Phocas.

Unlock the power of your data with Phocas

The business intelligence (BI) solution that makes the data in your existing systems easy to access, understand and act on.

Got data.
Get results.

Give decision makers - not just technical and financial types - in distribution, wholesale and retail the power to act on data-driven insights.

IQ Retail, a Kerridge Commercial Systems company's partnership with Phocas enables your business to achieve significant insights into your data. Do far more than just scratch the surface - turn your information into real intelligence.

Phocas at a glance

- Optimised for use with IQ
- Analytics for wholesale, distribution & retail
- Customer, product & financial data in one place
- Cloud solutions, accessible on the move

- Full solution on mobile devices
- Fast implementation, adoption and ROI
- 97% customer retention
- Recognised by Deloitte, BARC & G2 as a leader in BI
- Thousands of users across the globe benefit from using Phocas

Knowledge is power and Phocas provides the insights required.

Giuseppe Martini, Managing Director, Kerridge Commercial Systems South Africa

Can Phocas help you?

As specialists in wholesale, distribution and retail, our close partnership with Phocas delivers significant benefits across a range of markets:

In these industries:

Building and industrial
Automotive
Electrical
Tile and Flooring
Retail
Office supplies
Plumbing and HVAC

For decision makers in:

Management
Sales and marketing
Inventory and purchasing
Finance and accounts
IT and support

So you can:

- Gain new insights – get the data to back up your business instincts
- Dig into underlying data whenever it suits you (even if you're not technical)
- Create useful business reports in many formats
- Benefit all areas of your business
- Get visibility and do something about it

35-45%
increase in sales through opportunities revealed

300%
increase in reporting speed

70%
decrease in report requests to IT/specialists

40%
up to 40% decrease in administrative costs

+Plus
better cost management with clear visibility of costs and revenues

Your Business. Your Way.

Phocas at a glance.

Data analytics - deep-dive on your data to confirm or contradict your hunches

Reporting - easily turn data into a chart, graph or report yourself

Dashboards - see the performance indicators you're interested in at a glance

Easy integration - fast integration with your ERP and other data sources

Mobile - full Phocas software suite on smartphones and tablets

Collaborate - share, track and comment on findings with your team, customers and suppliers
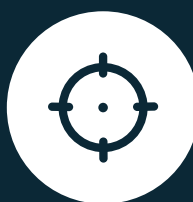
Drill down - whether you're using a dashboard or our lightning-fast grid, drill down into the data and slice and dice it your way to get the answers you need.

Phocas eliminates common data challenges by giving you a quick to implement, engaging solution that adds value immediately. Whether it be growing sales, optimising your stock, streamlining your purchasing, or delving into the financial heartbeat of your business - turn your data into insight.

To Lead
Phocas provides a blended, joined view of product, market, budget, data and more to create a seamless view.

To Plan
The Phocas platform is flexible and easy to use, allowing you to deploy it in a specific way for your business.

To Sell
Feed critical data to your sales team and unify intelligence so you can be focused on the same goals.

To Balance
Reveal what's really going on in your business to determine where the costs concerns and revenue opportunities are.

iQRetail

A Kerridge Commercial Systems Company

Get in touch with us today and discover how IQ can transform your business >

SA +27 21 880-0420
iqinfo@kerridgecs.com
www.iqretail.co.za

Your business. Your way.