

# Merlin Analytics powered by Phocas.

Get more reporting power and deep insights from the data in your Merlin system.



Merlin Analytics delivers advanced **business intelligence and distributor analytics** across manufacturing, distribution, and retail. It's your data, your way!

With our new **out-of-the-box standard integration** built for non-technical users, you can easily get data in seconds on sales, inventory, forecasts, prices, profit margins, people and budgets. Get complete flexibility from an analysis point of view. Any drill path, any direction, and date range in seconds. Say goodbye to pre-defined reports!

## Standard integration for Merlin success

<b>1</b>  Sales	<b>2</b>  Purchasing	<b>3</b>  Inventory
<b>4</b>  A/R	<b>5</b>  A/P <i>(coming soon)</i>	<b>6</b>  General Ledger <b>NEW</b> Financial Statements feature

## Optional

<b>1</b>  CRM	<b>2</b>  Rebates <b>NEW</b> <i>analyse, manage and report on all your payable or receivable rebates</i>
--	--

## All inclusive content

### Dashboards and scorecards

*data analysis done right, not just organised but realised*

- Customer scorecard
- Product category scorecard
- Sales dashboard
- Supplier scorecard

### Favourites

*instant access to the data you need to see*

- Days of sales outstanding
- Purchases decreasing
- Purchases increasing
- Sales by state
- Sales down, profit up
- Turns

### Alerts

*automated data monitoring, whether good or bad, you're always in-the-know*

- Current month sales
- Customers declining
- Customers increasing
- Products declining
- Products increasing

# Phocas. + Merlin

These users run Merlin Analytics by Phocas:

---



**INSTOCK**

innerglass 

---



“It is very exciting to be teaming up with business intelligence experts, Phocas Software. We are outlining our commitment to continually develop and improve our products. **Phocas’ expertise in the business intelligence world make it a solid partnership choice**, and our combined services will ensure our customers can continue to drive their business performance.”

**Clive Mallender**, Managing Director, Merlin Software.

---

**Contact us.**

Tel: 01246 457 150

Email: please contact your Account Manager or the Sales Department  
([info@merlinbusinesssoftware.com](mailto:info@merlinbusinesssoftware.com))

[merlinbusinesssoftware.com](http://merlinbusinesssoftware.com)

**Merlin**   
BUSINESS SOFTWARE

**Phocas.**  
Got data. Get results.