

THE VALUE OF BRINGING MULTIPLE DASHBOARDS TOGETHER

Data is the new oil. Businesses that can use that data to optimize processes gain more leads and increase their bottom line are the ones that will evolve and prosper. Think about this stat: 70% of the world's data is user-generated. That's a massive amount of data coming from individuals. How much data is coming from the daily actions of your business and how can you make the best use of this data? This white paper will look at the value of bringing together your current data and existing, but siloed, dashboards together to better optimize your company workflow which in turn helps you better serve your customers, employees, and your bottom line.

What is a dashboard?

A dashboard is an interface that often provides at-a-glance views of key performance indicators that are relevant to a certain business process or objective. Key performance indicators include new inbound leads, upsell, sales target %, gross margin, employee satisfaction rating, customer complaints, return on investment, conversion rates, total revenue, cash flow and positive customer reviews. It can show relevant information like sales for the day, inventory, and employees online.

It's one thing to measure something but quite another to measure what matters. This is where the ability to gather relevant and real-time information comes in. Not being able to decipher the best performance indicators to monitor could result in loss, confusion, and misdirection in terms of meeting targets. This brings us to the disadvantages of having multiple, disconnected dashboards.

The screenshot displays a dashboard with four distinct panels, each representing a different business metric:

- Inventory Levels:** A table with columns for #, Name, SKU, Type, Avg Cost, Reorder Point, Qty On Hand, Qty Incoming, and Qty Outgoing. It lists items like '10' Finished Bamboo' and 'Raw Bamboo'.
- Active Work Orders:** A table with columns for Number, Product, ExpTime (mins), Qty, Phase, DueDate, and Start Date. It shows work orders for 'Four Bike Bike Rack' and 'Sand Saw'.
- Open Opportunities:** A table with columns for #, Company, Name, Description, Phase, Responsible, and Value. It lists opportunities like 'LEED Certification Class' and 'Historic Remodel'.
- Map of Opportunities:** A map of Virginia showing the locations of various opportunities across the state.

Disadvantages of having multiple dashboards

It is very common for companies to subscribe to several different software tools across their departments from finance to CRM, operations to HR and everything in between. As an owner or manager, it can be a hassle having to access and pull reports from these independent dashboards. Think multiple logins, authorizations, and time delays. Having multiple dashboards with siloed information makes it increasingly difficult to manage and analyze information due to hampered efficiency and decision-making.

Operating with these siloed dashboards can also severely impede collaboration inside the company and cause further inefficiencies or workarounds to form. Not only are siloed dashboards inefficient, they can also negatively impact the culture within a company.

These disadvantages highlight how crucial it is to unify dashboards. Now, let's look at the advantages or value of having integrated dashboards across all your business' departments.

What is the value of having integrated dashboards across all departments of a business?

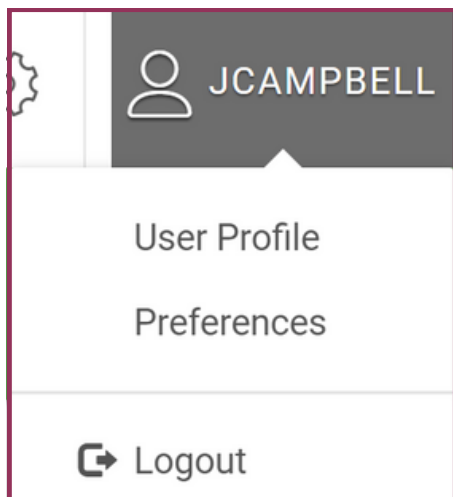
A business is only as efficient as its systems and processes. It can take a lot of time to run reports and communicate important data that business owners and managers need to run an efficient business. Hence, having integrated dashboards across all a business' departments makes it easier for all relevant parties to have the information they need within seconds without having to worry about the time and effort needed to compile the reports. Creating integrated dashboards leads to efficiency, less time wasted communicating between departments, simpler workflows, and even peace of mind.

Let's make this practical. Say we have Mary from the manufacturing department and Tim from the accounting department. Manufacturing makes a change in their process and now each new product requires more widgets than previously. From Tim's side, all he sees is that widget costs are going up because all he sees is the vendor invoices. He wonders why they are paying so much more for widgets this month than previously and is frustrated that his forecasts are not incorrect. With an integrated dashboard, he can see that the manufacturing process has changed, each new product requires more widgets and, although widget costs are going up, this new manufacturing process is saving man hours which will make each product more profitable in the long term. The dashboard integration has saved the business money, peace of mind and the left hand now knows what the right hand is doing.

Of course, this is a single example, but the benefits of integrated dashboards are far-reaching. This can be applied to in-stock materials, finances, project management, HR efforts, marketing reports, daily tasks per department, marketing spend, you name it. Having important information readily available from each department helps decision-makers make informed decisions. The more one department knows about the other, the better they can communicate and resolve issues, and share insights and suggestions that may have been overlooked. Who doesn't want a cohesive working environment?

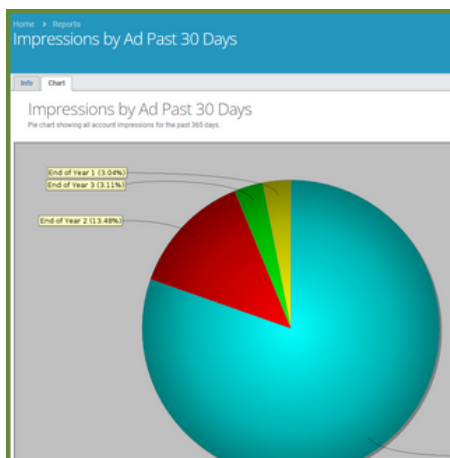
Name	Phase	Project Manager	2022-02	2022-04	2022-06	2022-05	2022-03	Revenue Total
Coffee House - Renovation / Addition	Created		\$0	\$0	\$0	\$0	\$0	\$0
Commercial Space LEED Certification	Scheduled	Ross, Daniel	\$0	\$0	\$0	\$0	\$15,600	\$15,600
Product LEED Certification	Scheduled	Edward, Maddy	\$0	\$6,525	\$0	\$0	\$0	\$6,525
Red Automotive Leed Product Development	In Process	Campbell, Jane	\$1,200	\$0	\$0	\$0	\$0	\$1,200
Residential Development Leed Certification	In Process	Graham, Harrison	\$0	\$0	\$0	\$10,800	\$0	\$10,800
Historic Remodel LEED Certification	Scheduled	Edward, Maddy	\$0	\$0	\$9,000	\$0	\$0	\$9,000
LEED Certification Class	In Process	Graham, Harrison	\$0	\$4,800	\$0	\$0	\$0	\$4,800
			\$1,200	\$11,325	\$9,000	\$10,800	\$15,600	\$47,925

Here are some other benefits of having integrated dashboards:



Easily accessible to everyone on the team:

Having easy access to the necessary data helps team members better understand how their fellow workers carry out tasks. So they don't, for instance, keep bugging them for a report not knowing that it needs to be approved by two other people before it reaches them. Integrated dashboards help make processes tighter and more fluid as everything becomes connected and is no longer disjointed and isolated. CommonThread, a business software tool from IdeaWeavers, integrates with common platforms like Google Workspace, QuickBooks, Great Plains, Microsoft Outlook, Social Media platforms, and most Enterprise-level systems making it simpler to retrieve the relevant information to be able to make meaningful insights that positively impact your business.



Real-time insights on relevant metrics:

A lot of enterprise systems suffer from overly complex reports, or data reporting overload. CommonThread is remarkable in this aspect in that it cleans up the data and helps you see the most important elements on a personalized dashboard in real-time. This is a huge advantage because owners and managers can access up-to-date data insights through an intuitive dashboard that empowers them to respond swiftly to changing situations. No more being left behind because of information that's an hour or week behind. Time is money and the sooner companies can respond to issues, the better.

Source	Phase
Digital Marketing	In Process
Referral	In Process
Repeat Customer	Management Approved
Referral	Management Approved
Company Website	Management Review
Repeat Customer	Management Review
Repeat Customer	Proposal Sent
Digital Marketing	Proposal Sent
Referral	Closed
Digital Marketing	Closed

Helps identify flaws in operations and communication within the business:

Another key value of integrated dashboards is how they draw attention to flaws with business operations and communications. This seemingly negative point is positive. How so? Well, when you are trying to fix something, you encounter challenges you wouldn't have otherwise. In this way, you may find a better, easier way to fix the issue you intended to fix. In the same way, when bottlenecks are exposed bottlenecks in your company's processes, you have the opportunity to address them with a focus on optimization. CommonThread is a powerful solution to this problem because it not only personalizes your workflow in bringing everything together, but it also helps expose the flaws or holes in your company's processes. This guidance is indispensable in helping you and your team further optimize and manage company processes so that everything runs smoothly and meaningfully.

But isn't integrating dashboards a costly affair?

The good news is no, it doesn't have to be. The whole point of having integrated dashboards is to increase efficiency. It may surprise you to know that many companies believe that they need to replace their enterprise-level systems to modernize or improve their efficiency. On the contrary, using software like CommonThread allows these very same companies to keep their systems, reduce capital investments, and improve reporting, communications, and efficiency. It's a win-win on all fronts.

#	Company	Name	Type	Phase	StartDate	Actual Close Date	Description
1	Green Solutions	Coffee House - Renovation / Addition	Existing - Commercial	Created	10/20/22		Design renovation and addition for coffee shop 1. Design renovation of existing customer area and service counters 2. Design 10,000 sqft addition of customer seating area
2	Richmond Association of Builders	LEED Certification Class	Training	In Process	4/12/22	4/20/22	1. Teach a LEED Certification class
3	Red Automotive	Residential Development Leed Certification	New Construction - Residential	In Process	4/11/22		1. Perform data collection, complete applications, project management, implementation for LEED Certification of 24 house development.
4	Restoration Company of VA	Historic Remodel LEED Certification	Existing - Residential	Scheduled	3/24/22		1. Research appropriate certifications to keep house in compliance with Historical Society 2. Project Manage material selection to meet LEED requirements 3. File appropriate applications to obtain Gold level LEED certification
5	Reclaimed Wood of Richmond	Product LEED Certification	Product Development	Scheduled	3/15/22	4/21/22	1. Consult with Operations Manager on process to obtain LEED Gold certification for 16 products. 2. Serve as liaison to USGBC in order to submit necessary documentation for certification. 3. Create and implement an ongoing process for RWOR to maintain the LEED Product Certifications
6	Greene Construction Company	Commercial Space LEED Certification	Existing - Commercial	Scheduled	2/23/22	3/16/22	1. Consult on process to get leasehold improvements LEED Silver Certified
7	Red Automotive	Red Automotive Leed Product Development	Existing - Commercial	In Process	1/12/22	2/24/22	1. Design a LEED Certified storefront for building

What does an integrated dashboard mean for you and your company?

There are many benefits as discussed above to having an integrated dashboard. These include:

- ✦ Less siloed information
- ✦ More efficient and simpler workflows
- ✦ Better decisions made faster
- ✦ Better collaboration between different departments
- ✦ Less wasted time and resources
- ✦ Happier team members

CommonThread is designed to optimize and bring efficiency and productivity to your existing workflows and operations. Sales, operations, inventory, finance, HR, and more can all easily communicate and stay up to date - with reporting, calendars, auditing, communications, CRM data, and more living within one straightforward dashboard. CommonThread can also allow users to automate time-consuming daily tasks. Instead of losing time each day completing repetitive needs or running reports from multiple systems, you can focus more of your time on your people and your most pressing business needs. With a robust content management system, time loss in searching for work content can be trimmed substantially, instantly creating a more efficient workflow for your employees. With four unique channels of integration, from standard file imports to advanced Interfaces, CommonThread improves and adapts to your existing systems and already-existing workflows (with substantial user accessibility upgrades), rather than needing to sign up for several different communication solutions. By leveraging a more efficient workflow tool such as CommonThread, you can significantly improve team communication and collaboration while also increasing efficiency.

Next Steps? Take a look at [how CommonThread can help your business](#) better optimize its processes and workflows. [Book your conversation with our team at IdeaWeavers](#) today to see exactly how CommonThread can work for your business.