

IGENO Tourism Dashboard Datasheet

Highlights

- ❑ At a glance monitoring of your DMO's key performance measures
- ❑ Advanced analytics
- ❑ Spend your time running your DMO, not building spreadsheets
- ❑ Predictable IT costs
- ❑ Strengthen your competitive position



We manage your reporting ... so you can manage your business.™

Better insights from \$199/month per user.

Driving Performance with IGENO

- ❑ We extract data from your existing systems, analyze it and then present it in an accessible and interactive web based report or dashboard
- ❑ Leverages leading business intelligence tools from SAP Business Objects
- ❑ Wide range of pre-existing report templates with tourism-centric metrics
- ❑ Prep for meetings faster & push dashboards directly to board members
- ❑ Avoid labour costs associated with building and maintaining spreadsheets

No Limits

- ❑ One simple monthly payment
- ❑ Unlimited report requests
- ❑ Month-to-month contract
- ❑ Advisory services included

Sample customers:



"IGENO demonstrated a quick understanding of our business intelligence needs and tailored a full service reporting solution using Business Objects products to fit our requirements"

Ted Lee, CFO, Tourism Vancouver



IGENO Tourism Dashboard



- Dashboards
- Management reports

SAP BusinessObjects

- World class infrastructure

IGENO Analytics

Data Warehouse

Financial

CRM

ERP

Compatible with:

New Media Gateway DBS

Software Management, Inc. D3000

Google Analytics

micros Point of Sale

Other system interfaces built at no additional cost.

IGENO

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IGENO Tourism Dashboard

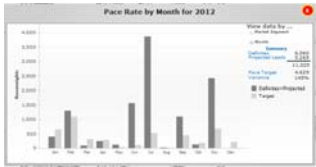
Work smarter
Compete harder
Drive new business

Anatomy of the IGENO Tourism Dashboard

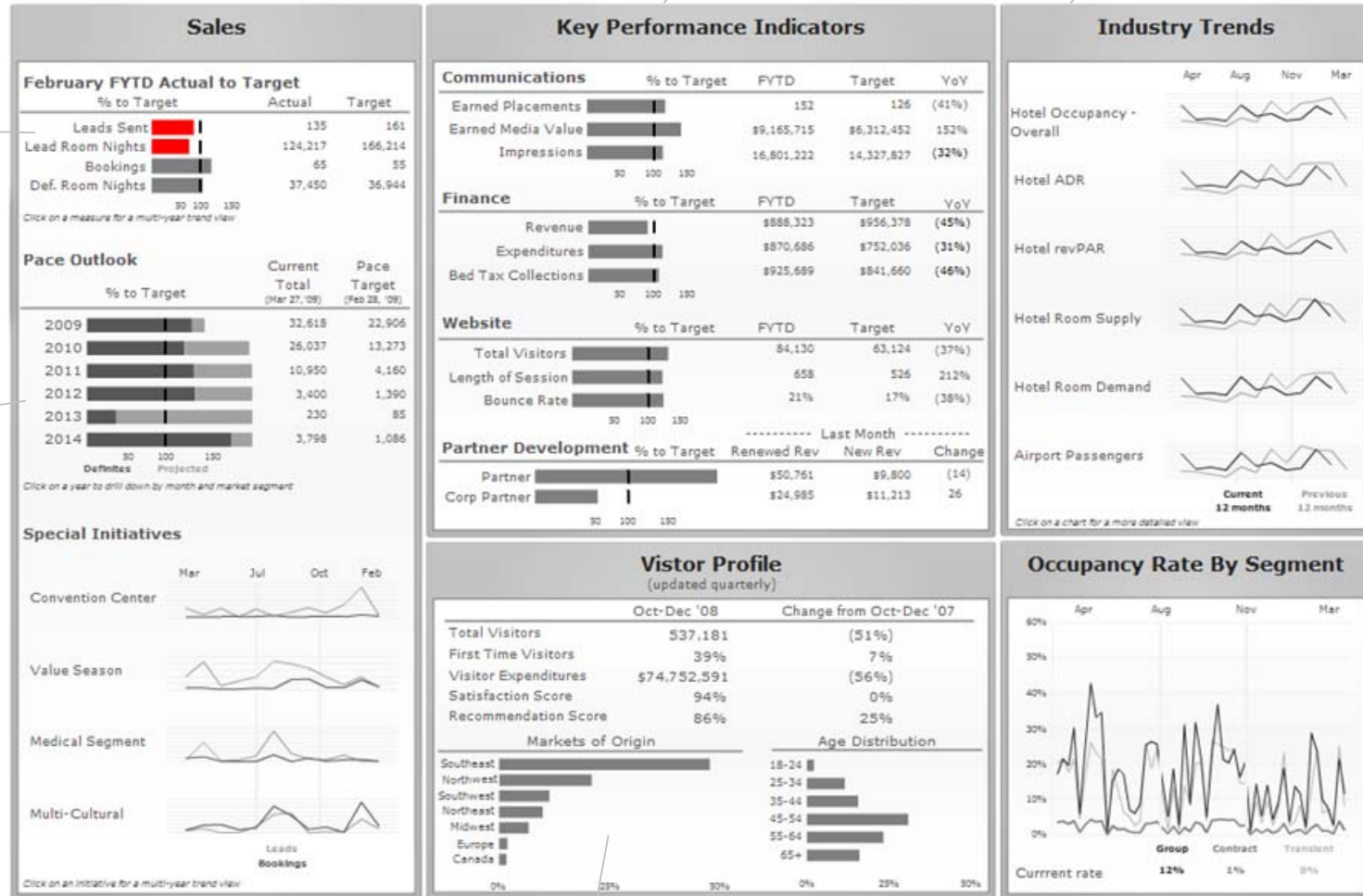
Define and track your KPIs.

Monitor industry trends.

Colour coded alerts based on thresholds defined by your DMO.



Interactive dashboard allows you to "drill down" into more detail.



Understand your visitors.