

Lighthouse 3.0 – Strategic Management Information System (MIS) helps to optimise your business performance with strategy aligned reporting, forward looking analysis and intelligent simulation.



YOU ARE LOOKING FOR

- **Strategic:** An integrated solution that optimises business performance towards strategic targets
- **Predictive:** A way to understand the market and emerging trends; better predict the future and identify new business opportunities
- **Smart:** Software to learn from past experience, compare options and make right decisions

YOUR BENEFITS

EASY TO USE

Designed to be powerful but simple to use, **Lighthouse 3.0** enables intelligent planning, execution and monitoring directly from any mobile device.

SAVE TIME AND MONEY

Lighthouse 3.0 automatically integrates with a company's enterprise systems, planning tools and predictive data, cutting out complex and time consuming activities. No manual data collections or static Excel modelling.

OPTIMISING RETURN ON INVESTMENT (ROI)

Intelligent 'What if' simulation helps you to choose right strategies and tactics that optimise your short and long term business performance. The solution is easy to use and fast to implement, delivering market leading ROI.

IDENTIFY NEW BUSINESS OPPORTUNITIES

Helps to explain – qualitatively and quantitatively – changes in market, customer and competitor behaviour. Identify merging trends, develop new products and serve the new demand.

FULL REPORTING

Provides a single up to date view of the company's performance. It aligns reporting with strategic targets and helps to balance short term business performance against long term value creation.

Lighthouse 3.0 is an integrated MIS that produces predictive insight into market, customer and competitor behaviour and simplifies companies' business planning and decision making.

LIGHTHOUSE

Lighthouse was founded in April 2011 to simplify management decision making and turn ideas into reality. We now have offices in London, Zurich and Salo in Finland and our main client base is large multinational corporations in the telecoms, manufacturing, retail and high tech industries.

INDUSTRY EXPERTISE

Lighthouse's team are experts in manufacturing, retail, telecoms and high tech industries. We understand the C-level decision making process and our consultants work with business clients to translate the benefits of our technology to business value, prior to and during the **Lighthouse 3.0** implementation. This makes it easy for client organisations to adopt the new system.



DELIVERING RESULTS

- **Lighthouse 3.0** helps clients to understand the market, customers and competitors and identify new trends and business opportunities
- **The intelligent simulation** helps to predict the future and select right strategies and tactics to meet strategic objectives. The system minimises manual work by integrating and using clients' existing data
- **Business performance management** functionality helps to build a robust and optimised performance model,

planning process and incentive system that people identify with and strive towards. It helps to balance short-term business performance against long term value creation

- **Lighthouse Insight** helps to analyse existing customer data and enables employees to collaborate and share knowledge that helps to explain customer behaviour
- **The mobile dashboard** helps you keep your finger on the pulse, in real time, to monitor business performance and identify changes in market behaviour while filtering out noise

PRODUCT FEATURES

- Market Scanning
- 'what if' simulation
- Performance Monitoring
- Social Networking
- Board and C-level Dashboard
- Strategy Aligned Reporting
- Long Term Value Based Reporting
- Short Term Performance Reporting
- Risk Reporting
- Mobile Application
- IFRS Compliance
- Strategic Data Entry Feed
- Automated ERP Data Feed
- Automated CRM Data Feed
- Automated Predictive Data Feed

You can either:

Find out more information:

- www.thelighthousesolutions.com
- Attend one of our webinars specifically developed for your industry
- You can contact directly:
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