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LAGO REPORTS

Analysis, Visualization and Aggregation of All Content in LAGO

The LAGO Reports module enables you to display or export reports of all content and information at any level of the LAGO database. Whenever a report is generated, it contains the most up-to-date information on projects, documents, products/offers, as well as the associate workflow information. Data from external systems (that has previously been imported) can also be included alongside any of the available LAGO data. Aggregating and reporting on data in this manner allows a level of transparency unavailable with any other system.

Using Reports

LAGO Reports are generated by clicking a button in the LAGO Web UI or the LAGO Explorer application. Users are able to choose between two types of reports: database-wide reports or project-specific reports.

Project-specific reports enable users to view an individual project (and its contents) in LAGO, regardless of whether it's a website, email, or print project (i.e. circular or catalog). For example, reports can be generated containing:

- Status information on new products destined for any channel

- Specific groups of products on a website or print project

- Squinch analysis (percentage of page) for product/offers in a circular or catalog (requires the LAGO Squinch module)

Database-wide reports provide a global view of all data in LAGO without restriction to a specific project. These reports can offer insight into the overall planning and production process, across all sales channels, enabling close monitoring of workflow and deadlines and analysis of product/offer usage.

Both database-wide and project-specific reports can be restricted using data filters, enabling users to see only data applicable to them. For example, a basic overview report of all ongoing campaigns and their scheduling could be filtered by advertising channel or regional variant.

Using LAGO History Data in Reports

If the LAGO History module is enabled, reports can also include historical data. For example, a report showing price changes for a product in website, or to determine where a product was/is positioned in a print project as you are building a campaign.

Including Other Data Sources in Reports

In addition to LAGO data, data from external systems can be incorporated into reports. For example, product/

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offer sales volume by channel or current inventory levels, can be combined with the production information to allow limitless reporting possibilities. Data from external systems can either be imported into the LAGO database or directly linked to the report itself.

Generating Reports

Reports are generated by SAP Crystal Reports engine, which is built into the LAGO server. LAGO Reports can be displayed directly in LAGO Web (or desktop app) or using the SAP Crystal Reports Viewer. Reports can be created/defined by customers using a Crystal Reports workstation or by Comosoft's in-house DBAs (cost would depend on complexity).

Key Features

- Analysis, visualization and aggregation of all content/data in LAGO
- View reports directly from the LAGO Web interface or the LAGO Desktop application
- Global or project-specific reports
- Selective reports using dynamic filters
- Link to one or more external data sources
- Integration of SAP Crystal Reports
- Create/define reports with SAP Crystal Reports Workstation
- LAGO History and SQUINCH data available for reporting
- Initial deployment of Reports module includes 2 standard reports created by Comosoft DBAs