

How can I spend more time using information instead of gathering it?

What areas of my business require my immediate attention?

How do I ensure everyone's decisions are based on the same data?

Are there emerging trends that could improve profitability?

How well is the company really performing?



**Think fast.** In the multi-channel marketplace, time can cost you money and rob you of opportunity. Taurus Software brings you Manage Metrix, the first key performance indicator (KPI) and business intelligence application developed specifically to provide an executive-level view of the company. It provides you with the ability to pull together data from disparate applications and source types in real time. Executive dashboards allow you to tailor that information according to your needs. As a result, you're able to proactively monitor the overall health of your company, make informed decisions that impact your business' profitability and quickly address issues that negatively affect your business.



**Taurus Software**  
Making Data Liquid

# The need-to-manage-it-now solution.

“What if,” “if only” and “wait and see” – these approaches have no place in today’s multi-channel marketplace. Now more than ever, executives and management need timely access to the right information based on key performance indicators (KPIs) to make decisions that empower improvements in profitability, spur business growth, identify negative performance issues and allow immediate response. That’s just what they get with Manage Metrix from Taurus Software.



**Taurus Manages**  
Manage**Metrix**™

## The difference between information and intelligence.

Manage Metrix provides an executive view of the business with an architecture that pulls together data from disparate applications and source types in a real-time environment. It then provides an executive dashboard of KPIs based on proven industry best practices that does more than provide managers and executives with information. It delivers business intelligence that is ready to use. With Manage Metrix you gain such advantages as:

- Ability to gain actionable information – immediately and proactively
- Option of moving beyond standard KPIs and metrics to develop effective queries and actionable reports
- Proactive delivery of alerts based on KPIs you set
- Normalization of all relevant data to provide single point-of-truth standardization for calculations, reporting and decisioning
- Elimination of time-consuming data manipulation and query writing

## Focus on key areas of your business.

At Taurus Software, we understand the challenges you face. Manage Metrix was developed to address the key areas of your business with analytical modules that will include:

- **Inventory Control and Management** – quickly and easily identify and address issues regarding inventory value and aging, backorders, fill rates, zero sales items, inventory turns, gross margin return on investment (GMROI) and inventory carrying costs.
- **Marketing and Merchandising** – support RFM scoring; analyze the true profitability of items, customer retention and loyalty, the effectiveness of direct mail, e-mail and online offers; determine the true value of vendor relationships and make decisions accordingly.
- **eCommerce** – understand the true net profitability and costs associated with doing business on the Web, while you maximize the effectiveness of marketing efforts designed to fuel growth efficiently and successfully.



- **Finance** – from freight analysis, GMROI, inventory carrying costs and backorder costs, to cash flow projections and remaining balances on lines of credit, you’ll have the ability to see how each is impacting the profitability of your company and learn ways to optimize each to positively impact business.
- **Distribution Center** – benefit from metrics designed to keep labor costs in-line, while meeting fulfillment goals with the ability to collect key data, set goals and measure actual to goal. Plus additional reportable data on returns, space utilization, accuracy, processing time and associated measures.
- **Call Center** – measure, analyze and evaluate direct and indirect labor costs, along with actionable metrics on the cost per order, cost per call, cost per minute and cost per transaction to improve customer service, while controlling costs.

## Take action

With Manage Metrix, what you need to know and what you need to do are within easy reach. That’s because Manage Metrix is the first application tailored specifically to the needs of the multi-channel executives and managers. It not only provides you with access to the information you need, it also offers actionable recommendations that make you more responsive and accurate in the decisions you make.

Find out more when you visit [managemetrix.com](http://managemetrix.com) or call **650.482.2022**.

Taurus Software has been making data liquid since 1987. Taurus offers an entire range of solutions that incorporate products such as DataBridger - a robust open-platform data foundation creation tool, and application specific data models such as Taurus Maps for Ecometry, Taurus Maps for CommercialWare, and Taurus Measures - a powerful analytical and reporting toolset. Taurus is a member of the HP e3000 Transition Partners Program and has technology partnerships with DirectTech, Quest Software, F. Curtis Barry & Co., Lund Performance Solutions, Managed Business Solutions, Escalate Retail, Orbit Software, Pathway Pacific, DST Health Solutions, and Acumium.

