NEOLORE NETWORKS INC.

TECHLORE

"Insider Tips to Make Your Business Run Faster, Easier and More Profitable"

INSIDE THIS ISSUE:

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"
-Jim Stackhouse
NeoLore Networks

Seven Analytic Tools that Every Business Analyst Should Know

From supply chain management to enterprise resource planning, every business department requires relevant data for the decision-making process. Today, numerous cloud applications are available to generate insights. Using these insights, businesses can accelerate their business process and rapidly achieve success at a phenomenal rate.

Business analytics tools come in different types based on the purpose that business leaders have to achieve. These are intelligent tools, powered by the cloud computing system. The tools provide advanced modelling insights for KPI measurement, making strategic decisions, and business health planning.

Top Analytics Tools for Advanced Analytical Data

SAS Business Analytics – This is a high-grade text analytics tool and enables businesses to attain and transform unorganized data. It also analyzes to select attributes for accurate information and discover meaningful insights. SAS business analytics include a wide range of statistical tools to predict upcoming trends using information from machine learning and big data.

Board – Teams can use boards to create intuitive and interactive analytical reports and access the data through the dashboard. This

tool offers customized features, which indicates that groups can organize their dashboard according to their convenience. That's one of the reasons this tool is popular among businesses. This is a highly-scalable platform and includes high-quality analytical features such as a powerful statistics suite. What's more, board can manage huge data volumes and manipulate the data to analyze customer behavior in different scenarios.

Microstrategy

This tool has superior analytics capabilities and helps process unstructured data in real-time. Experts find this tool effective because it includes third-party data mining options. This means that you can integrate other plug-ins to gather new data. With this tool, businesses can collect up-to-date data and solve critical problems. With this tool, teams can create and share business analytics reports and come up with new techniques to boost sales.

Sisense – Robust text analysis functionalities and dynamic interface enable employees to instantly organize unstructured data. This business analytics tool transforms the way leader and teams perform their tasks and revolutionize business intelligence. The Sisense is an open-source

computational statistical tool that enables users to visualize complex data and perform extensive analysis. This helps teams forecast future trends and make data-driven decisions.

QlikView – This business analytics tool comes with unique features such as in-memory processing and patented technology. Furthermore, the tool is famous for ultra-fast report generation. Professionals include this tool as one of the best analytical tools. It helps the user visualize the data and understand the connections. On top of that, the colour-coding feature help managers understand the bigger picture of the projects.

Dundas BI – Dundas BI is a first-class analytics tool constructed

upon R Language. R programming is the best language to create advanced machine learning algorithms. That's why many professional and agile business leaders prefer this tool. The tool will help you with business intelligence solutions and automate analytics. Furthermore, you can visualize data, generate reports, and forecast trends. The drag and drop feature makes this tool even more fun and easy.

Tableau Big Data Analytics – This tool includes reliable and robust features that help management teams with in-depth research. Leaders can predict patterns, access current and historical data, and analyze social media networks with this tool.

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Monitor Employee Satisfaction and Engagement with Operation Management Tools

Operation managers have always tried to enhance the overall supply chain and production, but they faced numerous challenges. Since operation managers have so many tasks to manage, they wanted a tool that helps them control every little job. Soon after the technological advancement, developers started working to create wide-ranging tools to simplify every task in a business. Operation management is no exception.

When managers have complete control over their resources, they can allocate them to different teams and track the utilization. An operation management tool can help a business achieve results in numerous ways.

Major Benefits of Operation Management Tools

Planning and Scheduling

Whether it is a small or large business, planning projects and executing tasks have always been a hassle. However, using operation management tools, managers can generate previous data and insights to make future decisions. The tool helps business managers to evaluate current business positions with required goals and create a roadmap to success. This tool also helps managers and teams schedule and manage tasks and develop a robust work process. Also, the tool makes it possible for the entire organization to have conversations on a single platform. This way, teams can easily

communicate with their supervisors about their problems. Offering employees a platform to speak up for their problems will build confidence and energy.

Competitive Advantage

When business leaders organize tasks and keep track of employees' performance, they can make better decisions and boost productivity. Keeping track of the resources is also a huge problem. But, the tool is incredible to understand the required resources for each task. As a result, businesses can create an efficient and rapid business process. Understanding your audience has always been a problem for managers, especially in a hierarchical business structure. Whenever an employee

wants to get heard, they have to share their problems with the upper management through a process. But, when employees can communicate with higher authorities, they feel happy.

Remote Access

Employees and managers can use operation management tools from anywhere and anytime, employees can remotely work and access every data and file. Business owners can communicate with their teams and send approvals when they are on a trip. As a result, employees don't have to wait for their boss to arrive at the workplace for approvals.

Choosing the Best Payment Options for Small e Commerce Website

While choosing a payment option, you need to consider security, hassle-free process, and fast transfer. Since a payment gateway requires sensitive data to complete a transaction, security should be compromised. Follow this guide to choose the right payment option.

Factors to Consider While Choosing a Payment Option

- Here are some factors that you should consider while choosing a payment option:
- Visualize the payment flow
- Create a list of payment methods that support your payment flow
- Evaluate the pros and cons for each payment option
- Choose a certified payment option with safe and secure transactions
- Check fees and service agreements

- Select a simple payment option for an easier checkout process
- Consider your target audience's preferences
- Try to include multiple options to attract a different group of audience
- Pick a payment option with an easy integration process

Choosing and integrating a payment option isn't a difficult task. You can read customer reviews about each option and make an informed decision. Selecting the right payment tool will enhance the brand's profitability and customer experience proving to be an excellent short and long term solution.

Integrate Zapier with Your Business for Process Automation

Zapier is an incredible tool for businesses as it enables them to automate their workflow. The tool helps organizations connect different applications and services so that teams can perform various tasks using a single platform. If you want to automate your business tasks with Zapier, follow these steps:

- Create a task on Zapier. You can either choose a template or create the task from scratch
- Add a trigger to perform the task
- Choose an action performed by the trigger
- To keep everything organized, give a name to your zap
- Switch on the zap
- Evaluate the performance

Automate Your Facebook and Instagram Business Posts

Tools such as ContentCal and Falcon include numerous features to boost your visibility and engagement in the market. Here are some steps you should take to automate your Facebook and Instagram posts:

- **Download a reliable social media post schedule tool**
- **Log in with your social media accounts**
- **Create a post and write engaging captions**
- **Use relevant hashtags to increase organic reach**
- **Set time and date to publish the posts**
- **Click on the publish button**

How CRM Tools Help Marketing Teams?

Customers want to connect with a brand that is good at building strong relationships. Understanding your customers, you can provide the relevant facilities and build trust. A good customer relationship directly reflects on business growth and profitability. Some reasons to use customer relationship management tools are:

– Marketing and sales teams can attain high-quality data through a CRM tool. This way, teams can generate insights and understand their target.

– Using CRM tools, marketing teams can create different personas and offer a personalized experience to the customers.

– With CRM tools, marketing teams can boost sales by creating better sales and marketing strategies.

– Increase customer retention rate and keep existing customers happy.

– Understand your customer needs and modify your business goals.

– The tool protects critical data through multiple security options.

Take the NeoLore Cyber Security Survey

Has your company done a Cyber Security Maturity Assessment within the last year? Do you have an IT security policy in place? Do you know if you've been hacked or are leaking data?

If your answer was "no" or "I'm not sure" to any of those questions, your company may be at risk for a devastating cyberattack.

Get the NeoLore Networks Cyber Security eBook for Free!

It Features

- Information on the various threats to your business
- NIST Security Framework
- CIS Controls
- Basic Controls

And More!

https://neolore.com/cybersecurity

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