

SME

slick, small & smart appropriate
tool for Small & Medium
Enterprises

Ideal-Analytics is a suite of software tools to glean information and therefore knowledge, from raw data.

Self-service, real-time, on-demand ad-hoc analysis and high performance exploration functionality
with plug-ability, scalability & security, available in both SaaS and on-premise model

Small & Medium Business endeavors run on competitive profit margins but are very appropriate in every sense - in productivity, in optimum usage of factor inputs, in order procurement and distribution, in inventory holding, in aggressive marketing, in usage of space and energy consumption, in management overhead, in Capital investment, in customer retention and service.

Yet it is the same SME sector that contributes big in creating linkage effects, in Capital formation, in creating employment, in variable Capital formation, in creating overall social and network development and in creating a hub of economic activity of all types- All these is done not by individual firms of the SME but by the group constellation in a cluster production or cluster sales.

These two opposing characteristic give the sector its unique signature. The methodology of doing this is done through sharing of high value Capital investments as a group, produce their own wares and selling them individually although using shared infrastructure. They share to grow and they apportion the cost. The Total Cost of ownership is shared!

Each individual firm may not afford a high value tool, but their need to know the market in full details is extremely critical and more demanding than big mass producing enterprises with high Capital block debt. These firms due to their slender debt/equity ratio are forced to factor in the market knowledge in their quotidian operation and for that they have to work as a co-ordinated body through using Science and Technology as their common “secretary”.

SMEs as a collective account for the biggest sector in development of any economy, the market building responsibility of the sector therefore is much more pressing. Information comes in very exigent in this sector. Market intelligence, their ontology and future possibilities are carefully studied by interested agents like bankers, investors, government authorities and other industry regulatory tax collecting authorities.

SMEs need data in huge amount- in collectives, they need the knowledge, and yet may not afford to own them individually. They need a cloud implementation the most. Software-as-a-Service implementation appears to have been conceived for this sector - appropriate and yet not burdensome. Co-operative data, data as a group and individual firm data operating within them, gives individual firms the vision of the market they are working in. Each individual firm knows the information of their co-competition and yet strives themselves without any contention sharing the same factor set with slightly differing skills and nuances in style and signature. This type of information although small in proportion is critically important for the market and yet can only have its value when seen in a group.

Data- processing for such a unique sector needs to be appropriate- its heaviness and complexities shared and its uniqueness secured, assured, authenticated and distinguished. Data analytics is the technology appositely cut out for such a job.

IDEAL-ANALYTICS - our product solution provides everything that DATA-ANALYTICS gives like directly digging information from transaction data [of production, of labour, of general welfare, of cluster usage of infrastructure etc] and undertakes very high mathematical operations instantaneously. Additionally, it offers special technology to overcome complex mathematics and data churning and yet hides the implementation from the user-analysts' gaze. The user can use their own logic, devised formulae in their own way without any special skill and is thus free to use their time more appropriately in their business investigation. A very secured data access and yet a cloud implementation does not give a feeling of extra-investment on them.





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Analytics On-Demand

www.ideal-analytics.com

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