

# Margin'sReveal

...Profit Matters!

On Cloud Application for Decision Making:

"Compare"

A Capability of Margin'sview Consultancy Private Limited

A complete decision making ecosystem for organisations;  
as we know .....**Profit Matters!!**

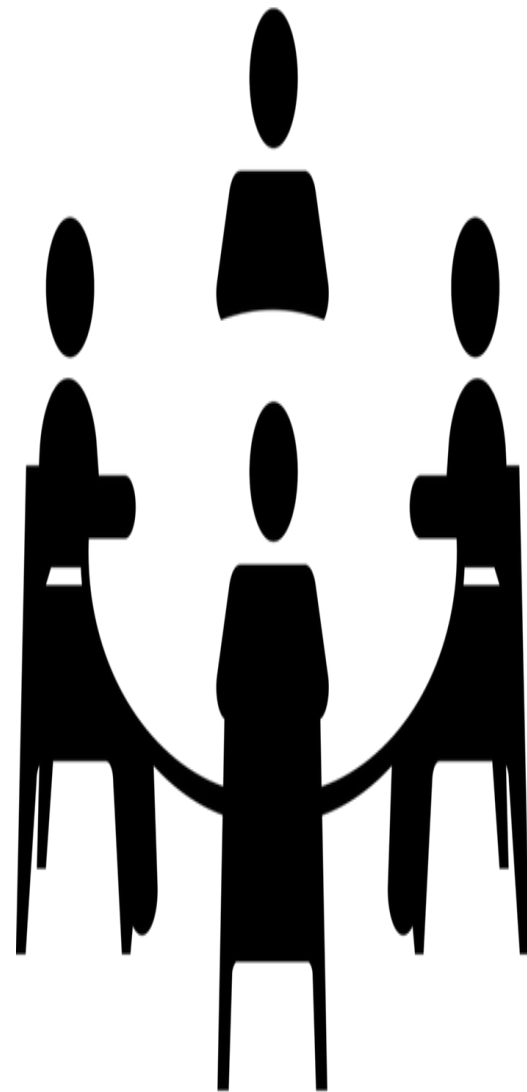
# Margin'sReveal Ecosystem

Every organisation has a huge potential to generate profits, but many end up performing far lesser than they should. Most often, the reason for this is "very less focus". It's ironic, but true; as Adrian Slywotzky states "to be consistently profitable – organisations need an honest to goodness intention to be profitable – and most don't".

Our analysis suggests that profit is like that elusive terminology, where emerging organisations keep wanting it – but don't know, exactly, why they aren't making it. Profit has always been looked upon as a financial term, whereas its actually an economic term. Economics works on market rules and thus economic understanding needs to be a part of strategy and business model and not a financial outcome. We believe profit is an attitude and not a number. The philosophy of sustained profitability lies in business modelling and not accounting.

With the lack of knowledge around the science of profits and more severe lack of skill set to design meaningful analysis of internal data, Margin'sReveal applications come handy for assisting decision making. It models granular data in a framework which is ready for decision making.

Good decisions need granular data, and most often, most of the internal data that is generated by organisations fails to provide an assistance for impactful decision making. Margin'sReveal converts this internal data, into **well related** and **interpretable data**, which then provides the power to gain necessary insights.



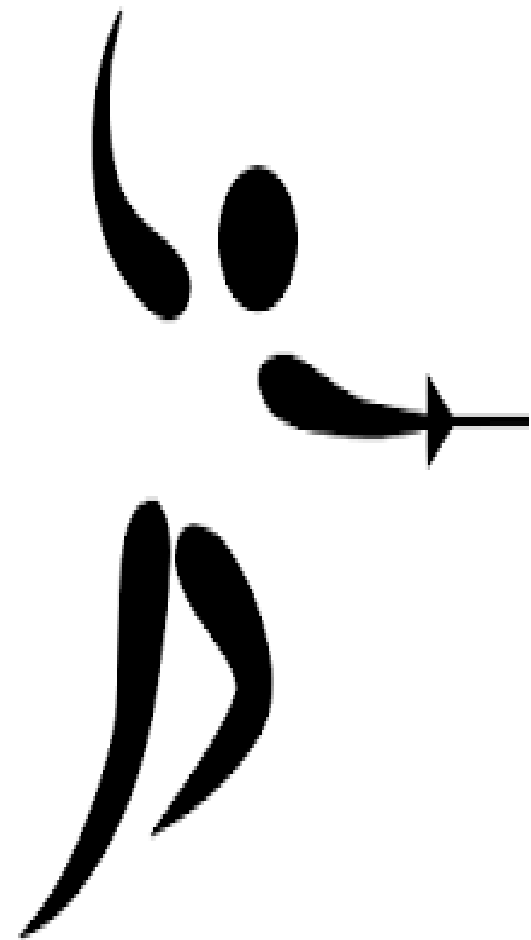
# Compare: Add on Tool to Margin'sReveal Diagnose

## Background

Diagnose, is our baseline diagnostic tool, which is an on-cloud application for assisting decision making. Compare sits on Diagnose, and is thus an add-on tool to Diagnose.

Our ecosystem works around profits ... we believe that organisations which work with the objective of being profitable are far more valuable, as they not only are more focused on value creation, but are also always seeking to create and maintain alignment – which is vital for well being and longevity of any organisation.

Our research and experience suggests that, profits and profitability is an attitude, which requires nurturing and constant monitoring. With a lack of conducive ecosystem, which is built for monitoring and measuring profitability on a functional level, it remains as an accounting parameter, which is really the missing link. Profits come from decisions taken every day in operations, marketing and resource management, NOT through month end, quarter end and year end accounting endeavors.



## MR – Compare at work

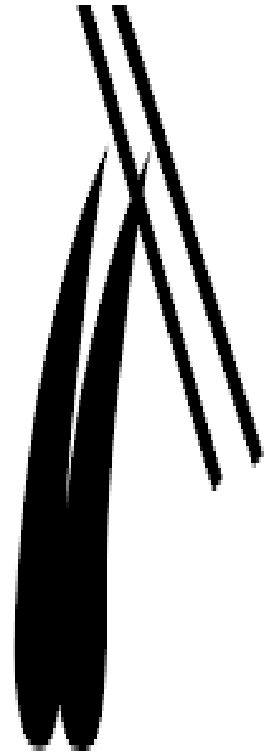
Margin'sReveal Compare is a framework, which takes data from excel and provides the insight for better decision making through reports and graphs.

These reports provide enormous insight as they are built on Strategic Cost Management Models. Robust model of Compare, can build various data profiles to give the user a 360 degree view on costs and profits and its comparative performance. It gives:

1. Comparative Product wise Costs & Profits
2. Comparative Customer wise Costs & Profits
3. Comparative Segmental Costs & Profits
4. Comparative Process costs for better resource allocations
5. Comparative Ratios for better analysis

Margin'sReveal Compare essentially aims to give a comparative view (either month-on-month, quarter-on-quarter or year-on-year, and also any two random comparisons) which can assist the users define:

- a) Product Mix Decisions
- b) Price Strategizing
- c) Resource Planning
- d) Budgeting
- e) Customer & Product Selection / Elimination
- f) Cost Optimisation Priorities



# How does MR – Compare work?

Margin'sReveal Compare, believes in making your data, talk to you, through your people – thus making you self-sufficient in your data analytics. Our self guided tutorials and certificate courses assist you get your analysis consistently, independently and for your exclusive usage.

Main features of MR – Compare:

## **Its really Easy to use:**

Compare framework, uploads the data directly from excel sheets. It is easy to upload, edit, save and audit. It can accommodate changes easily and all the reports are downloadable in excel and PDF format. It saves organisations from huge software and its set up costs, heavy licensing fees and costs of training. Margin'sReveal is an economical platform which allows multiple users and generates strategic decision support intended reports and graphs.

## **Easy to alter the data relationships:**

Margin'sReveal Compare is a platform, which allows you to alter the logic of the data relationships very easily. You do not require any coding or software knowledge and thus we save you of huge resource costs. The alterations can be done through excel and this makes Margin'sReveal ecosystem affordable and sustainable.



# About Us

Margin'sReveal is a division of Margin'sview Consultancy Private Limited. Through our decade long experience in enabling organizations get more profitable through our consulting engagements, we gained huge expertise in building better diagnostic understanding of profit optimizers in organisations, setting up systems & processes for monitoring the same and enable institutionalize the impacts and processes.

What we soon realized, was that we had a reservoir of success histories created by applying our diagnostic tool on growing organisations. We saw these organisations gained more visibility in their operations, got more clarity on their pricing strategies, built better sales incentive programs and monitored performances far more objectively; for sustained profitability and returns.

We decided it was time for us to build a technology platform which would function as AaaS (Analytics as a Software) with an ecosystem of self-guided tutorials for better analytics to be done by in-house analysts on their own data.

Margin'sReveal is this ecosystem. It is an on cloud application, economical, scalable and fully secured, data analytics platform for companies of all sizes, any industry and every kind of data storage systems and configurations.

This framework is an outcome of working with ambitious emerging organisations and being a part of their profitable growth. Our dynamism and access to expertise, defines our success. We have a passionate team which is crazily in love with our diagnosis and our internal culture of working. Equally impressive is our team of advisors who are always ready to support growing organisations and be a part of our journey in supporting our clients get profitable growth.

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