

Partner Spotlight

The Pinnacle Corporation is the leading supplier of automation technology to the convenience store and petroleum industries. As a new product release was being planned, the Enterprise Performance Management (EPM) product team set a goal: Introduce new users to EPM systems with little or no training required. MicroStrategy 8.1 and the dynamic dashboard designer, with its attribute selectors, widgets and exportable Flash file format, served their needs in several ways.

With this 13-Week Corporate Performance Dashboard, Pinnacle delivered the ultimate combination of dynamic views and KPIs at every level of the Convenience Retailer organization. Pinnacle wanted to drill into the multiple levels of the corporation so that they could help their users identify areas where poor performance was impacting the bottom line.

An executive could review the corporate totals in the dashboard, then shift to the breakdown by Region, District, or Store. While the trends and gauges measure the selected group, the grid at the bottom shows the detail for the other members of the group being studied.



This particular dashboard delivers many levels of aggregation, as well as different views of the data give to retailers the long- and short-range view of performance. The upper left chart provides not only weekly detail, but also illustrates the performance trends over the past 13 weeks. The upper right gauges present key performance indicators individually, measuring performance this week and comparing it to last week and the previous 13-week average.

These features serve Pinnacle well as an OEM provider. The exported Flash files can be used as marketing and sales collateral, either as "show and tell" or downloaded by prospects. With data already populating the exported dashboard, a prospect can manipulate and navigate the various options, just like a real user. It is an excellent way to illustrate to prospects the power of the tool when used to analyze their extensive store of POS transaction data.

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- [Information about the OEM Program](#)
- [OEM Program Overview](#)
- [A list of current OEM Partners and their Solutions](#)
- [The MicroStrategy Architecture White Paper](#)
- [Enterprise Business Intelligence White Paper](#)

You can also send an email to [Nishat Mehta](#), Director of OEM Programs, to get more information.



1861 International Drive, McLean, VA 22102

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