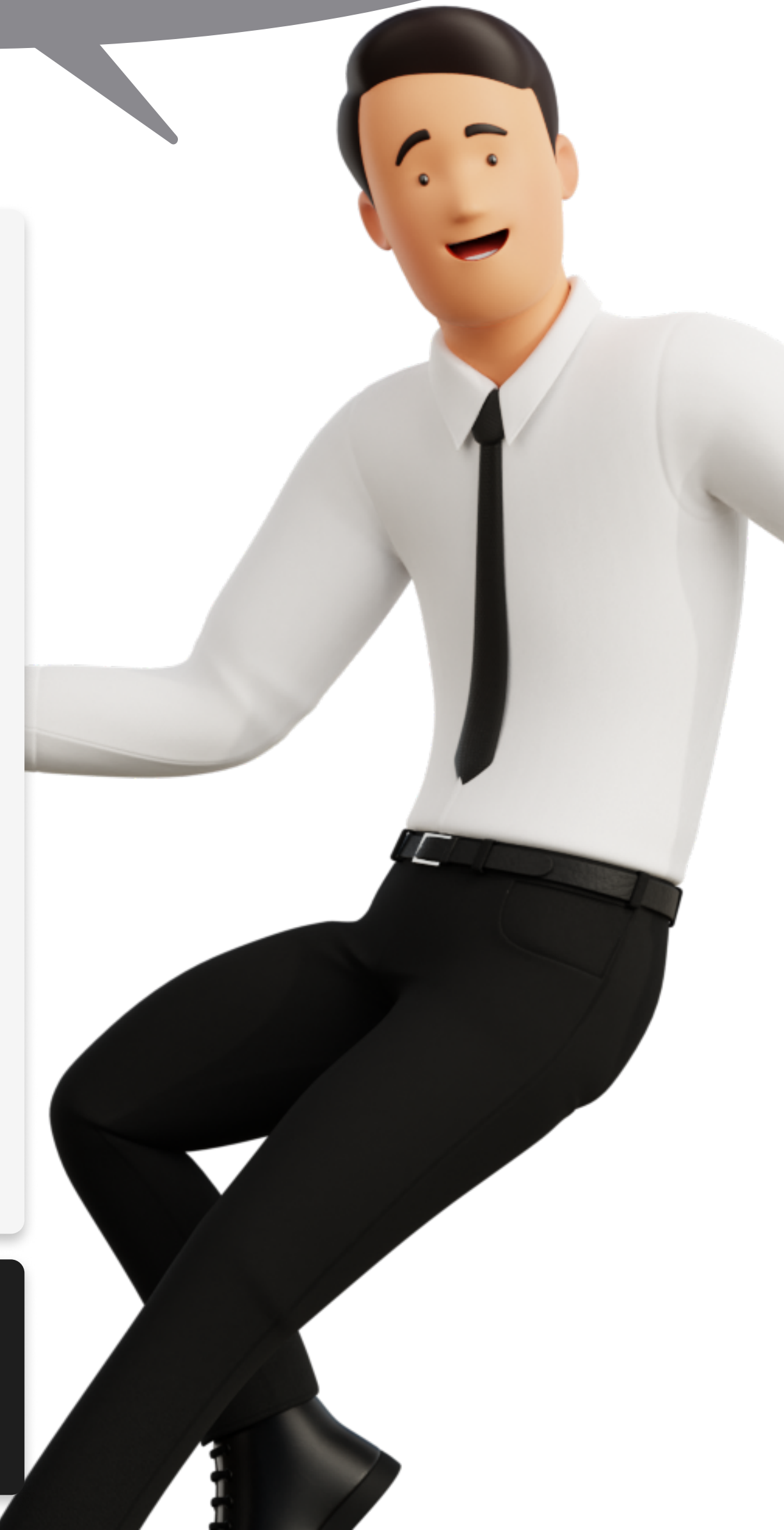
WEEKLY\MONTHLY ANALYTICS

GEOGRAPHY OF TRANSACTIONS

PRODUCTION EFFICIENCY MONITORING

BUT I ONLY NEEDED TO CONTROL
SALES, SO I TOOK THE “BIA SALES”
TARIFF

THE SERVICE OPERATES ON A MONTHLY
SUBSCRIPTION: 670\$/MONTH



LIST OF REPORTS

- WHAT ARE THE LEADS AND THEIR TYPES?
- ANALYSIS OF PROJECTS AND TRANSACTIONS
- HOW MANY CLIENTS APPLIED, THEIR GENDER, AGE, INVOLVEMENT
- SALES FUNNEL
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- NUMBER OF SALES
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TARIFF

BIA FINANCE & SALES

WHAT'S INCLUDED

- SMART TIPS
- BILINGUALISM
- ADAPTIVE GRAPHICS
- MOBILE ACCESS
- DETAILING TO THE LEVEL OF THE CONTRACT AND INVOICE IN 1S
- HISTORICAL DATA
- ANALYST SUPPORT
- ONBOARDING AND IMPLEMENTATION ASSISTANCE
- 2 HOURS TECH. SUPPORT PER MONTH

THE SERVICE OPERATES ON A
SUBSCRIPTION: 1 170\$/MONTH



I WANTED TO SEE
EVERYTHING, SO I TOOK
THE “BIA FINANCE &
SALES” PLAN

BUT! I NEEDED EVEN MORE AND BOUGHT PACKAGES OF EXTRA HOURS. DEVELOPMENT

FUNCTIONAL:

DESIGN CUSTOMIZATION	CUSTOMIZATION OF INDICATORS	SETTING UP PUSH NOTIFICATIONS
8 HOURS	40 HOURS	3 HOURS
DIFFERENTIATION OF ACCESS RIGHTS	INTEGRATION OF ADDITIONAL SOURCES	DEVELOPMENT OF OTHER TYPES OF REPORTING
10 HOURS	25 HOURS	80 HOURS

ADDITIONAL DEVELOPMENT PACKAGES:

8 h.	16 h.	32 h.	40 h.	80 h.	120 h.
355 \$	700 \$	1400 \$	1670 \$	3340 \$	4800 \$



MANAGE YOUR BUSINESS BASED ON DATA

WWW.POWERBI.KZ

SALE@ASPEX.KZ



Kazakhstan, Almaty

+ 7 (727) 328-53-53

+ 7 (727) 853-53-53

BIANALYTICS IS VERY EASY TO IMPLEMENT

1 Install the agent on your side according to the instructions

2 We connect and configure the system

3 We issue accounts to connect to the system

4 You can work with ready-made dashboards