

PARADIGM INSIGHTS

Omni Data Insights

Making Informed Business Decisions



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Agenda



1. Business Intelligence Overview
2. Insights Today
3. The New Insights
4. Improved Architecture and Future state
5. Getting Help!
6. Building a Digital Strategy

The Story

✓ Business Intelligence has been around since 1958

- Practical application : "LA Clippers Arena installs chips into seats"

✓ It's in Paradigm's culture to analyze data

✓ What DON'T you know today?

- SALES: New customer's activity for the first 90 days? 6 months? Year?
- MARKETING: On renovation quotes, which options are selected more often?
- OPERATIONS: Could you tell me which series generates the highest rate of warranty claims? And focus on a specific defect?
- LEADERSHIP: Which customers are underperforming and why?

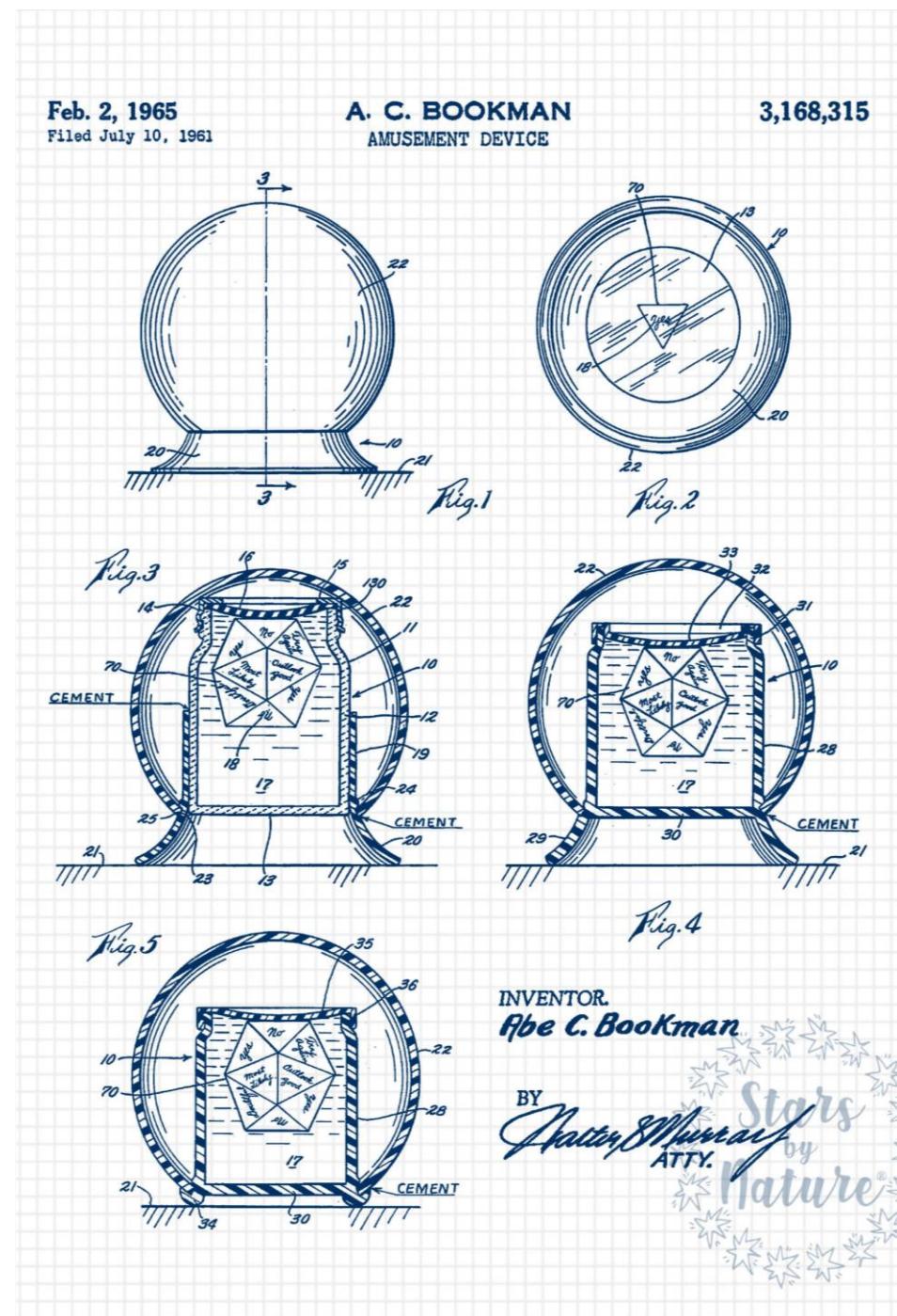
✓ Other challenges Paradigm helps with

- Not sure where to start
- Not sure of the tools or skills needed
- Stuck in Excel



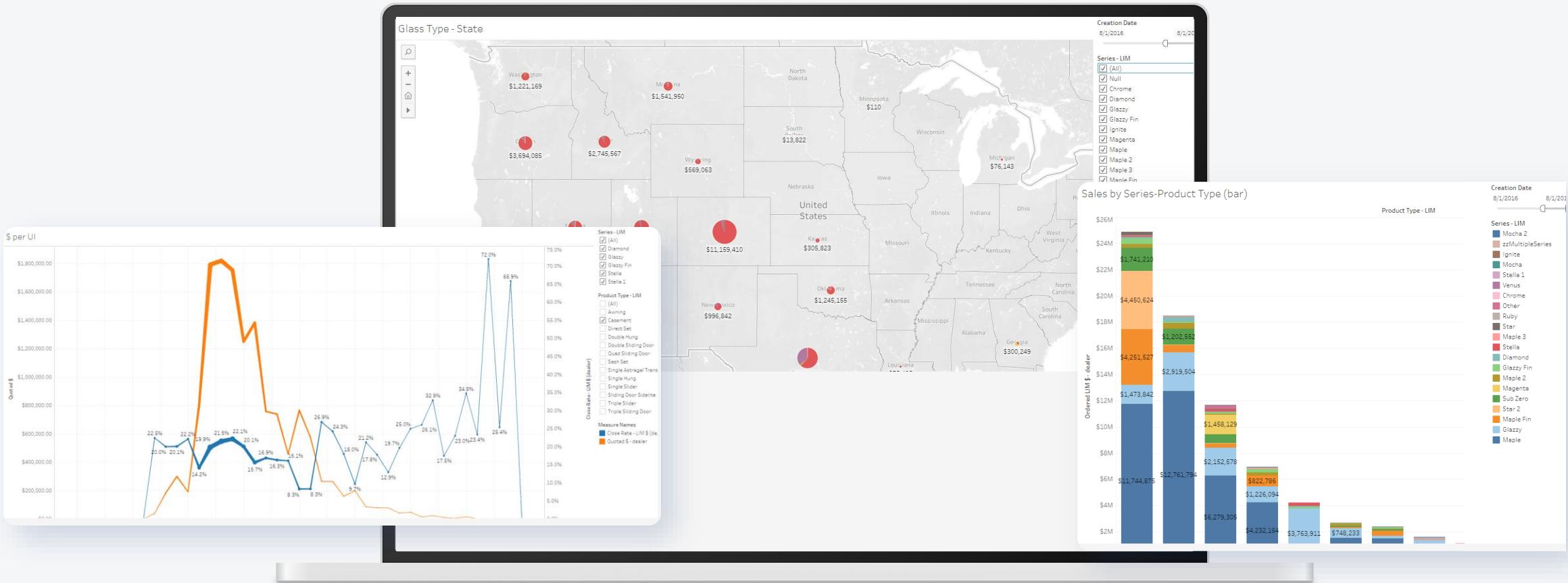
The Incentive

- ✓ No More Magic 8 Ball®
- ✓ Paradigm enables you to be PROACTIVE
- ✓ You don't need a super team of data analysts or high-priced tools
 - *Practical Application: Simple dashboards in your sales reps' pocket*
- ✓ Discover bottlenecks, missing sales, user frustration
 - *User frustration is difficult to discover*



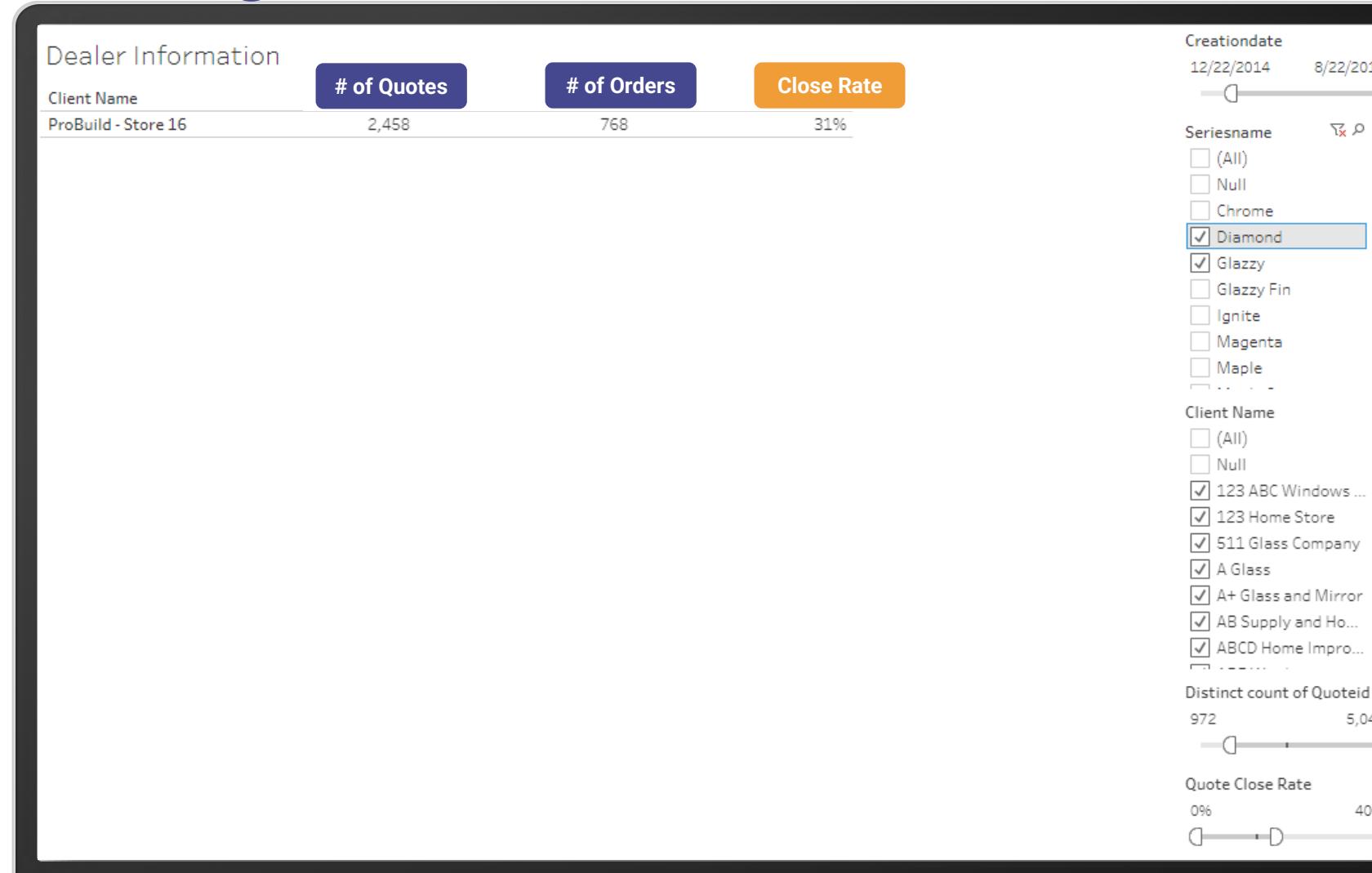
Picture is worth 1000 words

Making it simple



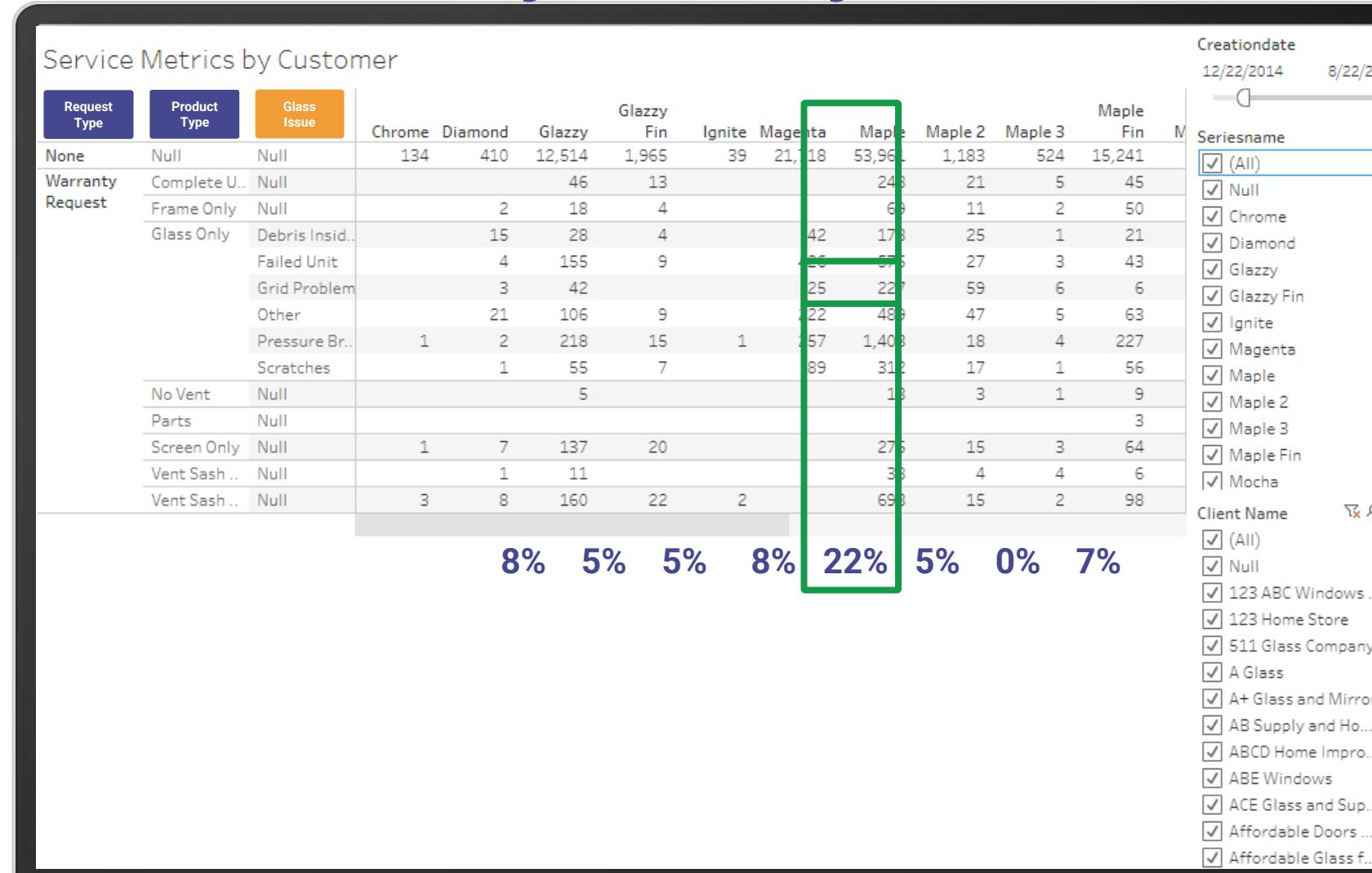
Finding underperforming customers

- Shows all dealers with **# of Quotes**, **# of Orders**, and **Close rate**
- Want to find underperformers
- Show me dealers with at least 1000 quotes
- Show only those with **40% close rate or less**
- Filter that by **Series**
- And a **different Series**
- And a **different Series**



What is our service and warranty velocity?

- Showing warranty requests by issue, type, and series
- Filter to only show **1000+ total orders**
- Add **calculations**
- Maple 2 is a **new series**
- And has the highest warranty rate
- And grid Problems is the highest which is unique



Insights Today

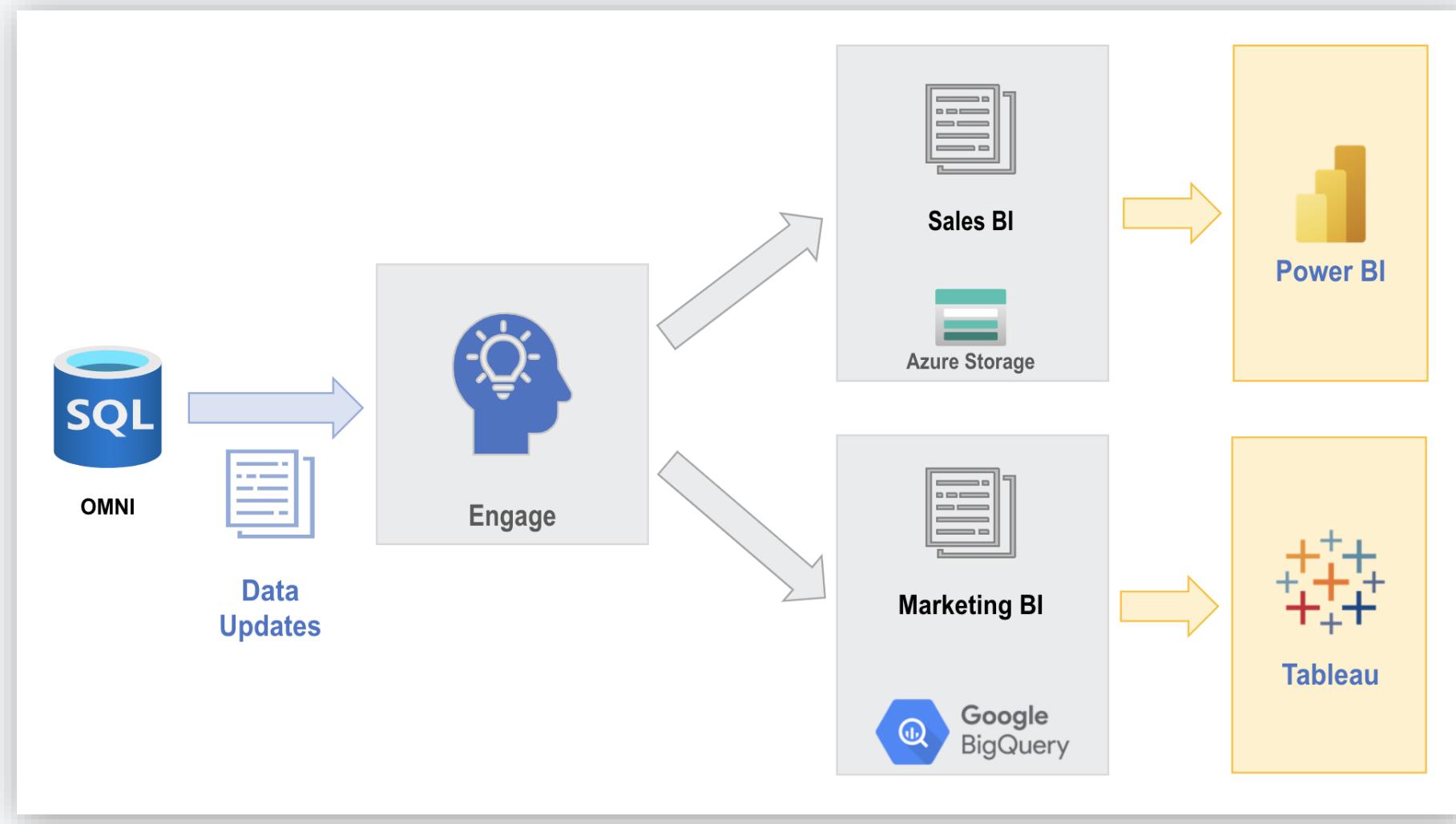
Sales BI

- ⌚ Included with Paradigm Omni™
- ⌚ Access data on Sales, Orders, Clients
- 🔧 Microsoft Power BI must be used.
- 👤 Sales or marketing typically.
- ⌚ Training included with your Paradigm Omni implementation team.
- ☁️ Hosted in a customer-specific Azure storage. Secured through **Paradigm Omni Authentication**.

Marketing BI

- ⌚ Available through an **additional subscription**.
- ⌚ **Includes all Sales BI data**, plus configuration details like door slabs, glass type – hardware and much more.
- 🔧 Tableau is the BI tool used normally
- 👤 Data analysts for others within the organization.
- ⌚ **Includes training sessions with the Paradigm Data team**.
- ☁️ Hosted in a customer-specific Google project. Secured using **Google authentication**.

Current Insights Overview



Improvements to Insights



Sales BI

Marketing BI

Improvements to Insights



Sales BI



Marketing BI



Access more data : Users, Groups, Line Items, Price Mods and more!

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You can now use the tool of your choice: **Microsoft Power BI, Tableau, Apache Superset, etc.**

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Easier integration with BI systems, such as **Domo, Snowflake, etc.**

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Authentication is now simplified: **One login to access both flavors of Insights**

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Easier integration with external BI systems, such as **Domo, Snowflake, etc.**

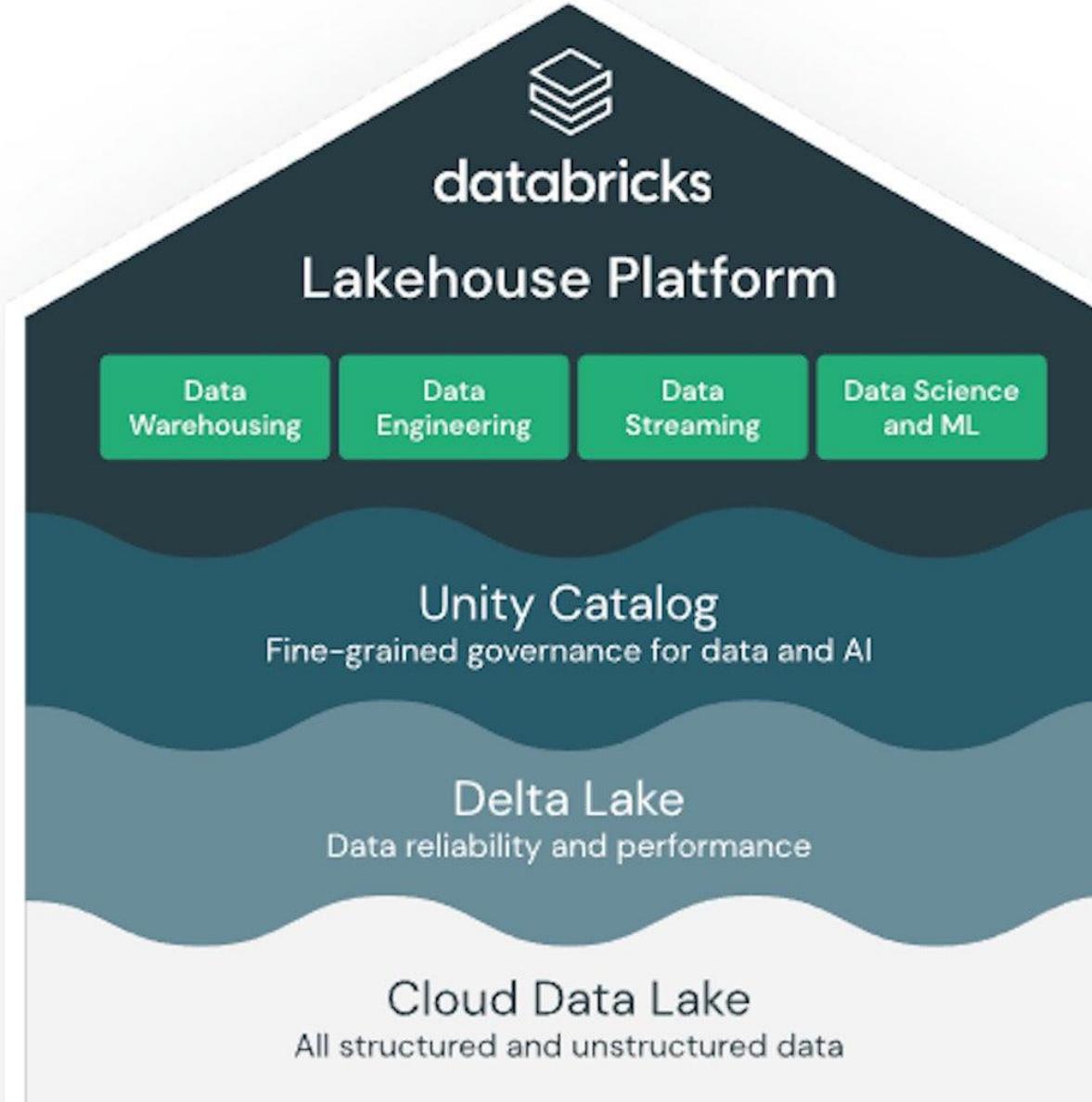


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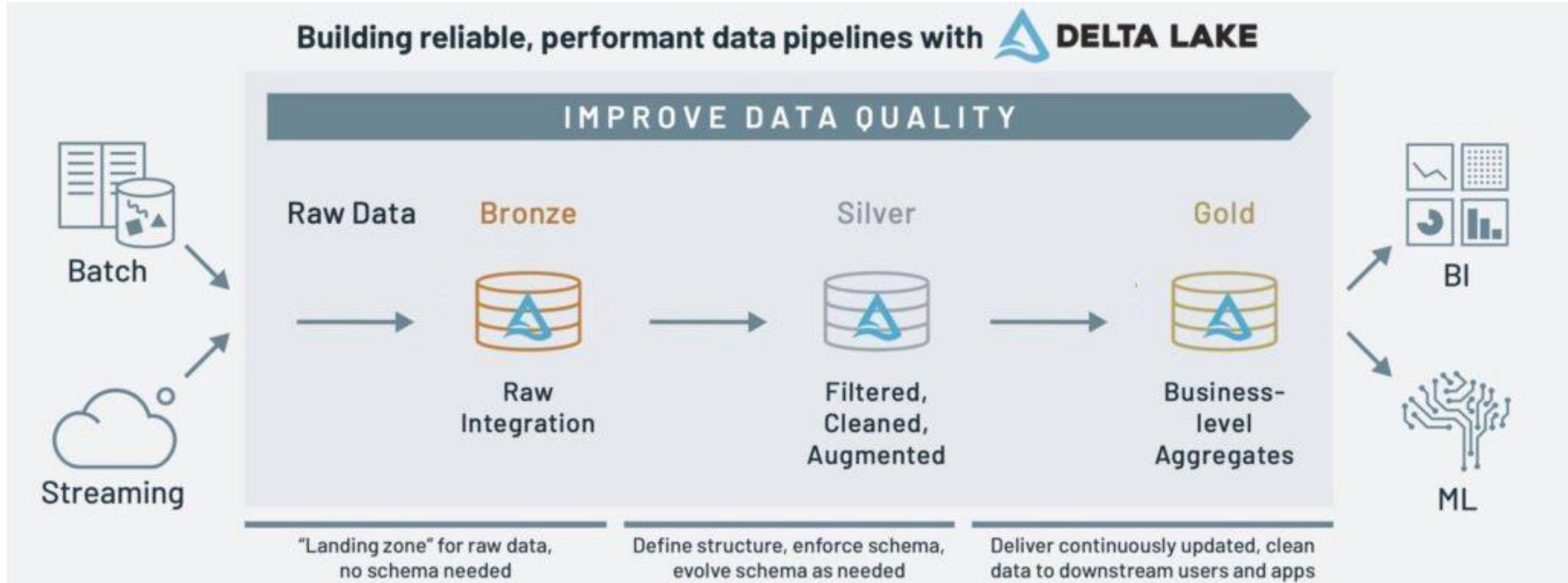


Faster Refreshes: When once a night is not enough!

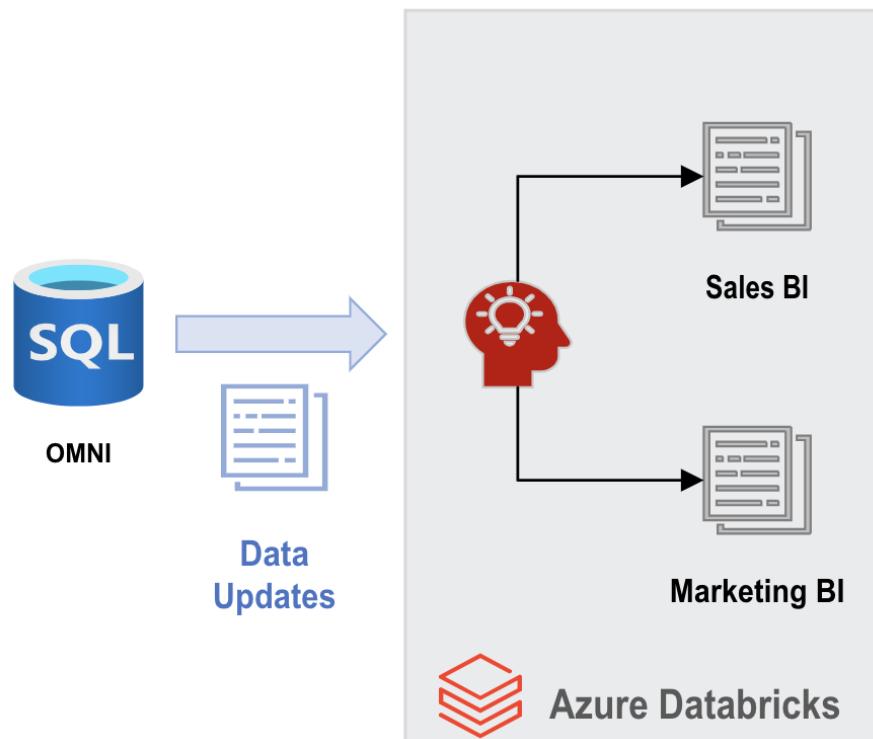
Updated Insights Architecture



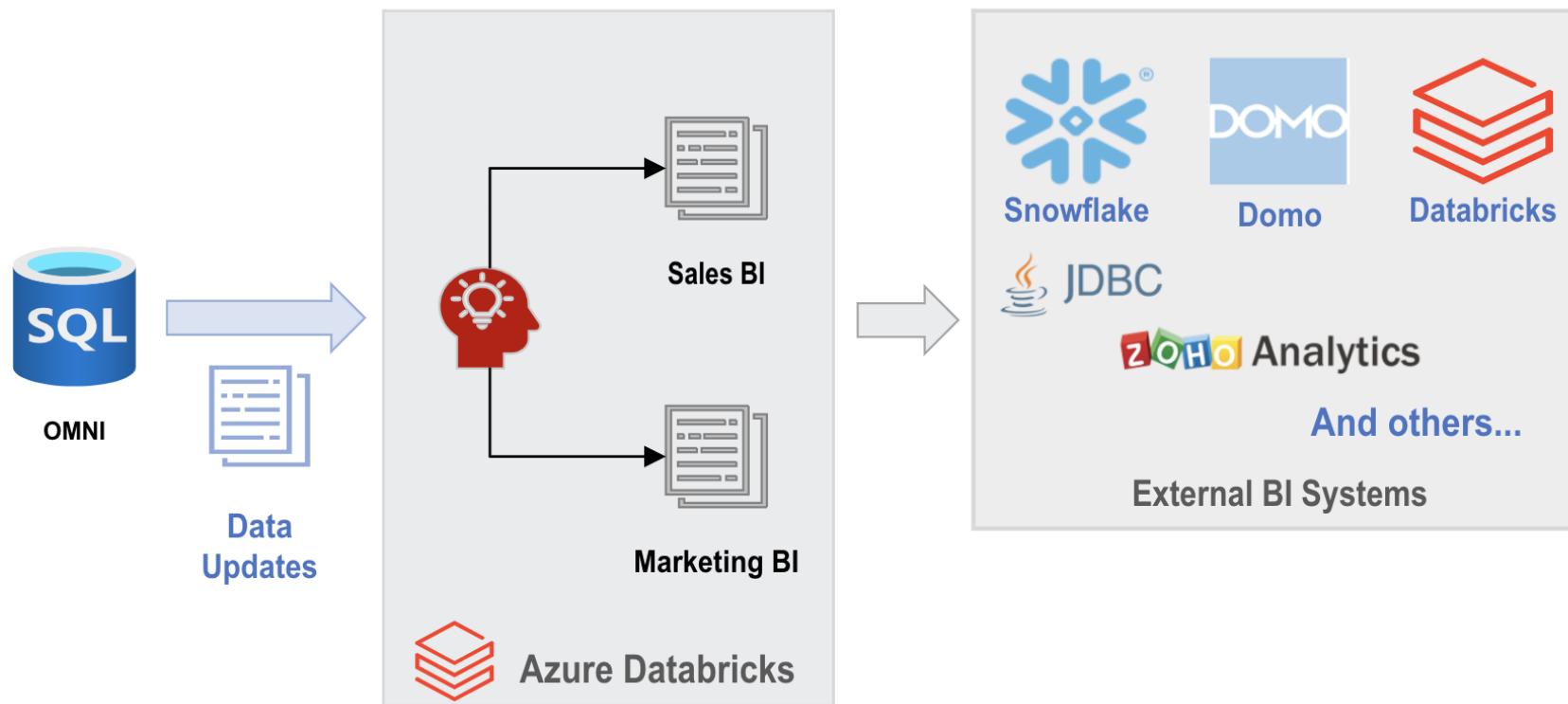
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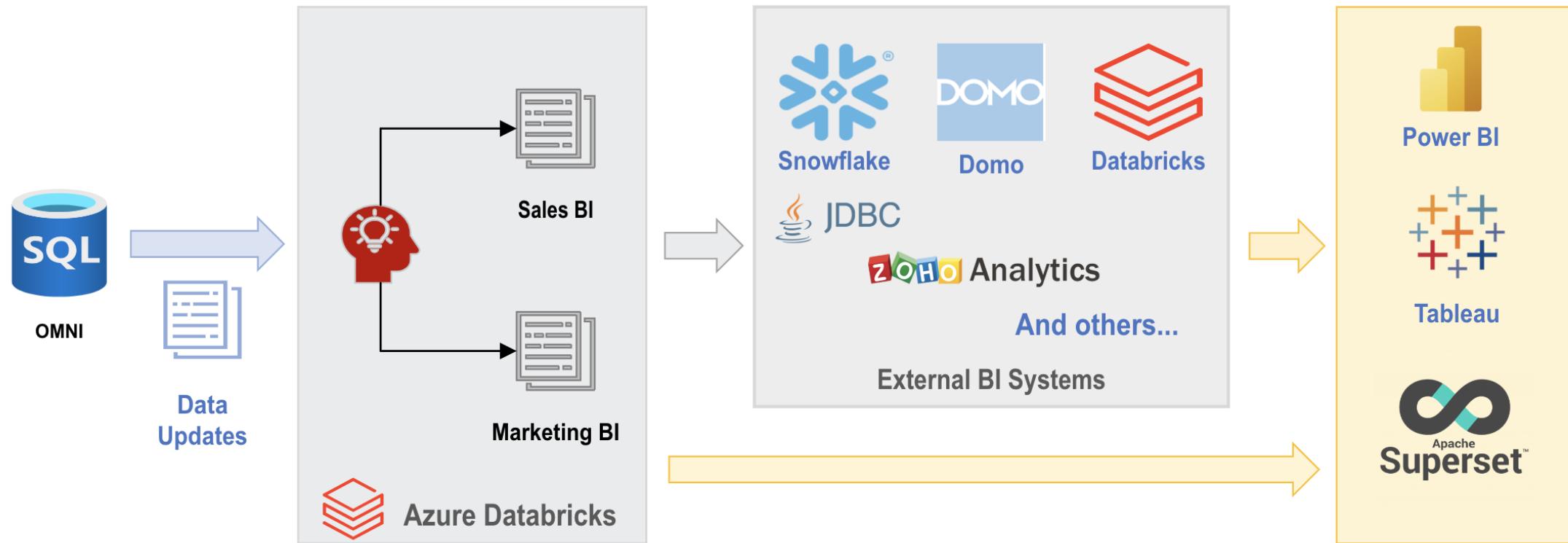
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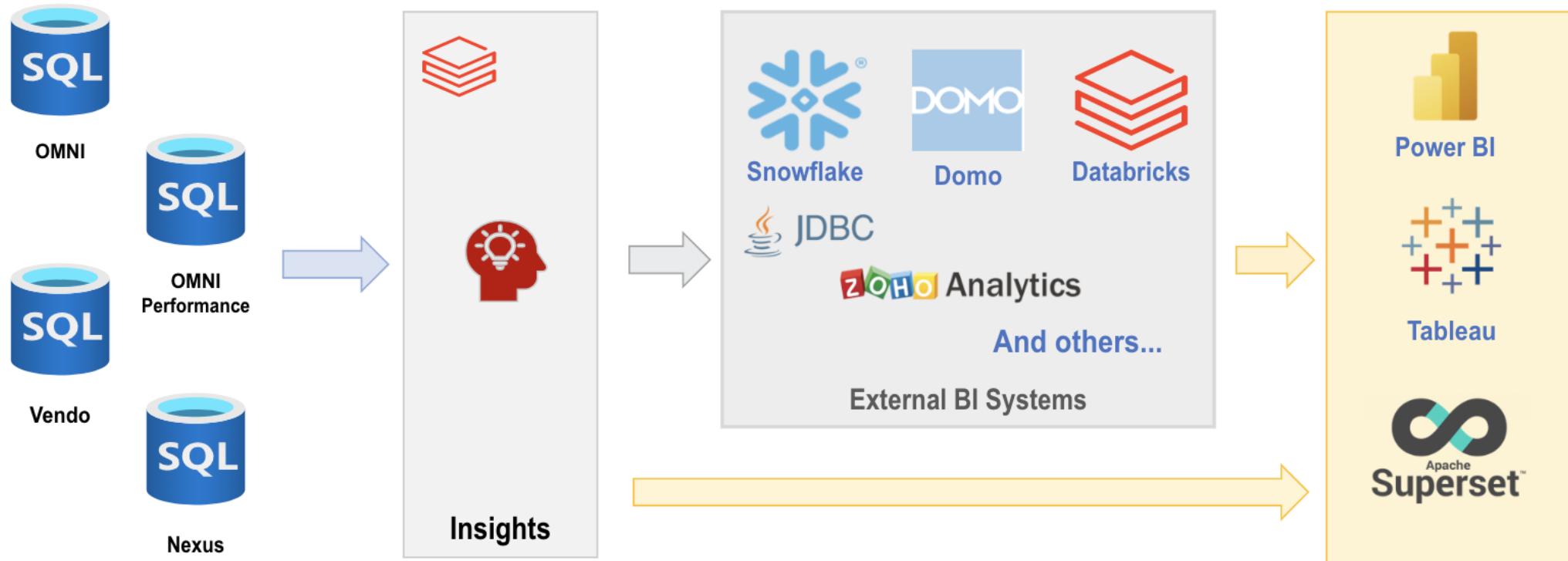
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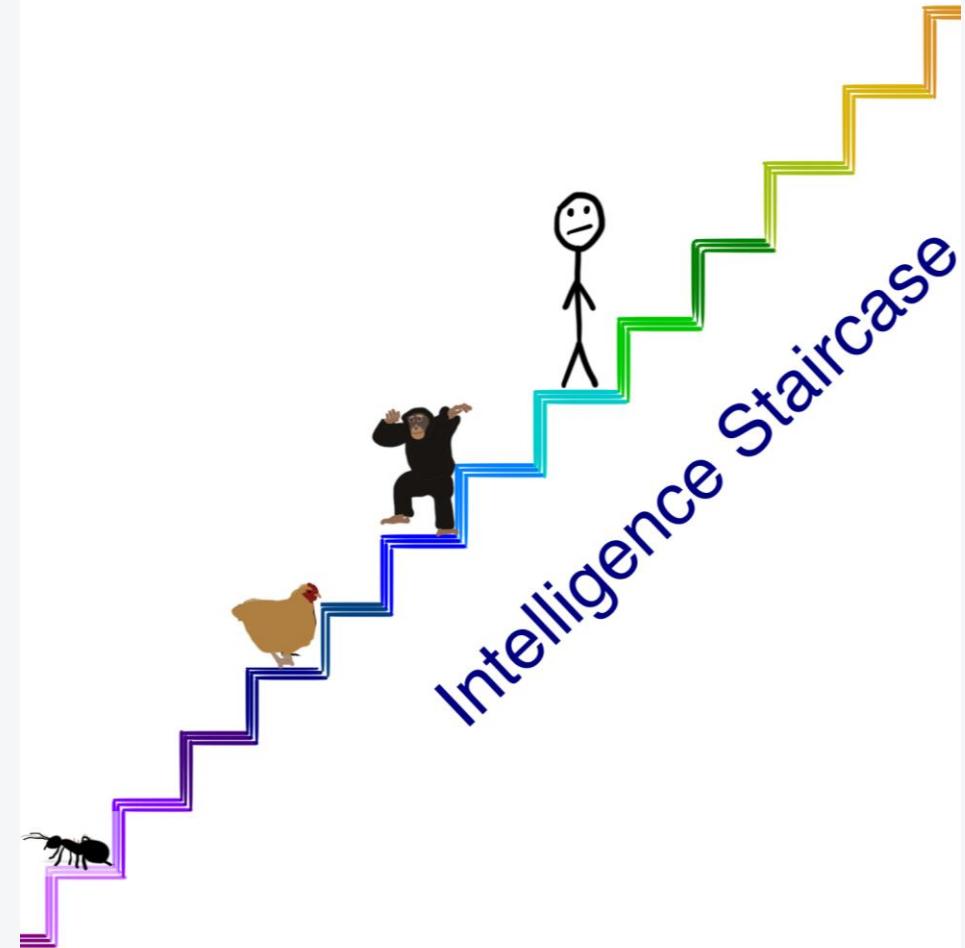


Future Insights Integrations



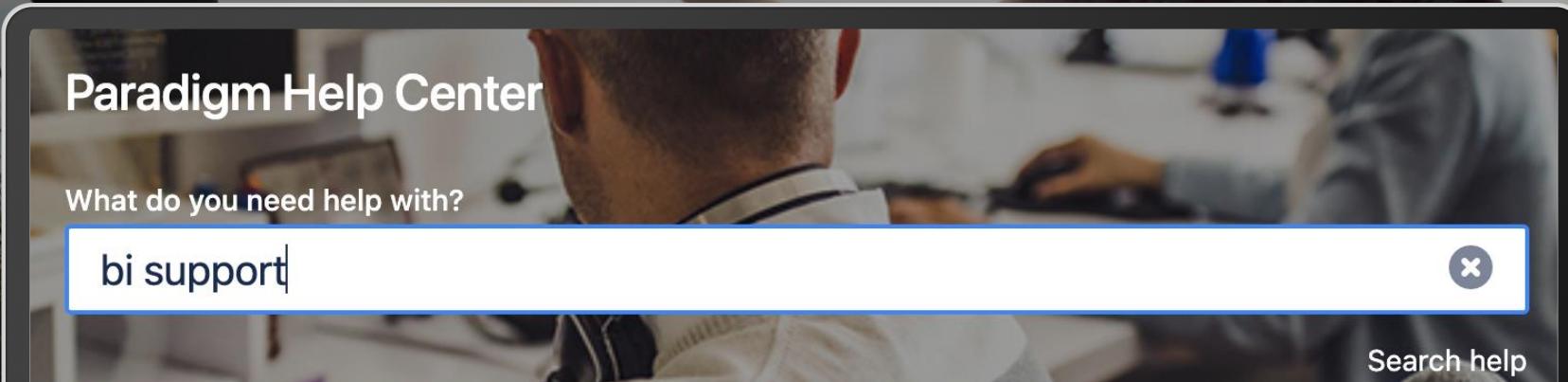
The Process

- ⌚ Listen to your business
- ⌚ Start small
- ⌚ Make a plan
- ⌚ Leverage Paradigm
 - Reach out to your account manager
 - Jira / Confluence
 - Learning Center
 - Insights Support Tickets
- ⌚ Execute
- ⌚ Repeat



Getting Help

<https://portal.myparadigm.com/servicedesk/customer/portals>



Paradigm Help Center

What do you need help with?

bi support X

Search help

Need Assistance from a Paradigm Representative?

Learn how to submit issues, requests, or questions through Jira Service Desk here:
[Submitting a Ticket in the Paradigm Help Center](#)

 [Sales & Marketing BI Support Request · Paradigm OMNI Support](#)

Need to request access to data? Have a data or reporting question? [Click here for assistance.](#)

Questions?

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Thank you!

Join us in the Hub for a delicious lunch!