

Analyst/Analyst Team of the Year

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BOBI awards

best of business intelligence

Winning Team:



James Atley
Ashfield



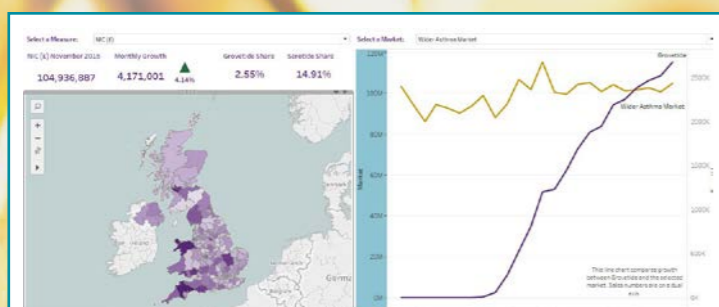
Josh Morris
Ashfield



Jeff Nicholson
Ashfield



Mark Neate
Ashfield



The Judges said:

"The judges liked the use of 'GroveTide' branding and the way this carried through the dashboard. The use of the lightbulb icon as a prompt for information and explanation is a good way to make information available without using up screen real estate.

The judges were pleased to see the Star of the Quarter up front in the flow and particularly liked the 'Next Stars' ranking to keep reps interested.

The PCO Dashboard gave us a lot of information in a small space. We liked the use of text and symbols to show the market values so we have the KPIs easy to see and quote. The interaction between the map and the rest of the report also worked well."

Overall comments from the judges:

"We were pleased to see so many high-quality entries and would like to thank all the entrants for taking the time and putting in the effort to create their reports. Several different tools were used and it was interesting to see what had been achieved in each. We were strict when judging to make sure we assessed each with a view to its capabilities alone and did not try to compare one with another – this was about creating a report, not a beauty parade for reporting tools. Overall, each entry demonstrated a good feel for what was possible in the tool chosen and we felt that there was a professional look and feel to the reports. All the entries had good points and all had points that could be improved, which we hope will be encouraging to prospective competitors for next year!"

Runners-Up

Chris Reynolds, Kevin Laycock, Lisa Vince & Raam Uthayanan, Teva UK
Kevin Das, CE Consultancy

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