

ICON GROUP



End to End Technology Consulting Partner



- Incorporated in the year **1999**
- Headquartered in Singapore, 5 centers in India
- 1000+ successful project implementations for clients globally
- Domain certified consultants
- Singapore **SME 500** Awardee in 2007

Business Practices



**BUSINESS
ANALYTICS**

Business Intelligence

Advanced Analytics

Information Management



**ENTERPRISE PERFORMANCE
MANAGEMENT**

Enterprise Planning

Financial Consolidation

**Account Reconciliation
& Close Management**



**Artificial
Intelligence**

**Machine
Learning**

**Natural Language
Processing**

Data Analytics Offerings



- The Icon Group provides end to end Business Analytics consulting services to enterprise & mid size customers including many Fortune 500 companies
- Our consulting team can assist on all stages of BI Journey – **BI Assessment, BI Road Map Creation, Technology Investment** and **Application Development**
- We have a experienced team of certified business and technical consultants

Our Services

- Business Discovery
- Dashboarding, Reporting & Analytics
- Self-Service Visualization
- Balanced Scorecard
- GeoAnalytics

Our Expertise

- BI Assessment & Tool Evaluation
- Consulting & Roadmap
- Architecture Design & Development
- Custom Development
- Maintenance & Support
- Migration & Upgrades
- Testing & QA

Vertical specific solutions

- **Automotive** – Production planning, Inventory mgmt. Dealer mgmt , Sales planning & analysis
- **Manufacturing** – Production Planning , Inventory analysis, Sales & distribution mgmt., Predictive maintenance
- **Insurance** - Underwriting & pricing, Claims mgmt., Customer intelligence, Sales analysis, Financial mgmt.
- **Pharma.** – Primary and secondary sales analysis, Qualitative and quantitative analysis of field force, Demand planning and analysis, New product analysis

Solutions

- **Finance** – Financial planning & analysis
Expense mgmt, Cash flow mgmt.
- **Supply Chain** - Inventory mgmt., Operational planning, Supplier mgmt.
- **Sales & Mktg.**-Pipeline & quota mgmt.
Sales planning, Channel analysis
- **HR** -Workforce mgmt., Recruitment & payroll & compensation
- **IT** – Helpdesk Mgmt, IT Asset mgmt., inventory tracking

Key Functional Areas

Executive Dashboard

- Balanced Scorecard
- Performance Management
- Predictive Analysis
- What-if Analysis
- Activity-Based Management

Finance & HR

- Financial Consolidation Reporting
- P&L Analysis by Division / Business Unit
- IFRS / GAAP / SOX Compliance
- Risk Management & Sustainability Report
- Workforce and Benefits Analysis

Supply Chain

- Demand Planning
- Procurement Analysis
- Supplier Performance
- Inventory and Warehouse Management
- Logistics & Fulfilment Analysis

Operations

- Production Planning & Scheduling
- Production Management
- Quality Management
- Six Sigma / Process Analysis
- Plant / Equipment Maintenance Analysis
- Costing and Price control

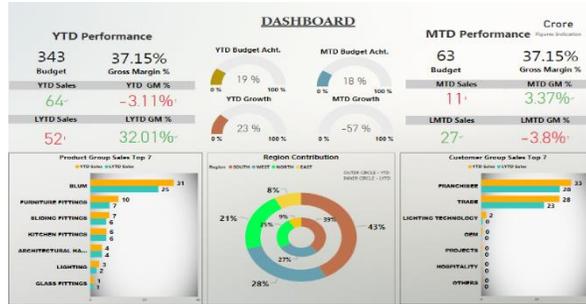
Sales, Marketing, Service

- Sales Planning Analysis
- Customer Analysis
- Campaign Performance Analysis
- Product Profitability / Price Waterfall
- Contact Center / SR Performance

R&D and IT

- Product Portfolio Analysis
- Product / Project Management
- System Performance Controlling
- Service Level Reporting
- Infrastructure Planning / Sizing

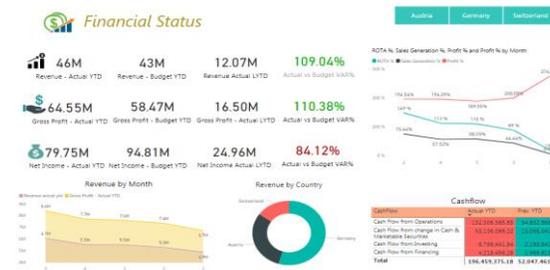
YTD / MTD Performance



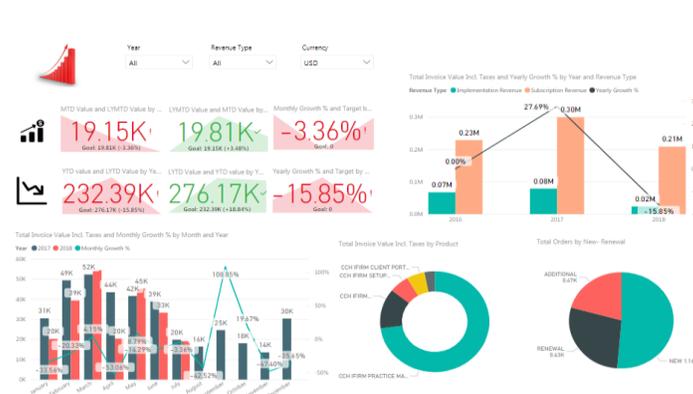
Sales Dashboard



Financial Performance



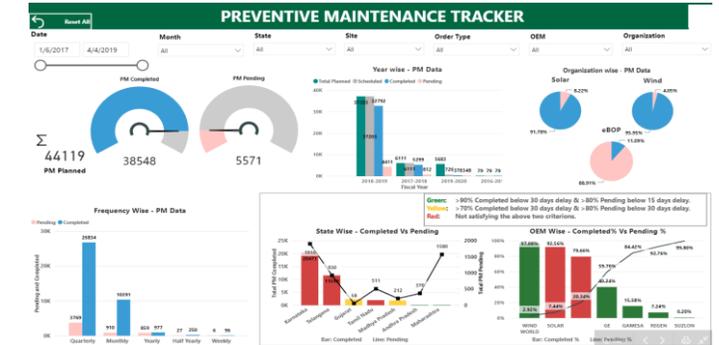
Product wise sales



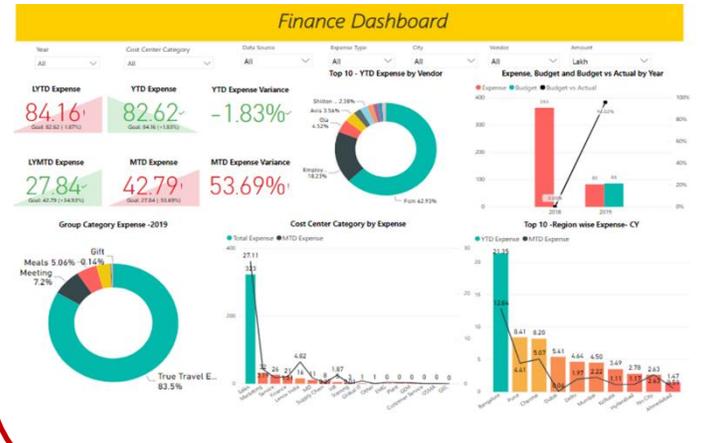
Open Order Dashboard



Preventive Maintenance Tracker



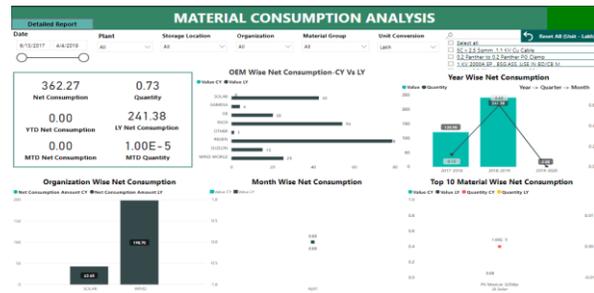
Expense Vs Budget YTD



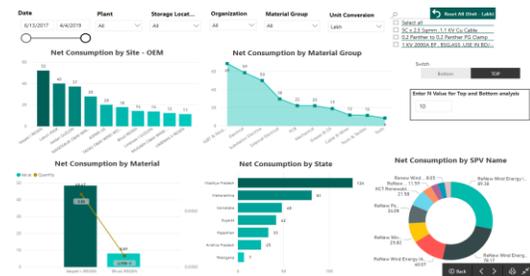
Customer Analysis



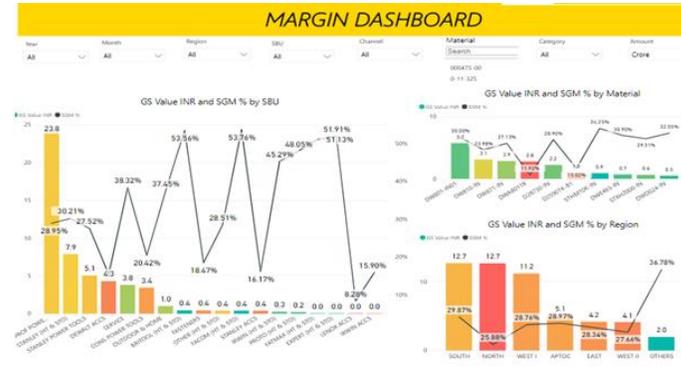
Material Consumption Analysis



Top Bottom Analysis



Margin Report



Sales Representative Report

SalesPerson	YTD Sales	LYTD Sales	Sales Yearly Growth %	MTD Sales	LMTD Sales	Sales Month Growth %
A RAIJ	1,218,886	20,822,760	-94%	0	0	-108%
AATIF GIGANI	414,859		0%	15,603	399,287	-96%
ABHJEET MANE	2,100,323		0%	915,979	977,964	-6%
ABHJIT CHAKRABORTY	-204,418	2,368,437	-109%	-127,758	4,132	-3192%
ABHILASH PANDEY	61,226		0%	61,226		0%
ABHINAV AMETA	4,500,889		0%	867,347	2,115,578	-59%
ABHISHEK PARIDA	0		NaN	0	0	NaN
ABHISHEK SHRIVASTAVA	5,000		0%	5,000		0%
ADITYA PATSARKULA	5,005,348		0%	109,014	72,180	51%
ADITYA RAJ	6,341,736	4,004,084	58%	798,989	2,683,683	-70%
AHSAAN BUDOO	3,800		0%	3,800	0	0%
AJAY KUMAR VISHWAKARMA	153,087	68,092	125%	23,733	-79,960	-130%
AKHIL GOPU G S	5,732,330	1,883,708	204%	220,199	3,537,402	-94%
AKSHAYA PRARTHANA	48,524		0%	41,168	590	6886%
AMANDEEP SINGH	3,260,052		0%	805,478	1,755,801	-36%
AMIT KUMAR JAIN	205,626	737,885	-72%	71,456	5,328	1241%
AMIT SRIVASTAV	4,920,311	5,673,898	-13%	118,082	1,839,886	-94%
AMRITA SARKAR	-164,258		0%	158,539		0%
ANAND VARDHAN	4,098,034	4,498,315	-18%	1,048,316	1,246,245	-15%
ANIL KUMAR BHARDWAJ	0		NaN	0	0	NaN
ANKUSH JOSHI	377,408		0%	377,408		0%
ANTO MATHEW	280,189		0%	5,486	126,533	-95%
ANURAG KUMAR ELIOT	2,204,213		0%	2,204,213	86,828	-97%
Total	635,256,731	517,841,334	23%	113,961,632	265,553,518	-57%

Product Analysis Report

Year	Month	Region	SKU	Channel	Material	Category	Amount
2017	January	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	February	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	March	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	April	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	May	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	June	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	July	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	August	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	September	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	October	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	November	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	December	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	Q1	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	Q2	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	Q3	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	Q4	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	HR	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000
2017	HSR	North	1000000000	Direct	WOODEN STRAIGHT SLOTTED FLARE	WOODEN STRAIGHT SLOTTED FLARE	1000000000

Sales Manager Report

Branch Manager	YTD Sales INR	LYTD Sales INR	LYTD Sales INR	YTD INR Variance %	MTD Sales INR	LMTD Sales INR	LYTD-MTD Sales INR	MTD INR Variance %	Total Sales INR
RANJITH SUBRAMANIAN	1054	342	849	25.43%	479	320	379	51.23%	
SACHIN JAGDEDE	849	819	878	14.10%	318	540	231	15.58%	70
SUSHIL SHARMA	949	949	911	-8.33%	449	331	470	17.72%	0
VACANT MUMBAI (BM)	768			0.00%	329			0.00%	8
VACANT BM (TAP)	596	469	309	-29.93%	199	171	152	16.33%	44
VASANTHA KUMAR	587	648	342	27.22%	156	171	174	49.86%	43
ANIL MATHEW	480	480	468	-15.22%	176	176	267	-10.10%	45
MANGESH THAKARE	199	236	208	31.12%	121	168	0.88	16.41%	26
VACANT UP-N LTC	137	248	282	16.97%	111	107	208	4.79%	26
ANIL AGARWAL	394	323	153	32.80%	121	0.88	0.64	10.10%	20
MANTOSH YADAV	220	131	619	-72.54%	231	230		-100.00%	67
JARRAKASHI GHOSH	236	145	120	15.30%	119	255	0.47	115.73%	16
VACANT BM (DC)	178	231	144	-10.65%	579	261	0.55	-17.88%	16
Total	68.91	59.33	49.89	16.15%	29.95	22.46	24.26	33.35%	537

Customer Success Stories

A global automotive client

Business Problem

- Lack of visibility into dealers data
- Inability to know the actual progress made in Sales across geographies
- No visibility of data for each sales office and large volumes of data hard to maintain in excel

Solution

- Near real time analysis now possible with the BI solution implemented
- All global dealers can access data on product availability to take decisions swiftly
- Planning of targets based on performance of the areas is now possible with what-if analysis.

Business Benefits

- 600+dealers all over India have access to data real time
- 360 degree view of customer, dealers data to top mgt



A reputed manufacturing client

Business Problem

- Difficult to determine the no. of customer Contract created, renewed and lost on Monthly basis.
- Lack of decision making due to incomplete overview of data.

Solution

- BI implementation helped to give complete visibility on the customer contract details .,
- Detailed reports and analysis can be made on Customer base on active contract, maintenance of Contract, lost and renewed on Monthly, Quarterly and Yearly basis, Monthly Payment, AR, Warranty Labor and Monthly Credit Reports

➤ Business Benefits

- Significant increase in sales due to in depth analysis of customer details



A global insurance client

Business Problem

- The static reports generated via excel files were not sufficient to analyze and visualize important KPIs
- Productive manhours lost due to manual creation of monthly and quarterly reports in Excel

Solution

- Management Dashboard implemented could now analyze their major KPI's like Total Gross Premium / Commission / Net Premium, YOY/MOM Premium, Customer Retention Ratio, Renewal Rate etc., across different periods / branch / business class / policy types

Business Benefits

- Dynamic BI reports could now easily analyze growth trends, policy expiration Alerts, etc
- Easy and faster execution of what-if scenarios for effective decision making



THANK YOU

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