Operational KPIs
Understand the Why Behind Company Performance

Discern serves as the operational command center for B2B businesses. By connecting data from multiple systems and applying machine learning, Discern helps CXOs understand the full story behind company performance without the need for additional BI, data analyst or consulting investments.

Steer Your Business with Confidence

Cut through the noise and identify exactly which areas of the business are under- or out-performing expectations in order to identify top priorities for the upcoming quarter and year.
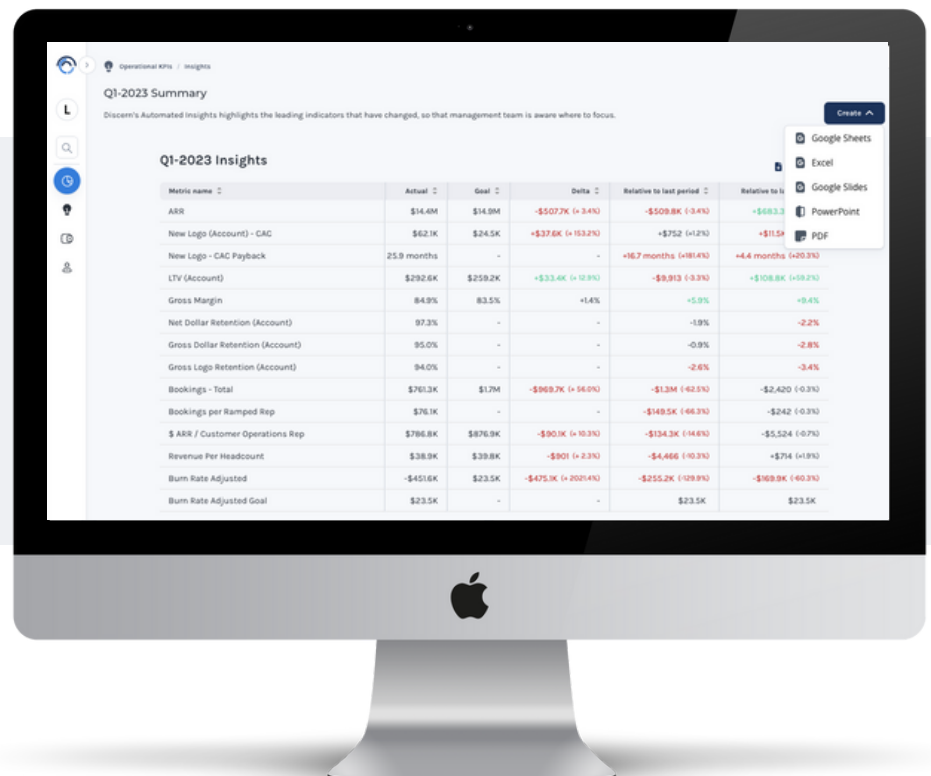
Understand When and How to Pivot Plans

Clearly understand what is influencing KPI performance and proactively course correct as needed. Monitor hundreds of metrics and leading-indicators with clarity into primary drivers.

Facilitate Data-Driven Board Communications

Increase productivity during board meetings and lead a data-driven discussion. Reallocate time formerly spent creating board reports and decks to strategic planning and problem solving.

Harmonize Data From Anywhere

- CRM
- ERP
- Billing / Payments
- Marketing Automation
- Customer Support
- Internal Databases & Spreadsheets
- And More!

Key Capabilities

- Push-button investor reports & board decks

- Integrations with any data source

- Automatic calculation of hundreds of KPIs

- No-code UI for custom metrics & dashboards

- Cohorted analytics by any segment

- Identification of metrics influencing KPIs

- Variance analytics for actual vs. goal

- Email updates with top daily/weekly changes

- Quarterly retrospectives identifying key focus

  areas

About Discern

Discern delivers automated insights and advice through augmented data analytics. By analyzing information disconnected across the business and applying AI, Discern draws out deeper, more holistic intelligence.

Through partnership with top-tier private equity firms, Discern has incorporated industry best practices proven to drive operational excellence.

While traditional strategy exercises are expensive and time consuming, Discern reveals transformational insights in a matter of weeks, at a fraction of the cost.

This is the future of data analytics.

w | discern.io

e | info@discern.io

p | 201.9837163