

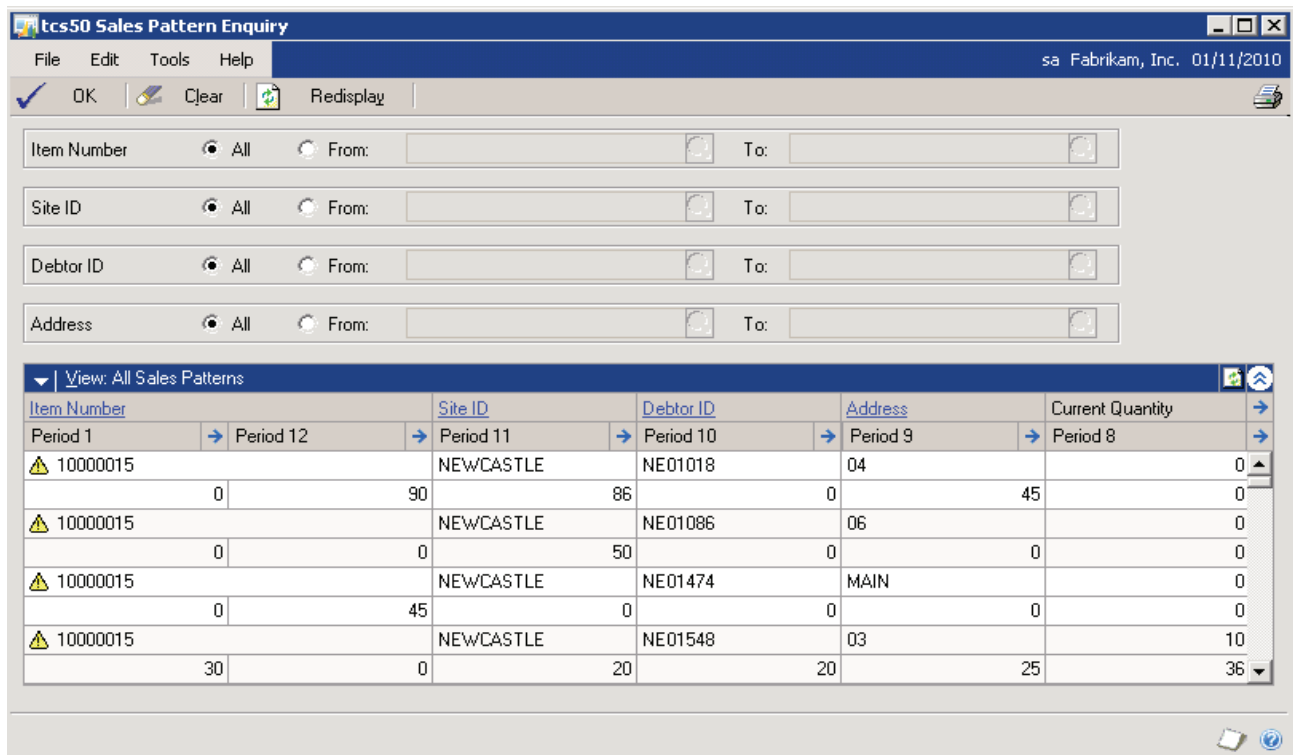
Sales Pattern Analysis

The Need

An important part of customer relationship management is understanding customers' buying patterns—not only what products they buy, but how many and how often.

The Solution

Sales Pattern Analysis offers easy access to key customer information in a form prescribed by the user.



Item Number		Site ID		Debtor ID		Address		Current Quantity
Period 1	Period 12	Period 11	Period 10	Period 9	Period 8			
10000015		NEWCASTLE	NE01018	04		0		
	0	90	86	0	45	0		
10000015		NEWCASTLE	NE01086	06		0		
	0	0	50	0	0	0		
10000015		NEWCASTLE	NE01474	MAIN		0		
	0	45	0	0	0	0		
10000015		NEWCASTLE	NE01548	03		10		
	30	0	20	20	25	36		

Key Features

- **Sales period definition**
Provides the facility to identify meaningful time slots into which a sales history can be accumulated from ship to address level.
- **History take-on**
An update routine to bring existing sales transactions into a summarized history.
- **Links to catalogue sales**
When used in conjunction with the Catalogue Based Sales module, these sales period summaries are available as columns of information in the user configurable item search screen.
- **Sales pattern inquiry and report**
A summarized Sales Pattern Enquiry screen enables the user to view a summary of transactions by period. There is a drill-down to enable the users to see the transactions associated with these summaries.
- **Sales pattern warning**
A facility to set a rule in SQL that identifies exceptional conditions arising from the sales pattern and alert the user to those items where further investigation may be needed to identify why sales have fallen.

What It Means For You

- **Interactive selling**
Easy availability of sales pattern information at order entry time enables users to sell more interactively by quickly identifying those items where sales should be anticipated.
- **Enhance customer service**
Helps users provide better customer service by being able to identify for customers the products that fit their needs.
- **Proactive customer management**
Provides an early warning to management of a possible change in buying behavior by a customer, which may indicate they are buying elsewhere or their needs are changing.



Dyanavistics transforms your “I wish we could” into “I know we can” with innovative solutions to provide relief from common business software frustrations—helping you to run your business more effectively and get paid faster. Our applications are used by businesses across a wide variety of industries to extend the useful lifetime of their software investment while improving staff productivity and filling the gaps in collections, delivery, trade promotion and distribution software processes.

Dyanavistics makes it easy to integrate with Microsoft Dynamics GP, Microsoft Dynamics AX, and Microsoft Dynamics NAV, as well as other leading ERP systems. Whether your frustrations result from software shortcomings in purchasing, inventory management, or accounts receivable—we offer solutions that complete the processes and bridge the gaps.



Trinity from Dyanavistics, Inc. is a collection of advanced distribution features that work hand in hand with Microsoft Dynamics® GP to enhance every aspect of your supply chain process. Simply put, Trinity turns the basic Dynamics GP inventory modules into a full-featured distribution powerhouse.

Running a successful distribution business requires more than just inventory management. That’s why Trinity was designed to improve every aspect of your distribution operation from Sales, Pricing, and Customer Service to Purchasing & Replenishment, Inventory Control, and Delivery Logistics. Adding Trinity to Dynamics GP makes your business *more effective, efficient, competitive and profitable.*

