

## Easy to Use, Affordable, Software as a Service Business Intelligence For Small and Medium Sized Businesses



James Boe - CEO

**CEOCFO: *Mr. Boe, what is the concept of Easy Insight?***

**Mr. Boe:** Easy Insight is built around providing Software as a Service business intelligence at a price that is more affordable than the traditional offerings. Easy Insight is able to deliver the results faster than the competition.

**CEOCFO: *How are you able to do that?***

**Mr. Boe:** We are able to quickly connect to a wide variety of other Software-as-a-Service products and quickly deliver reports and dashboards on and across those products to the end users, enabling them to deliver results quickly and more affordably.

**CEOCFO: *What did you need to put together to have all the pieces and connect with these other parties? What were the challenges?***

**Mr. Boe:** A great deal of it was simply building a very sophisticated product and architecture to be able to do that in the first place. From there, it came down to understanding where the needs were in the market to apply the product. We had to develop an understanding as to where the immediate need was for the reports and dashboards we could provide. People who had that need were not the traditional large enterprises who use business intelligence; they were small businesses and consulting shops, marketing agencies that did not have the budget or the time to use traditional reporting solutions, but they still had the need for the reporting and the dashboards.

**CEOCFO: *How are you reaching out to the smaller level companies who would benefit most from your service?***

**Mr. Boe:** We focus on being positioned to most directly take advantage of the aforementioned services. People who really need those reports and dashboards in their day to day jobs and are using those products, we reach out to them by a lot of aggressive marketing into those specific product markets, so aggressive marketing into markets like the Basecamp, Freshdesk, and Insightly partner spaces. When they are looking for an add-on to that product that will help solve that immediate pain, we are there. From there, we have also focused on developing relationships with those companies that we integrate with so that when they have a customer emailing them with frustrations, they can get the report they need for that product. The company knows that they can pass that customer over to us and we will help them get those reports and dashboards, changing that angry customer into a happy customer.

**CEOCFO: *What types of companies are using your services?***

**Mr. Boe:** We have seen a full spectrum of everything from a few person consulting companies up to Fortune 25s, however, I would say that the majority of the business we see has been marketing agencies, consulting shops and smaller groups like that.

**CEOCFO: *What would people look for in a Google search to find you? How do you stand out?***

**Mr. Boe:** As far as just being within the business intelligence side, we do not do much directly there. Instead of just being business intelligence, we focus on Highrise reporting or other SaaS product business intelligence or something along those lines so we are able to capture the niche markets across those difference products.

**CEOCFO: *How have you made it truly easy to use?***

**Mr. Boe:** It has been a matter of a lot time and a lot of work. Going through and doing a lot of testing and looking at what users do, learning from that and figuring out that this is the way to quickly add an option to at one click, do a whole ton of work behind the scenes to generate something for that need.

**CEOCFO: You site shows “Drag, drop, done.” Is it really that easy?**

**Mr. Boe:** I certainly feel so.

**CEOCFO: How do you help a company figure out what they should measure?**

**Mr. Boe:** Much of where we end up helping people beyond that immediate pain is helping them understand the more sophisticated business processes that are in play. It is helping them to understand not just what is immediately happening now but what is happening as far as overall volume and velocity across their business processes. It is helping them understand where projects are being bogged down and where the sales process is breaking down in aggregate across the different sales that are happening.

**CEOCFO: Would you give us an example of one or two concrete things that a business might not realize they should be looking at?**

**Mr. Boe:** For a creative agency, being able to capture and understand how many rounds of rework are being done on a project. Is there a particular step that is having to be done again and again that as is slowing down projects and keeping them from delivering those projects on time.

**CEOCFO: What has changed in your approach over time? What have you learned as your products have been in use?**

**Mr. Boe:** A great deal has simply been learning how to market the products effectively to the different partners. We could not just go out there in the business as a raw business intelligence solution, but had to find niche markets beyond that, which we could effectively target.

**“We are helping to serve small and medium businesses by providing a very useful service for getting them reports and dashboards that otherwise are just not available because of cost and time.”- James Boe**

**CEOCFO: What is your geographic reach?**

**Mr. Boe:** It is global. We definitely have a majority in the US and a few European countries. We have a pretty diverse mix across the board at this point.

**CEOCFO: Are people surprised that you can really provide what you claim?**

**Mr. Boe:** There are definitely some who are skeptical, but most of them have been pleasantly surprised.

**CEOCFO: What is involved in implementation?**

**Mr. Boe:** It depends on what they are doing. If they are just coming in on one of those partner connections, they simply click a button, throw in some credentials or click a few buttons to authorize access and it connects to the remote service, throws together a prebuilt dashboard, and that is the first level of implementation. From there, they need to do some level of tweaking or adding additional reports to that and that is where they are able to leverage the report builder and dashboard builder we have to create those custom reports. Many customers are able to get everything going on their own at that point and others reach out to us and we are aggressive about supporting those people who need assistance with getting starting in building those custom reports and usually within an hour or two of assistance, they are able to take it from there.

**CEOCFO: How are you able to keep the pricing at a level that makes it easy for people to embrace Easy Insight?**

**Mr. Boe:** It is just being very aggressive on cost control on our side so that our operating budget is as low as possible, keeping the variable costs as low as possible and making sure that customers can get up and running with as little as assistance from us as necessary. We do not need to spend a lot on the support staff.

**CEOCFO: How does mobile fit into the picture for you today?**

**Mr. Boe:** In the last year, we put a huge amount of effort into rebuilding our interface into a way that it renders nicely on the mobile web.

**CEOCFO: What might be different for you a year from now?**

**Mr. Boe:** The big challenge that we are trying to solve now going beyond solving that immediate need for one report or one dashboard and getting them to use Easy Insight across their entire business. The capability is there, but they are just not necessarily aware of that as end users.

**CEOCFO: *Do you have a strategy in place?***

**Mr. Boe:** We do have a strategy. We are working on multiple improvements, both internal awareness and internal communication, as well as functionality to help further facilitate that.

**CEOCFO: *Why pay attention to Easy Insight?***

**Mr. Boe:** We are helping to serve small and medium businesses by providing a very useful service for getting them reports and dashboards that otherwise are just not available because of cost and time.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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