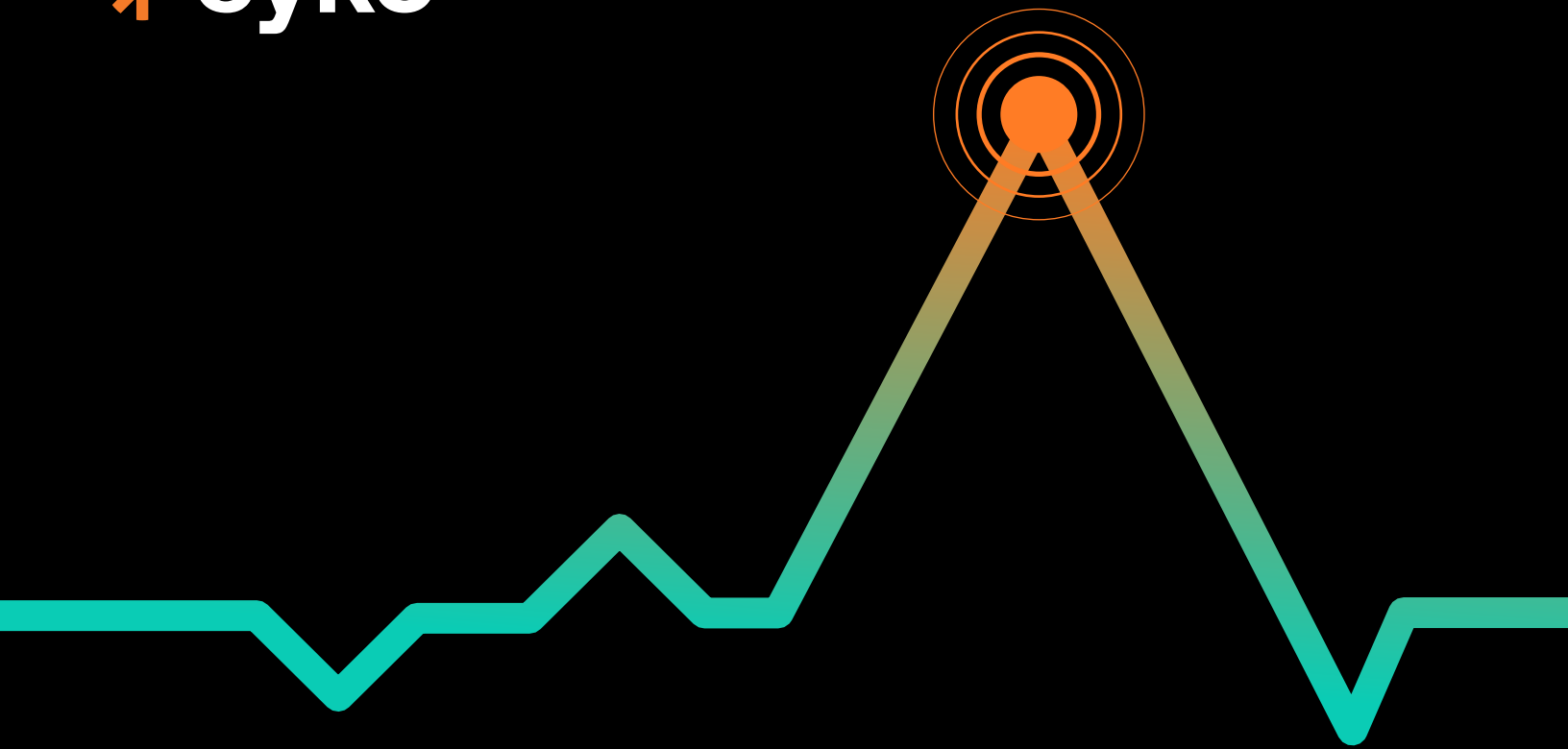




DECISION INTELLIGENCE EXPLAINED

The Decision Gap

Every business has dashboards. The data is there and the charts are polished. So why does it still take weeks to turn a number that moved into a decision that matters? That time between seeing and deciding is the decision gap, and every day it stays open it costs you revenue, margin, and cash.

Why

Did mid-market margin fall, and where?

Which

Accounts and SKUs are driving it?

What

Do we do this week to stop the leak?

THE PROBLEM

Dashboards Miss the Signals That Matter Most

Most organizations have invested six or seven figures in business intelligence, and still get caught by surprise. The reason is not effort. It is that a dashboard can only show you two things: the metrics someone already chose to track, and only once you go looking. The result is a business that is **data rich and decision poor**.

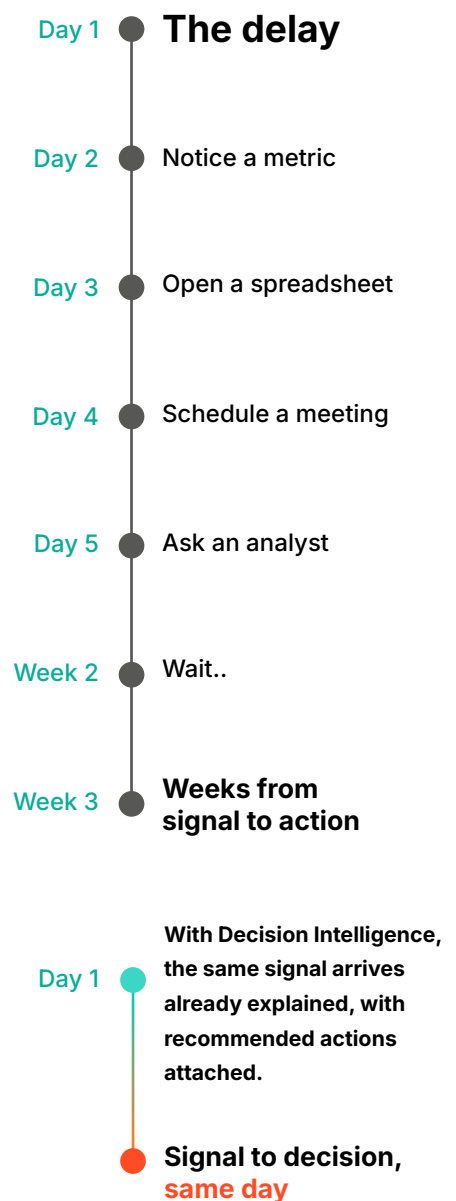
The blind spot

Reports track what someone decided was worth tracking. The signals that hurt you most are usually the ones no one thought to chart. They stay invisible until they surface as a crisis: the customer that already churned, the margin that already eroded, the cash that already left.

By the time it reaches a dashboard, the decision is damage control. Decision Intelligence watches the whole picture and flags the signals you are not tracking while there is still time to act. The crisis you never have is the clearest measure of its value.

The delay

Even for the signals you do see, the response is slow. Someone notices a metric, opens a spreadsheet, schedules a meeting, asks an analyst, and waits. Weeks pass between signal and action, and the window to do something about it has often closed first.





THE SOLUTION

Decision Intelligence Closes the Gap

Decision Intelligence is the analytical layer above business intelligence. Where BI visualizes data through dashboards and reports, Decision Intelligence investigates why something happened and recommends what to do about it, cutting the time between seeing a number change and knowing how to respond from weeks to the same day.

BI stops at What. Decision Intelligence tells you **Why, and **What Next**.**

The **What, Why, and What Next** framework a three-layer progression, each layer building on the one before it

Business Intelligence answers on request, point in time, for whoever can read the dashboard. Decision Intelligence works continuously, on a regular beat, and arrives with a recommended action in plain language. BI was built to answer questions. Decision Intelligence is built to drive decisions. The two are complementary, and most organizations run both.

HOW IT WORKS

eyko Beats connects to 100+ business systems and turns your live data into Playbooks: structured, evidence-based briefings that move through the What, the Why, and the What Next, on a regular beat, with no dashboards to build.

Playbooks

Conversations

Pulses

Ideas

Know What

Structured identification of what changed. Not just metrics that moved, but the signals that matter, contextualized and prioritized by impact.

ANSWERS:

WHAT CHANGED?

Know Why

Root cause investigation into the drivers behind the change, down to the accounts, SKUs, regions, and cohorts responsible for it.

ANSWERS:

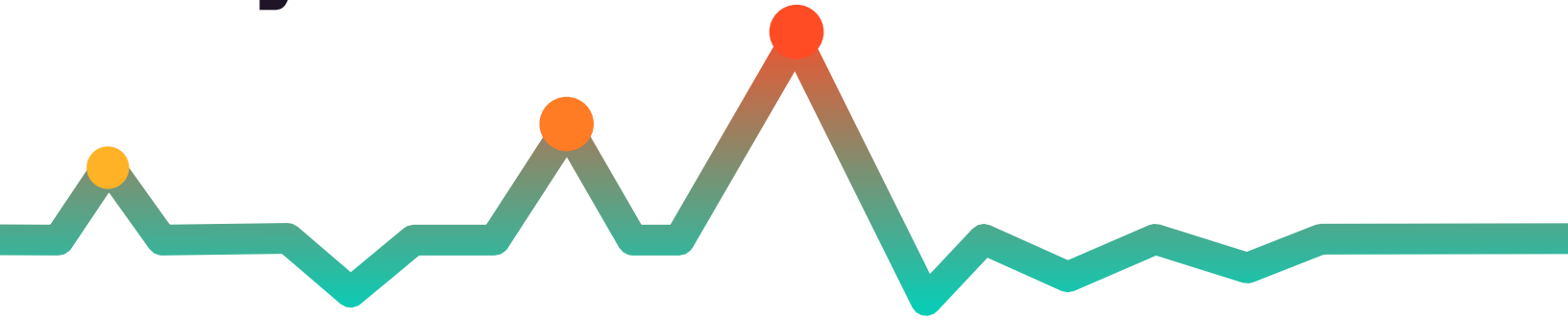
WHY DID IT HAPPEN?

Know what next

Prioritized, evidence-based recommendations, ready for executive review. The analysis arrives with the decision already framed.

ANSWERS:

WHAT SHOULD WE DO?



THE BUYER'S CHECKLIST

Seven tests every Decision Intelligence platform should pass

1 It works across your entire business, not one application.

Can it analyze decisions that span multiple systems?

2 It understands the systems it connects to.

Does it understand business processes, or only database tables?

3 It investigates automatically, not just on request.

Does it wait for prompts, or continuously investigate the business?

4 It explains why, not just what.

Root cause with evidence, or a summary of charts?

5 It recommends what to do next.

Does it recommend actions backed by evidence?

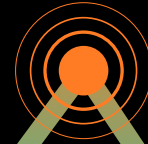
6 It is simple enough for every decision maker.

Could every manager use it confidently on day one?

7 It fits around your existing investments.

Does it complement your stack, or make you start again?

A real Decision Intelligence platform passes all seven. It watches the whole picture, explains what it finds, and tells you what to do, on top of the systems you already run.



THE BUSINESS CASE

A Must-Have, Not a Nice-to-Have

Decision Intelligence is not another dashboard to check. It surfaces the signals you are missing, explains the ones you see, and compresses the time from signal to action from weeks to the same day. The return shows up as a crisis you never have and a better decision made one day earlier, every time it counts.

Blind to the signals no one is tracking

→ Alerted before a problem becomes a crisis

Weeks from signal to action

→ A decision the same day the signal appears

Dashboards that leave you to interpret

→ Briefings that arrive with recommended actions

A multi-year data rebuild before any value

→ Value from the data you already have, now

WHERE THAT SHOWS UP ON THE P AND L



Crisis prevented

Caught while it is forming, not after it has landed.



Revenue leakage

Stopped while it is happening, not found at close.



Margin erosion

Pricing and cost anomalies surfaced across SKUs.



Cash protected

Defended across Order-to-Cash and Source-to-Pay.

Value levers are illustrative. Actual outcomes depend on your data and processes.

See Decision Intelligence on your own data

Connect your systems and generate your first Playbook. Most teams see the What, Why, and What Next from their live data within 24 hours.

[Request access](#)