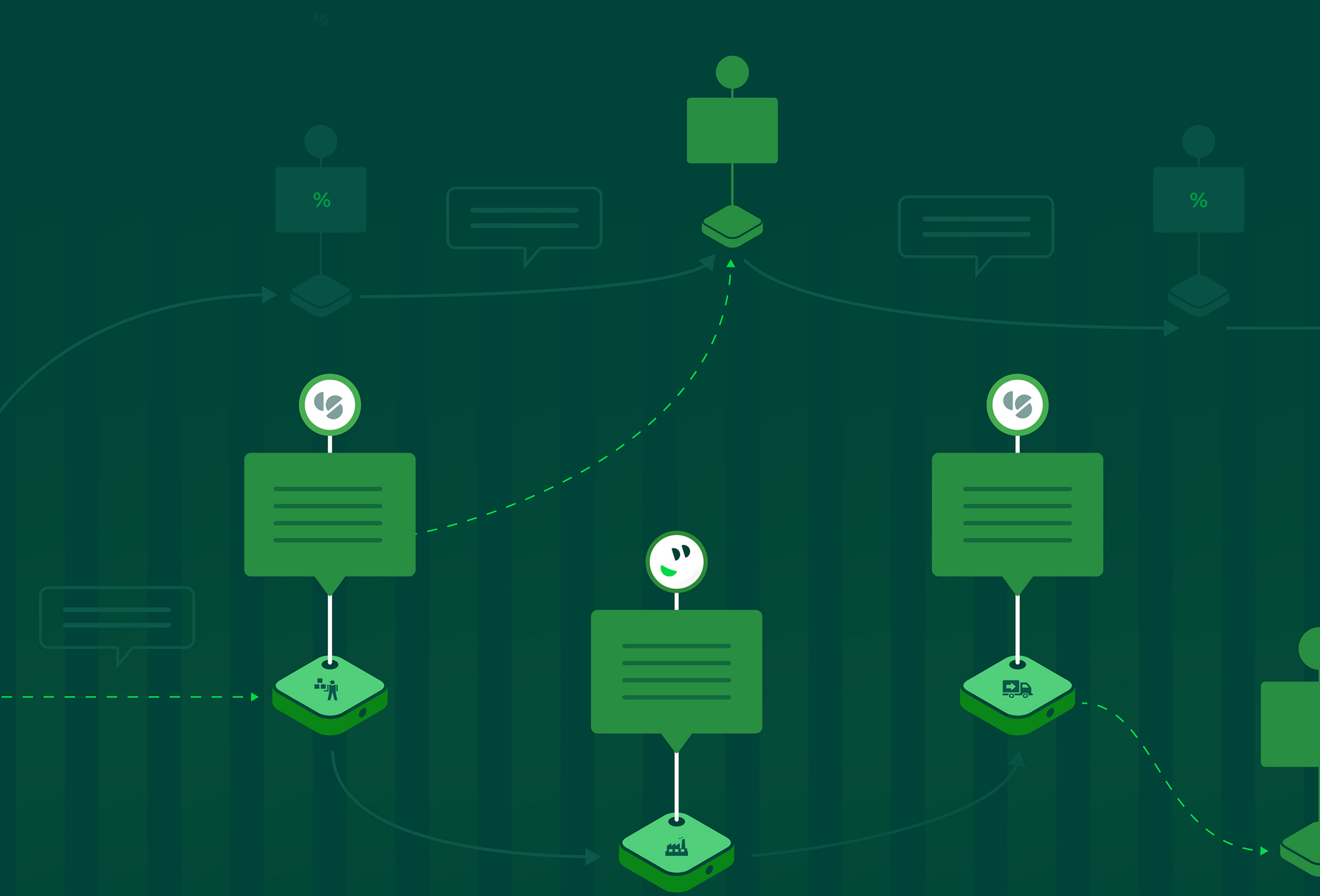


# Enhancing Operational Precision with Control Tower

A Comprehensive Guide to ConverSight's Control Tower.





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# I. Introduction

ConverSight's Control Tower is a transformative solution in modern operations management, going beyond conventional systems by seamlessly integrating data from both internal and external sources to provide comprehensive visibility and support precise decision-making. It offers a panoramic view of supply chain operations, enabling effortless orchestration of key areas such as transportation, warehousing and production. As an advanced system, it redefines the approach to handling supply chain complexities.

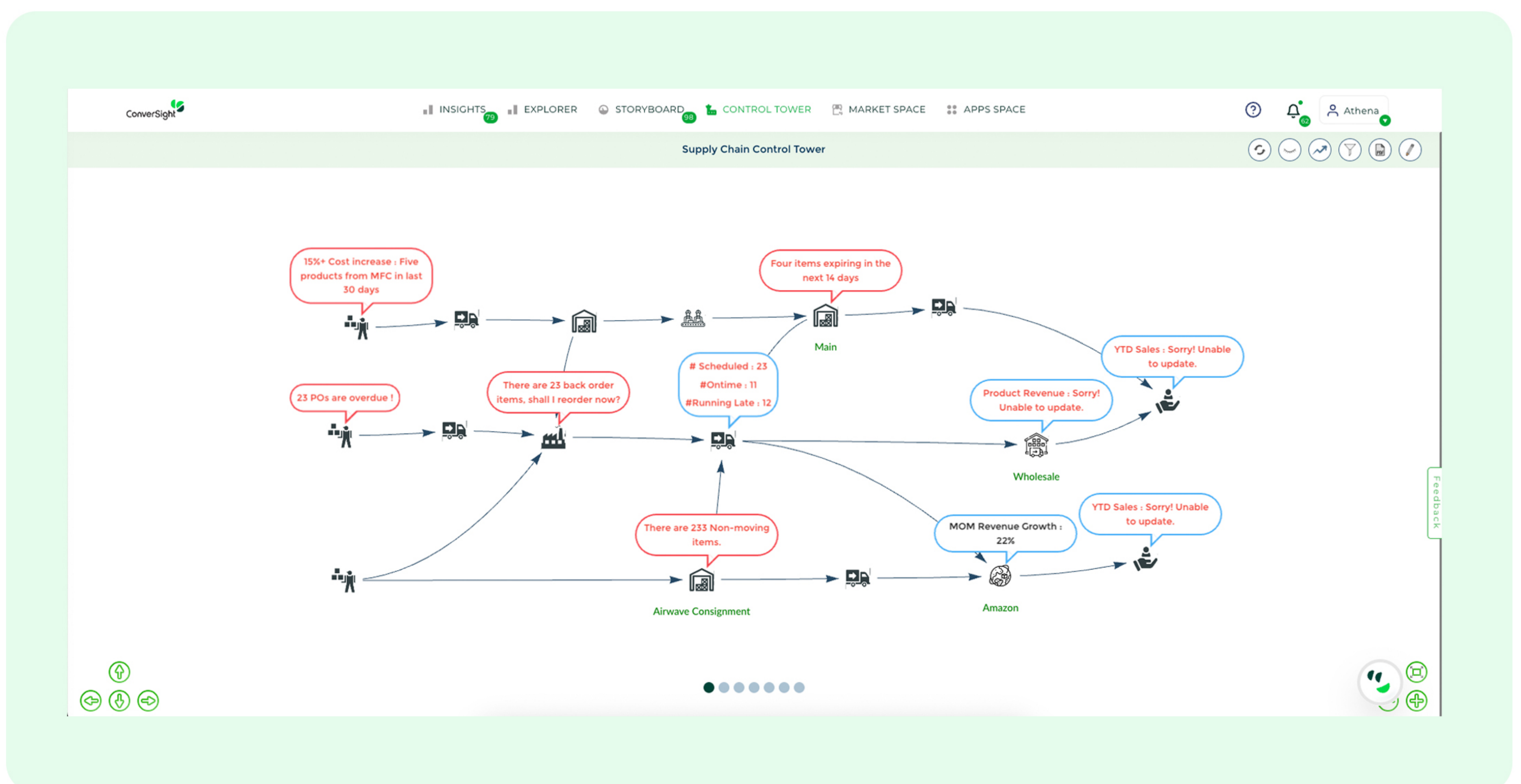
The Control Tower delivers real-time visibility, advanced analytics and proactive responsiveness, allowing businesses to navigate the intricacies of modern supply chains with ease. By empowering organizations with the tools needed for elevated operational precision and effective management of disruptions, Control Tower helps drive operational excellence through data-driven strategies. In this datasheet, let's acquaint ourselves with Control Tower, a guiding force that propels enterprises towards elevated operational precision, adept management of disruptions and the achievement of excellence through data-driven strategies.

## 2. Getting Started with Control Tower

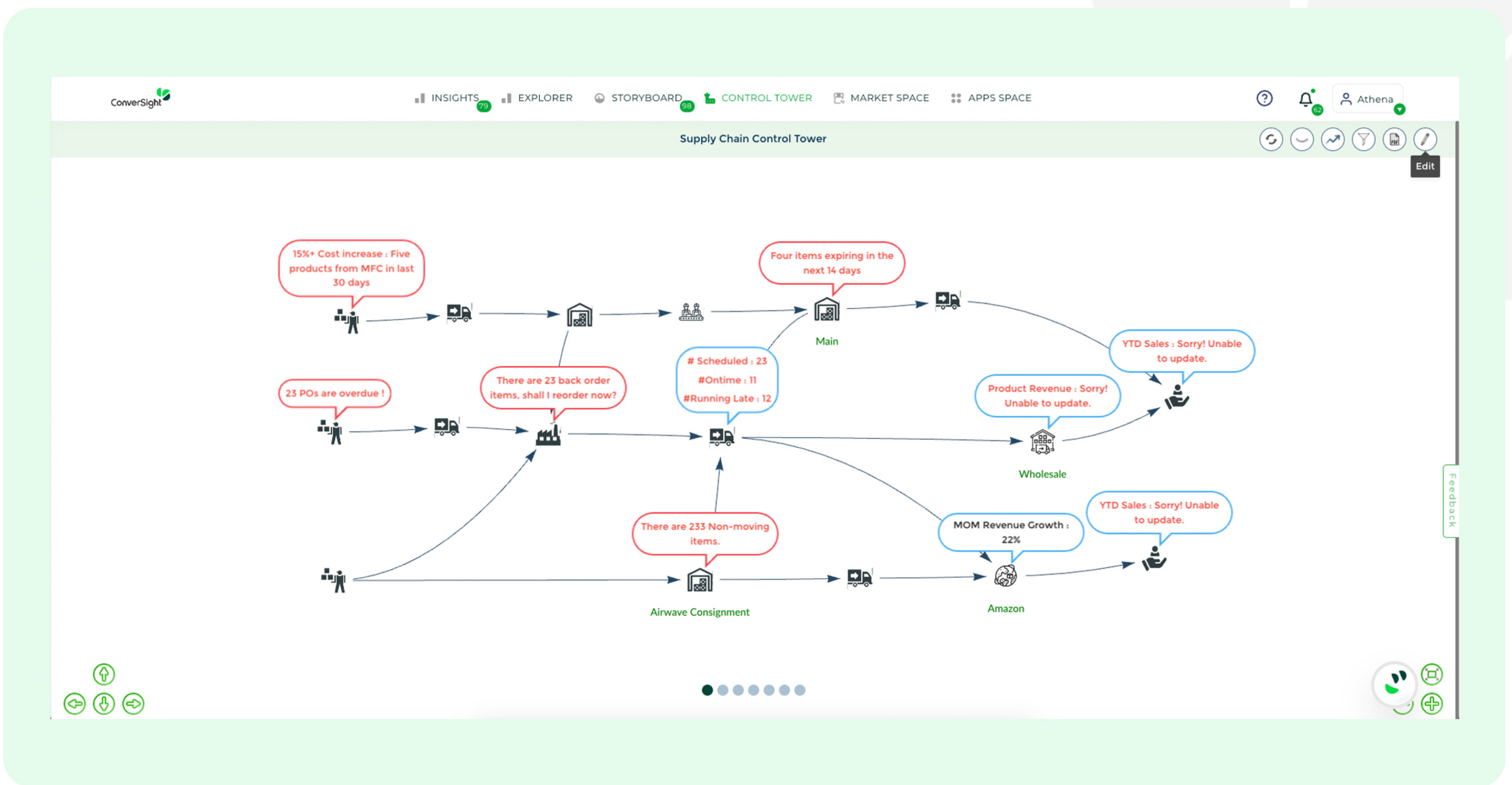
A Control Tower is a centralized hub for collecting, integrating and standardizing data from diverse sources. This enables businesses to gain a complete view of their processes, allowing for proactive response to disruptions, and optimized operational efficiency.

To create a Control Tower in ConverSight platform, you can follow these steps:

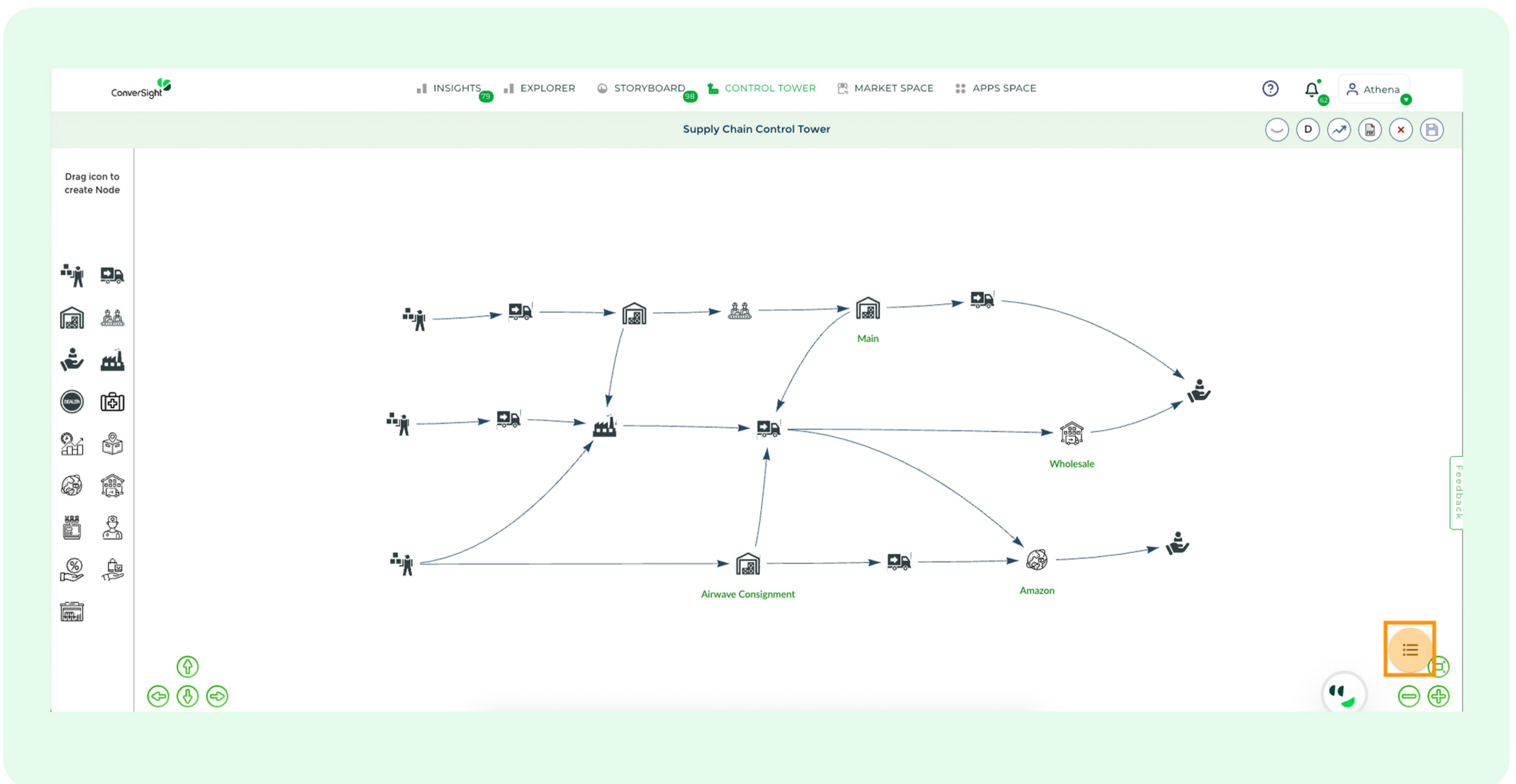
**Step 1:** Navigate to and click on the **'Control Tower'** option within the navigation bar.



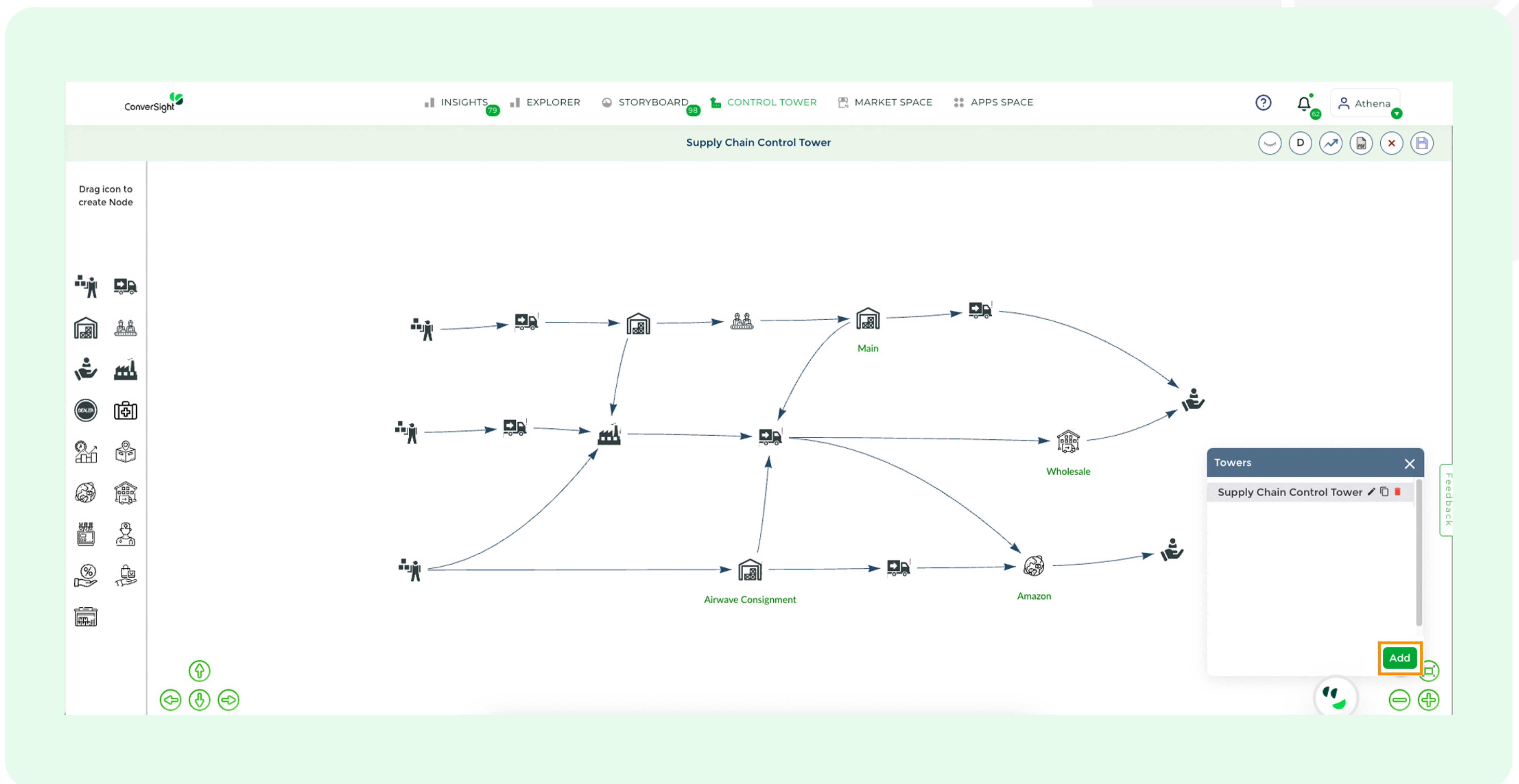
Step 2: Click on the 'Edit' icon.



Step 3: After clicking the 'Edit' icon, an additional icon will pop up on the lower right side of the screen. Proceed to click on this 'New' icon, which will display all the created Towers.



**Step 4:** To create a new Control Tower, click on **'Add'** and enter a name for it. Next, choose the dataset on which the Control Tower will be constructed.



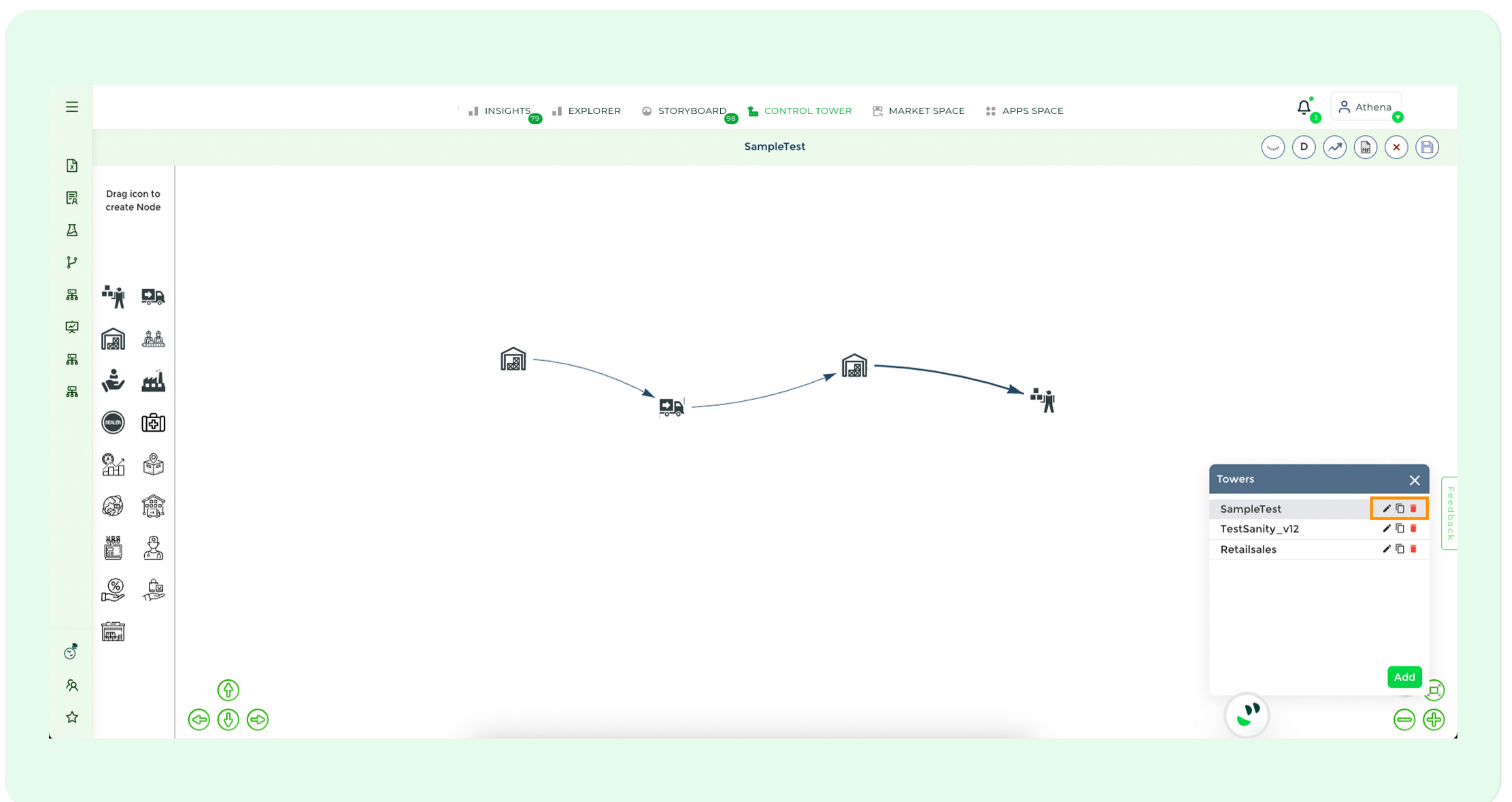
**Step 5:** Once done, click on the **'Save'** button.



### 3. Control Tower Management

After creating the Control Tower, it will be automatically included in the list of towers. Managing the Control Towers becomes effortless as a range of management options becomes available, empowering you to optimize your setup according to your needs. Users can easily oversee and manage them under a single menu option. These management capabilities include:

- Edit
- Clone
- Delete



#### Edit

The **'Edit'** option allows you to make changes to the structure and all parameters of the Control Tower, including its name. Please note that editing the dataset within an existing Control Tower is restricted. However, you have the option to clone the Control Tower and subsequently make edits to the dataset in the cloned version.

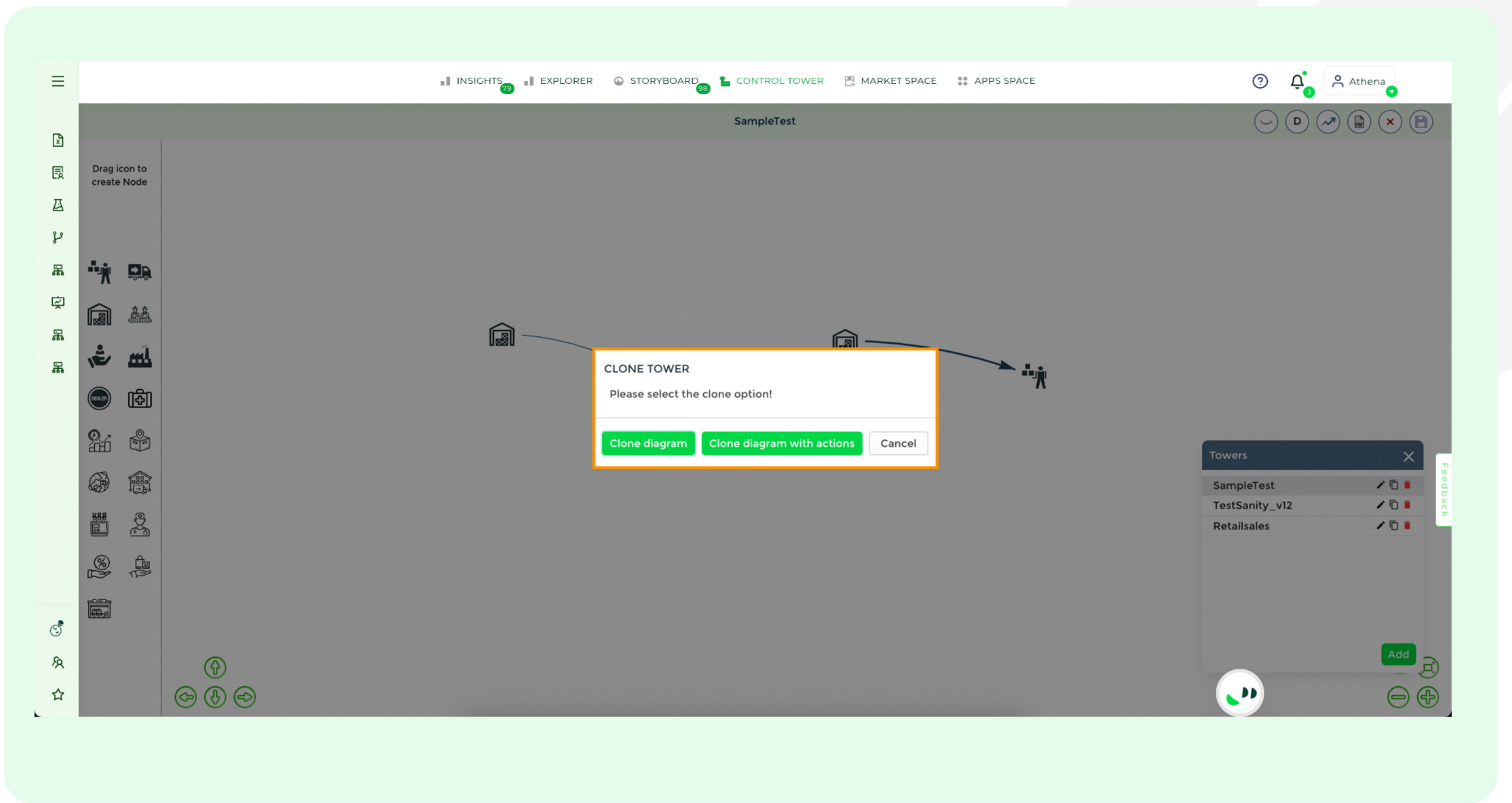


## Clone

With the **'Cloning'** option, you can effortlessly duplicate your Control Tower configuration. This simplifies the process of creating multiple Control Towers with identical or similar settings, saving you valuable time and effort when setting up similar workflows.

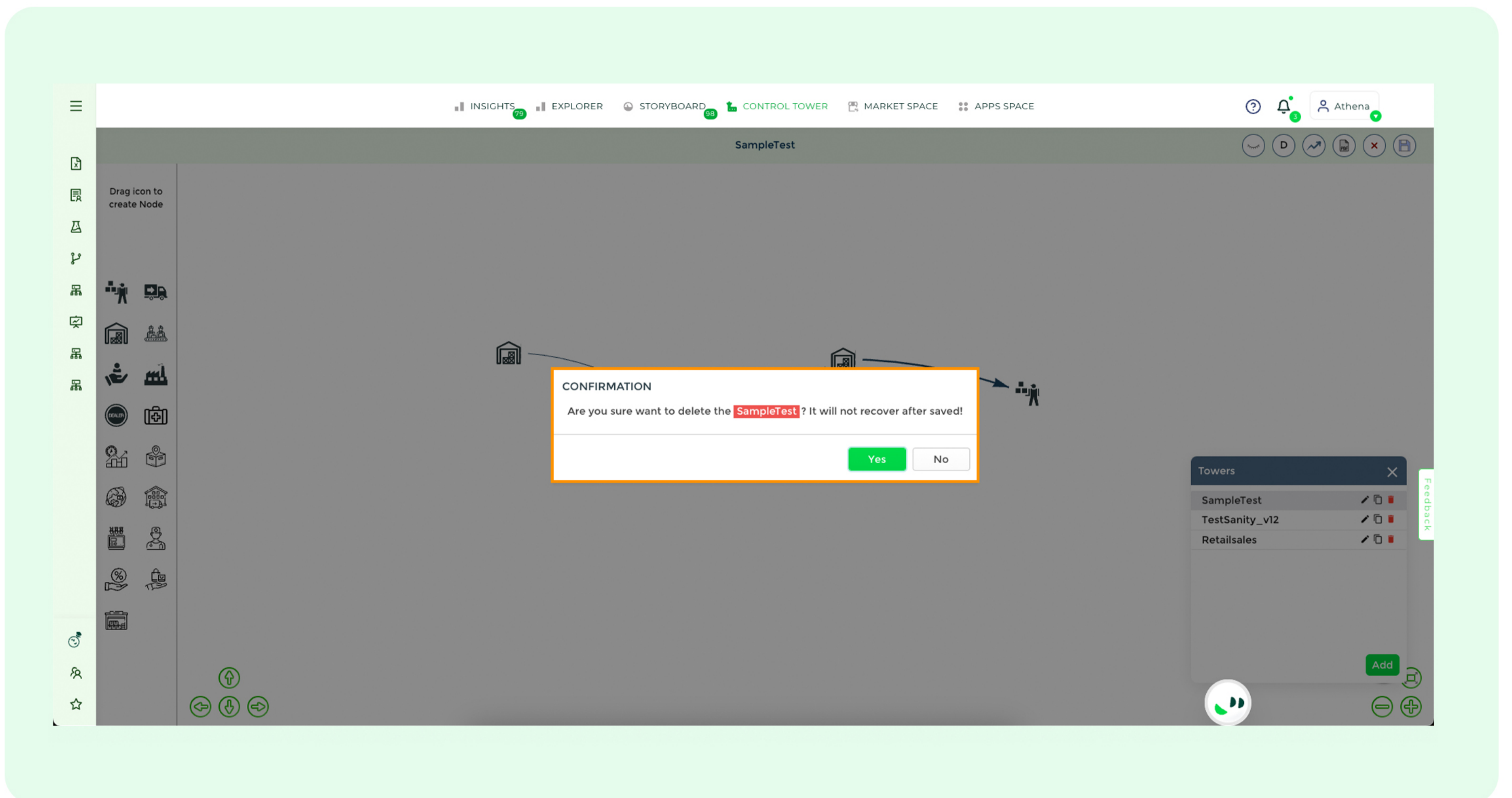
The clone option provides you with the following,

Option	Description
Clone Diagram	You are indeed able to create and also edit the dataset from the cloned Control Tower.
Clone Diagram with Actions	You can create a new Control Tower with the same dataset.



## Delete

The **'Delete'** option will assist you in removing the Control Tower.

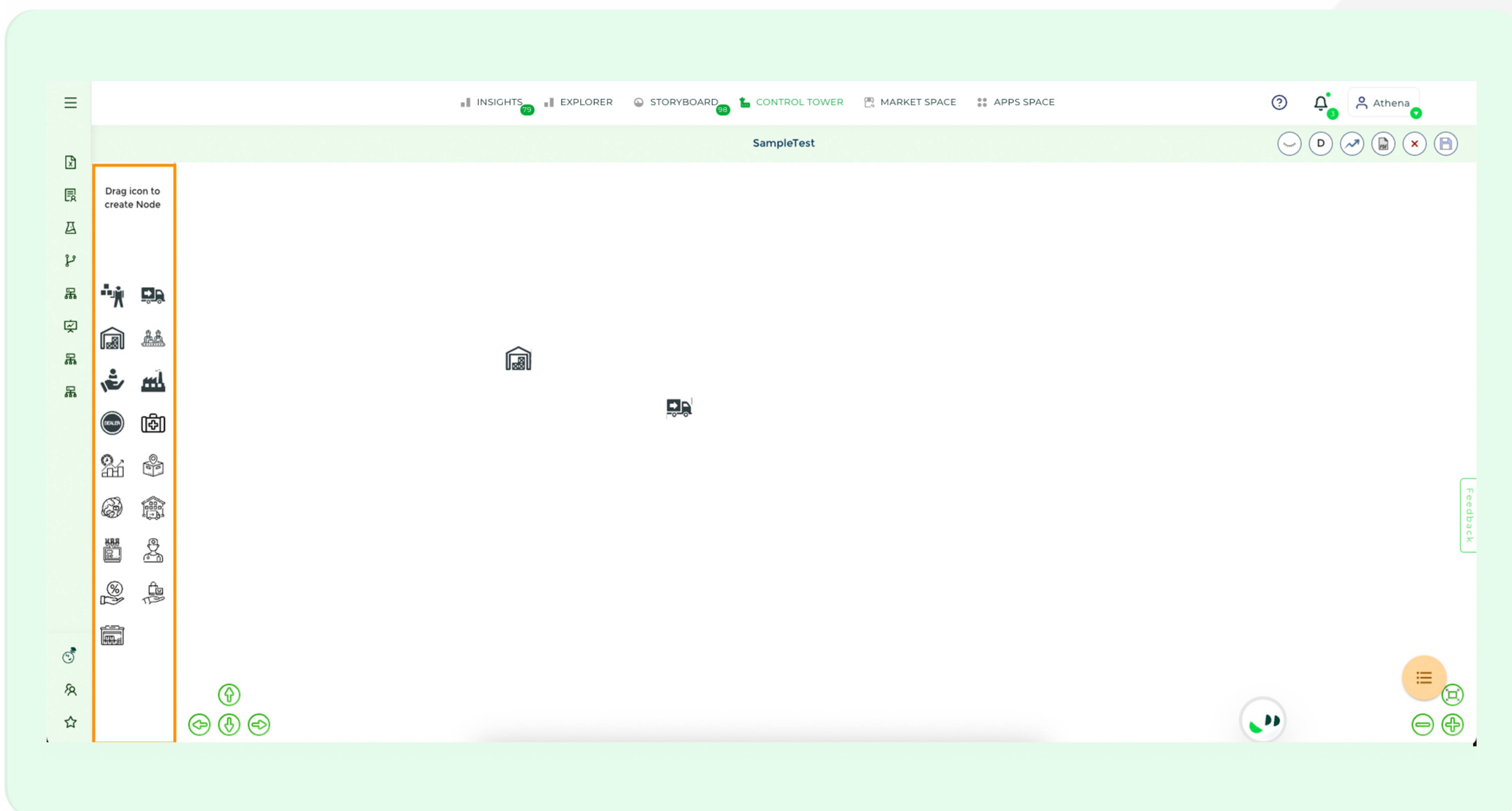




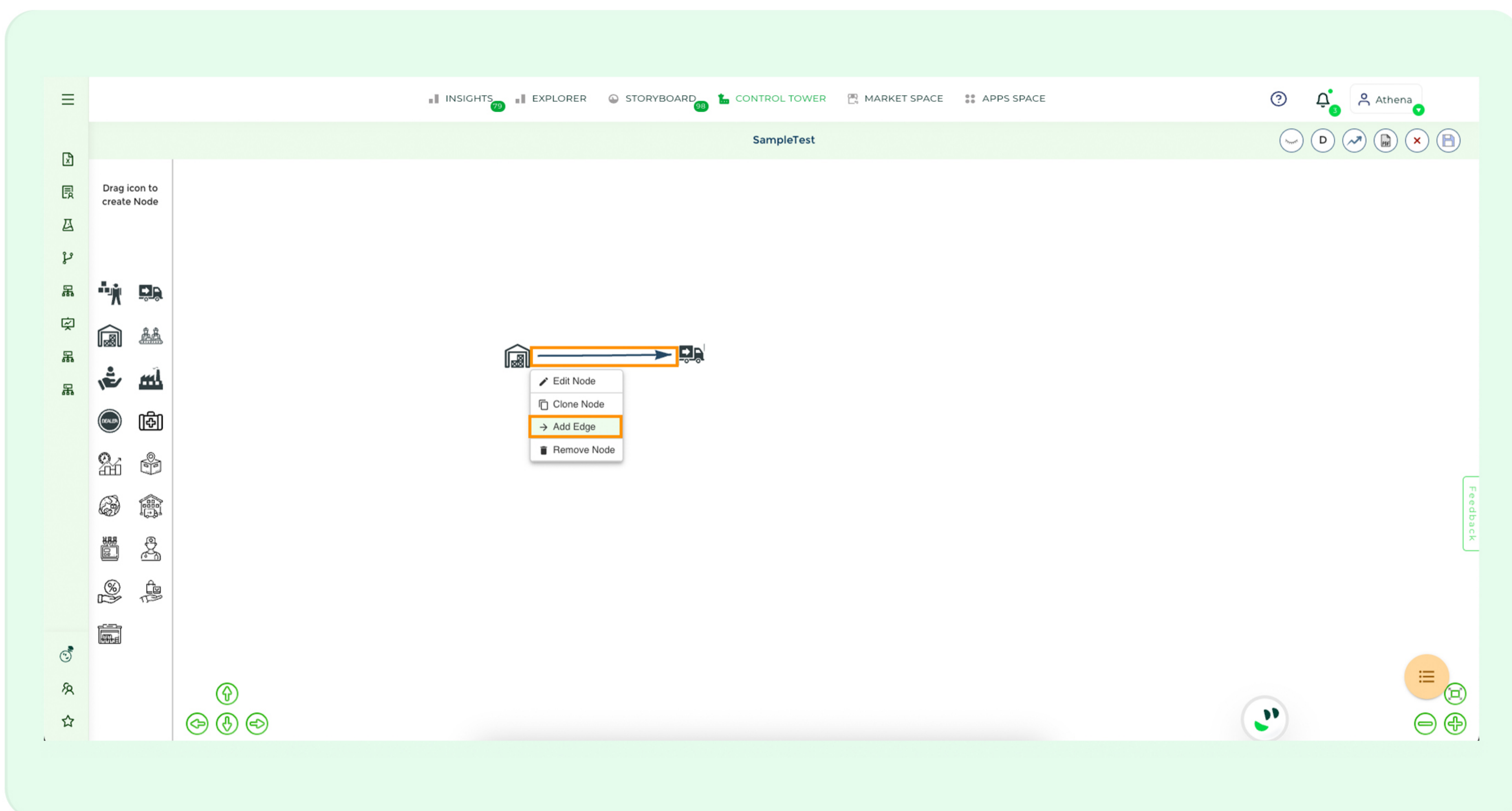
## 4. Node Setup and Configuration

The nodes are the elements or symbols that represent a component or entity within the Control Tower you're creating. It's essentially a visual representation of a part of your Control Tower structure. The following are the steps:

**Step 1:** You can use drag-and-drop functionality with the listed icons to create a node according to your requirement.

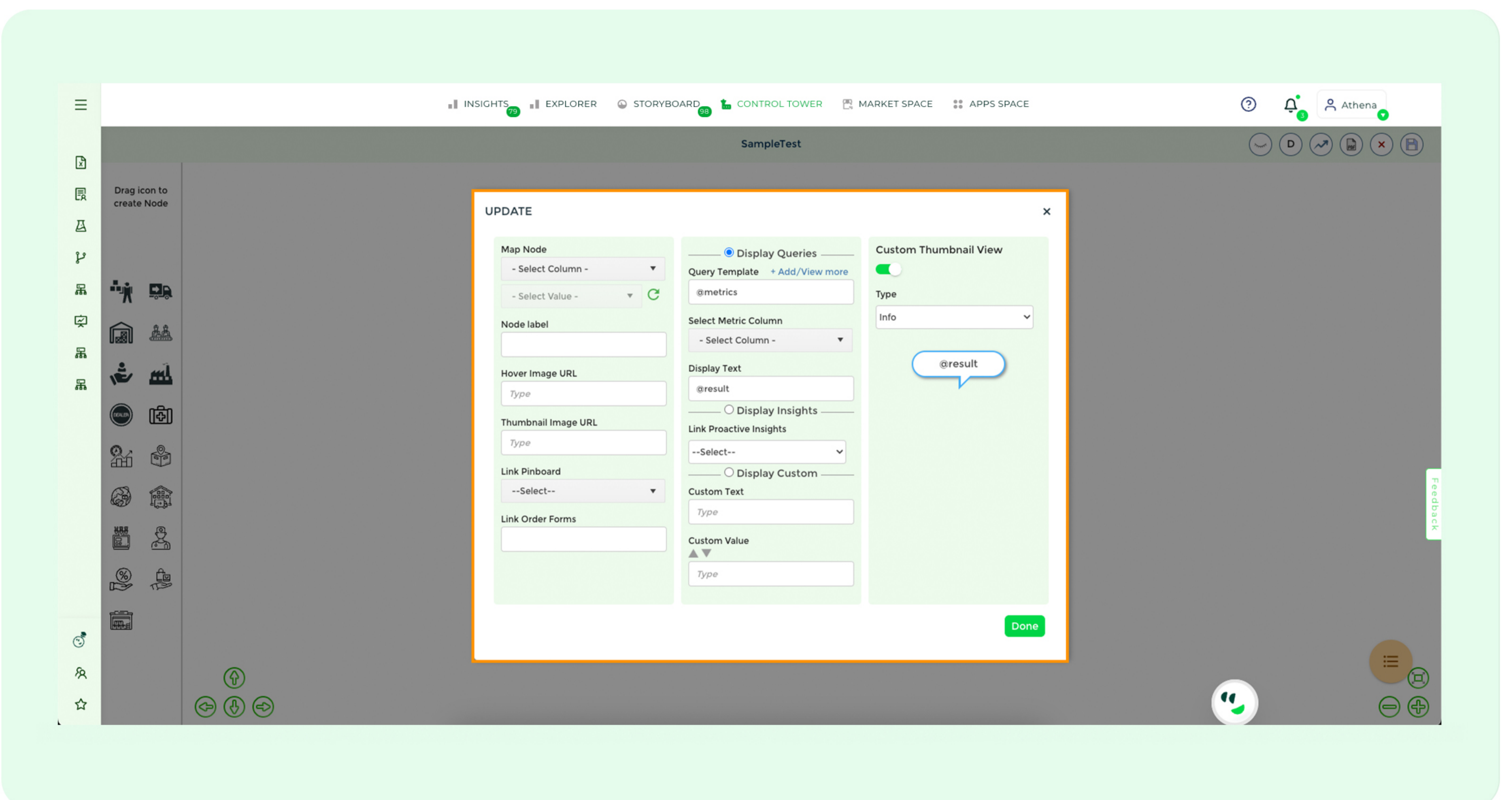
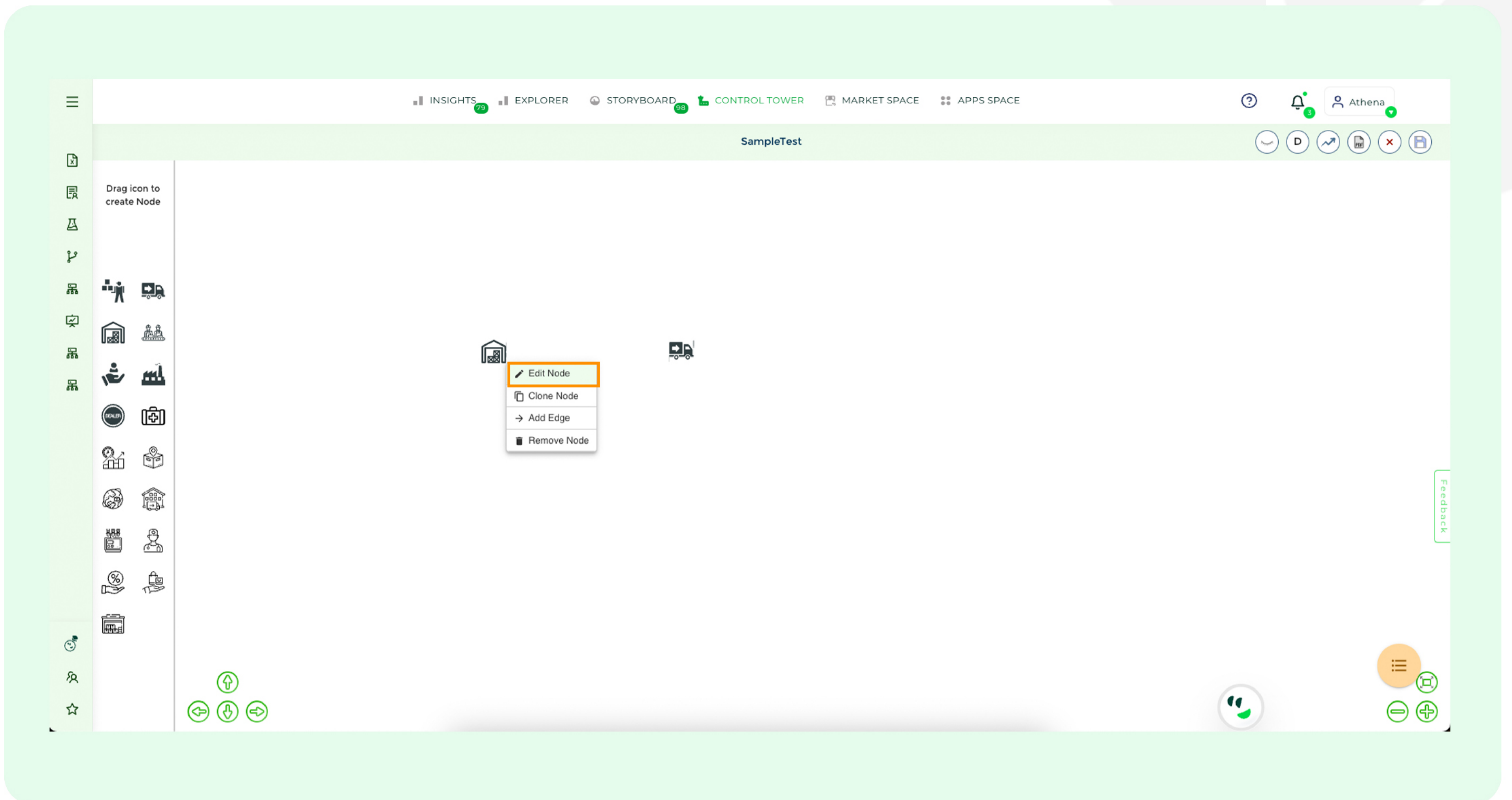


**Step 2:** By right clicking on the 'Nodes', you can add edges to connect the node.



## Edit Node

The **Edit** node option allows you to edit your node according to your own inventory creation.



The table provides details of the edit option feature, granting you the capability to personalize and adjust the node to align with your preferences.

<b>Map Node</b>	You possess the ability to select both the column and its corresponding value from your dataset.
<b>Node Label</b>	You are presented with the option to input a label, or alternatively, the chosen value from the column will be exhibited.
<b>Hover Image URL</b>	You have the capability to modify the image while in hover state by providing the URL.
<b>Thumbnail Image URL</b>	To modify the thumbnail image, you can input the respective URL.
<b>Link Pinboard</b>	You can connect to your Control Tower using the relevant storyboards you've generated, which will align with the items you have available.
<b>Link Order Forms</b>	You have the flexibility to establish a connection between your node and Forms, depending on the specific needs.

**Note:**

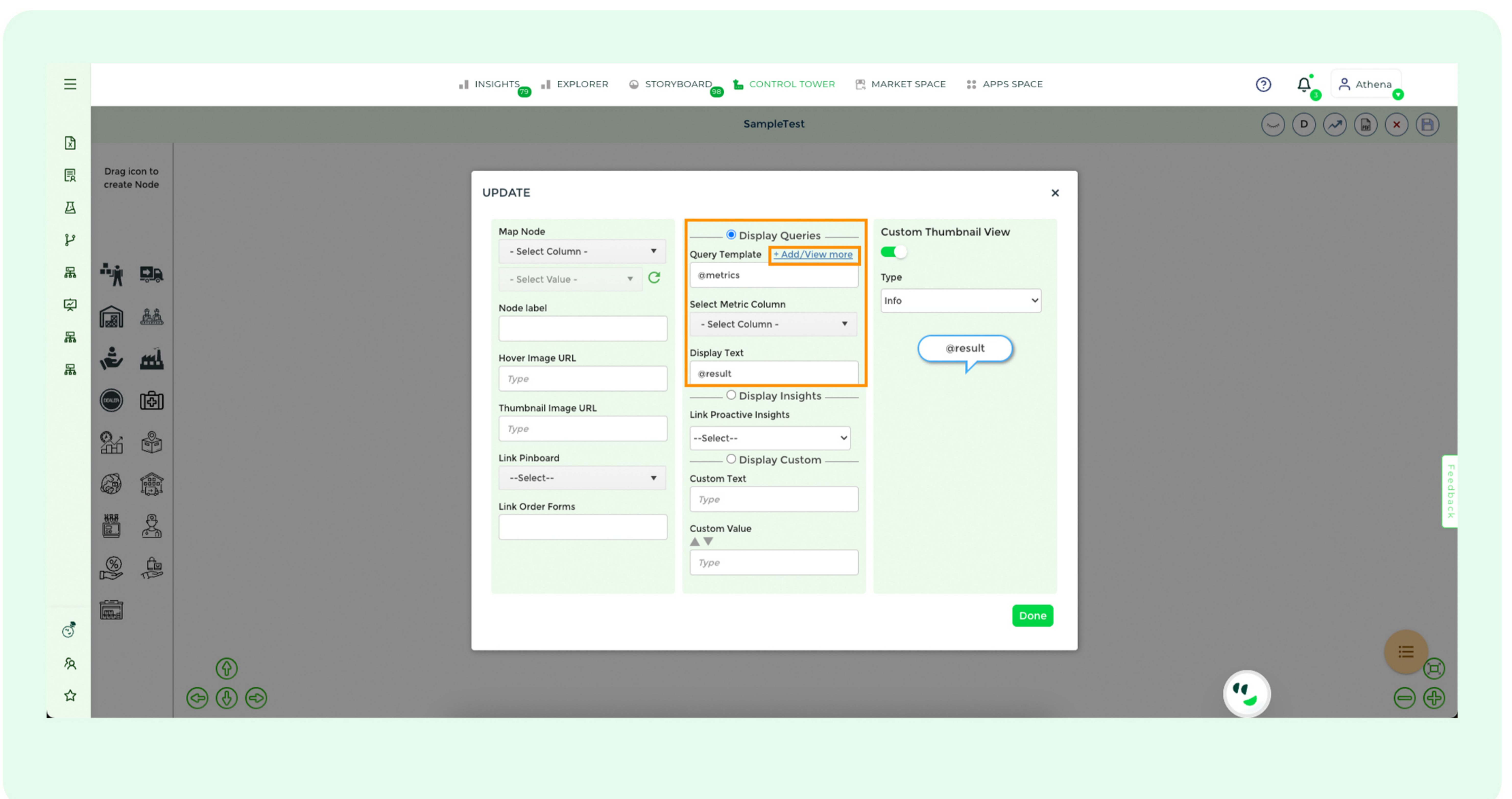
You have the option to link the node either to a Storyboard or a Form, but it's not possible to keep both active simultaneously.

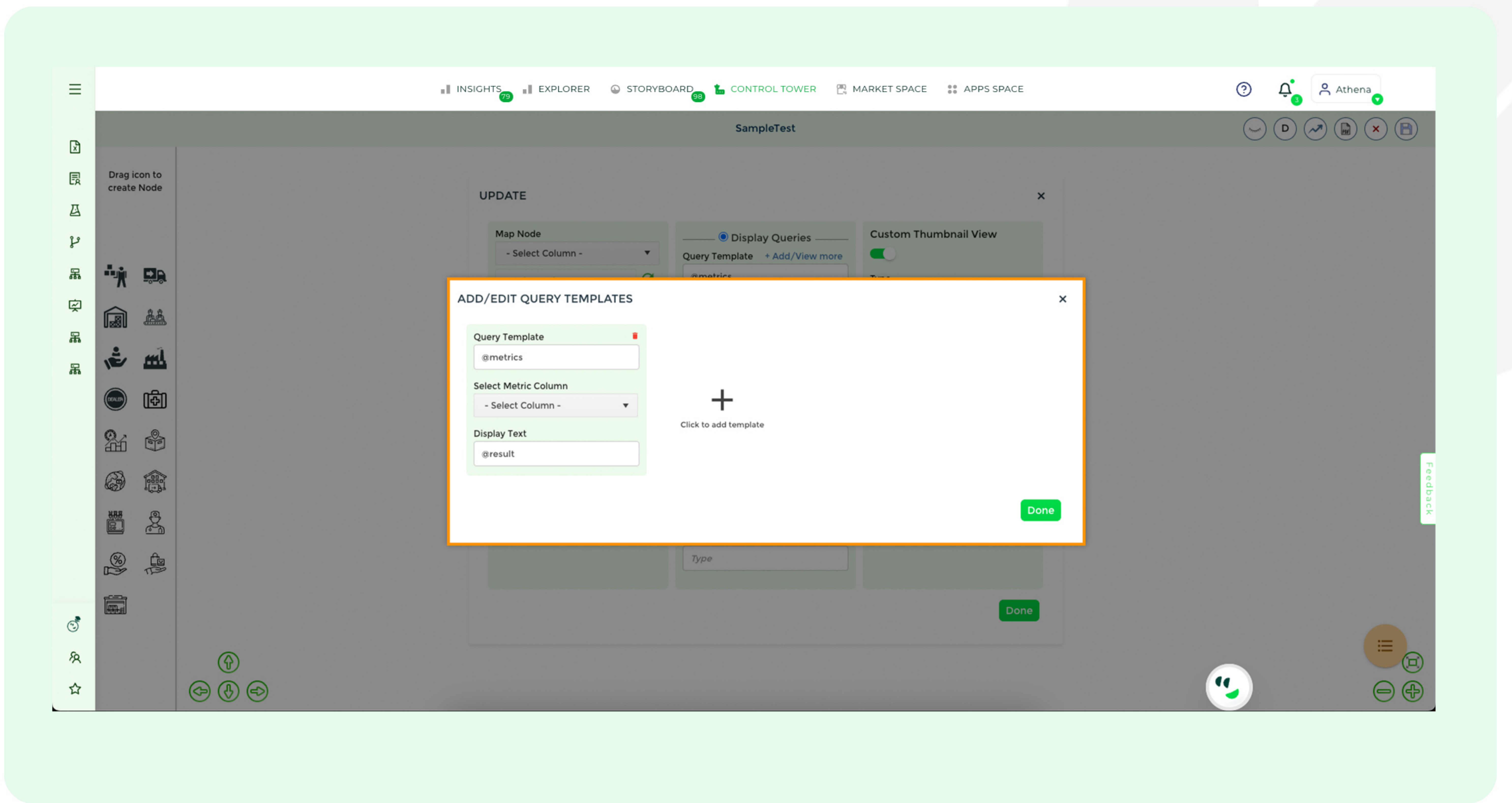
## Display Queries

The **Display Query** section empowers you to personalize the data queries and refine the visual presentation of information. Within this section, you can craft queries that precisely align with their specific requirements, offering a tailored approach to accessing data. Furthermore, you have the option to select a column table value that will be prominently displayed above the associated node.

Option	Description
Query Template	When you utilize this query template with '@metrics' designated as the relevant metrics column for filtering, it will produce a result. By default, the query template displays the categories of metrics.
Select Metric Column	You have the option to select the metric within the column.
Display Text	Enter the desired text for display

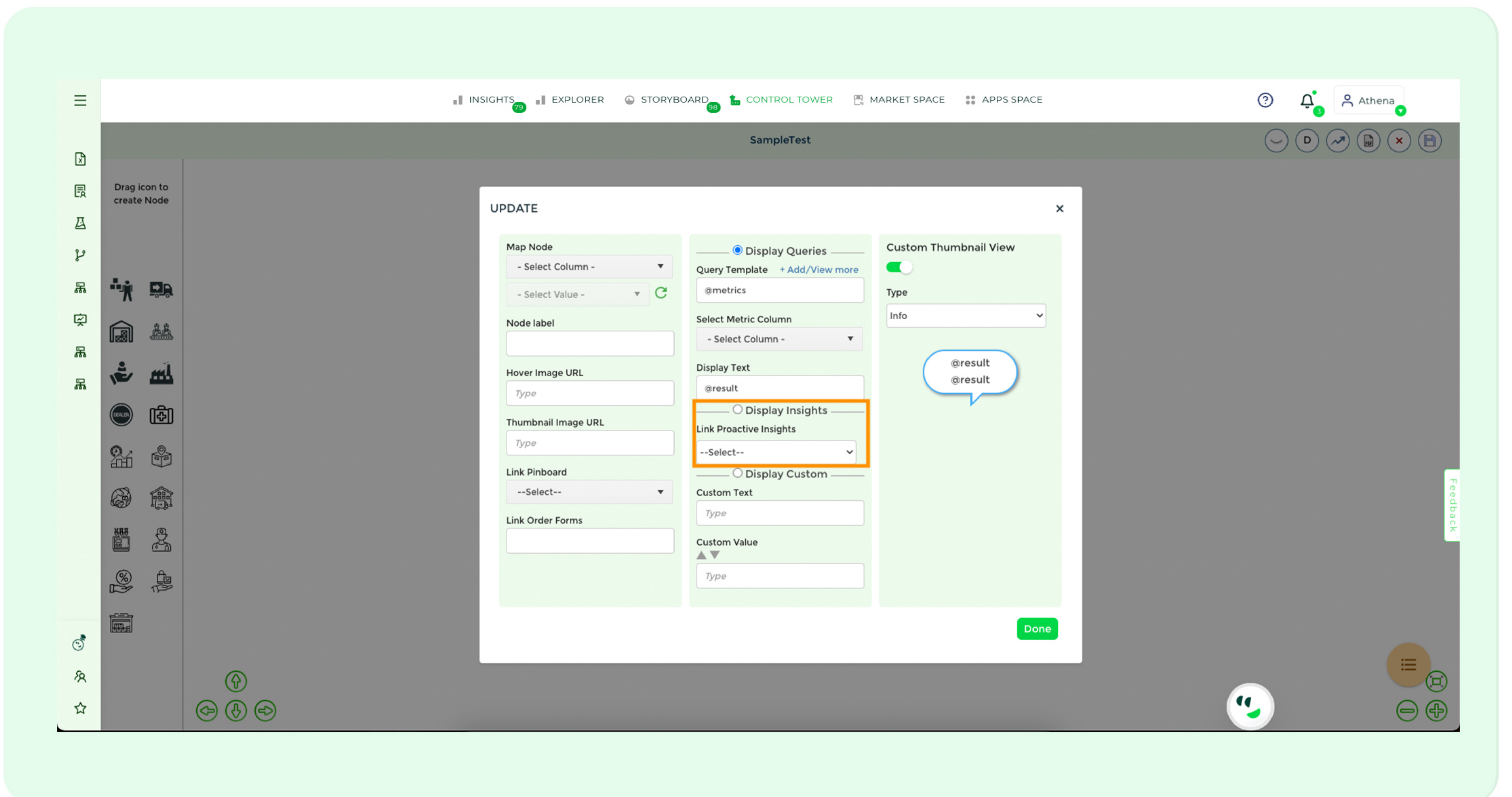
By clicking on the **'+ Add/View more'** option, you can modify your created query and incorporate additional templates that align with your business needs.





## Display Insights

The **Link Proactive Insights** option will create a connection to your Control Tower with relevant insights that you've generated.



## Display Custom

The **Display Custom** serves a valuable purpose in enhancing data presentation and information representation. You gain the capability to insert personalized text and specific values, thus tailoring the visual display to their precise requirements. These custom elements remain steady and unchanged for the selected node or item, ensuring consistency and reliability in conveying essential details.

Option	Description
Custom Text	You can personalize the text that will be displayed.
Custom Value	You can input the value and additionally, the value can also be indicated with increment or decrement symbol.

The screenshot shows the 'UPDATE' dialog box in the 'Sampletest' application. The dialog is divided into several sections:

- Map Node:** Includes dropdowns for 'Select Column' and 'Select Value', a 'Node label' input field, and 'Hover Image URL' and 'Thumbnail Image URL' fields with a 'Type' dropdown.
- Display Queries:** Includes a 'Query Template' dropdown, a 'Select Metric Column' dropdown, and a 'Display Text' input field.
- Display Insights:** Includes a 'Link Proactive Insights' dropdown.
- Display Custom:** This section is highlighted with an orange box and contains:
  - Custom Text:** An input field with the text 'Sales'.
  - Custom Value:** An input field with the text '5%' and an increment/decrement symbol.
- Custom Thumbnail View:** Includes a toggle switch, a 'Type' dropdown, and a preview area showing a speech bubble with the text 'Sales ▲ 5%'.

A 'Done' button is located at the bottom right of the dialog. The background shows a dashboard with various icons and a 'Feedback' button.

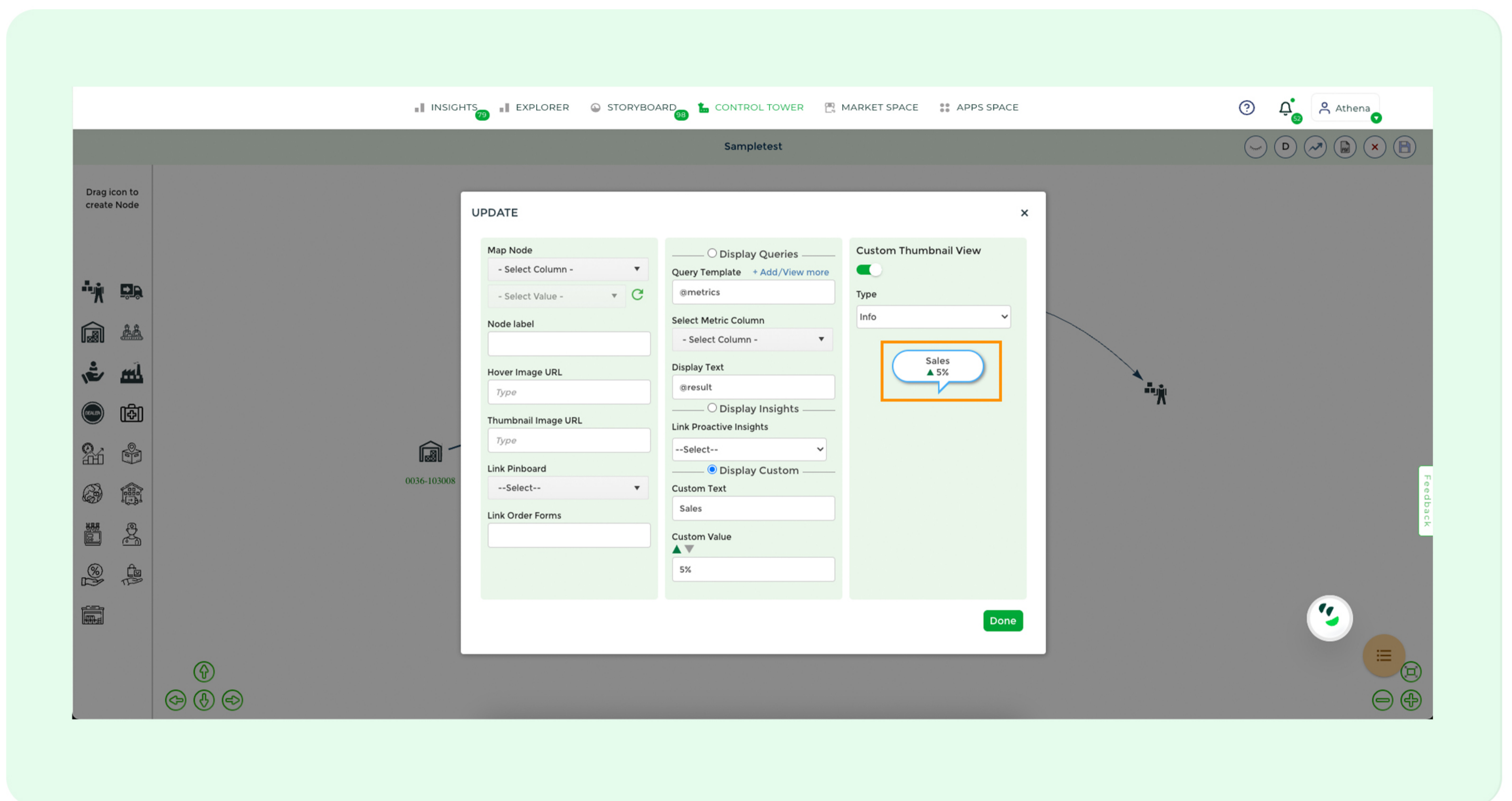
## Type

The **Type** option primarily pertains to the color in which the display text is presented. It provides you with the following:

- Info
- Warning
- Alert

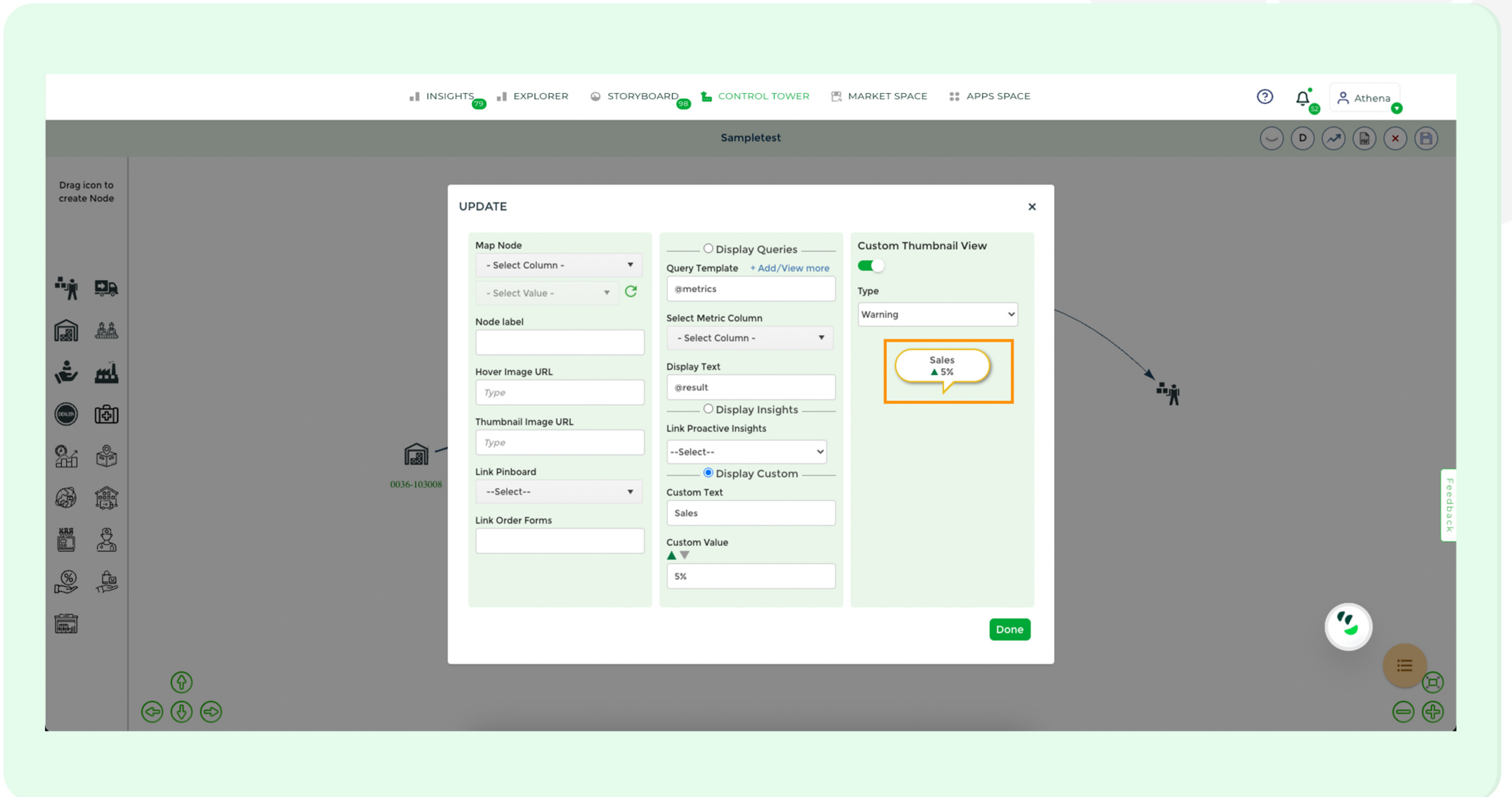
## Info

Selecting the info type will result in its display in blue color.



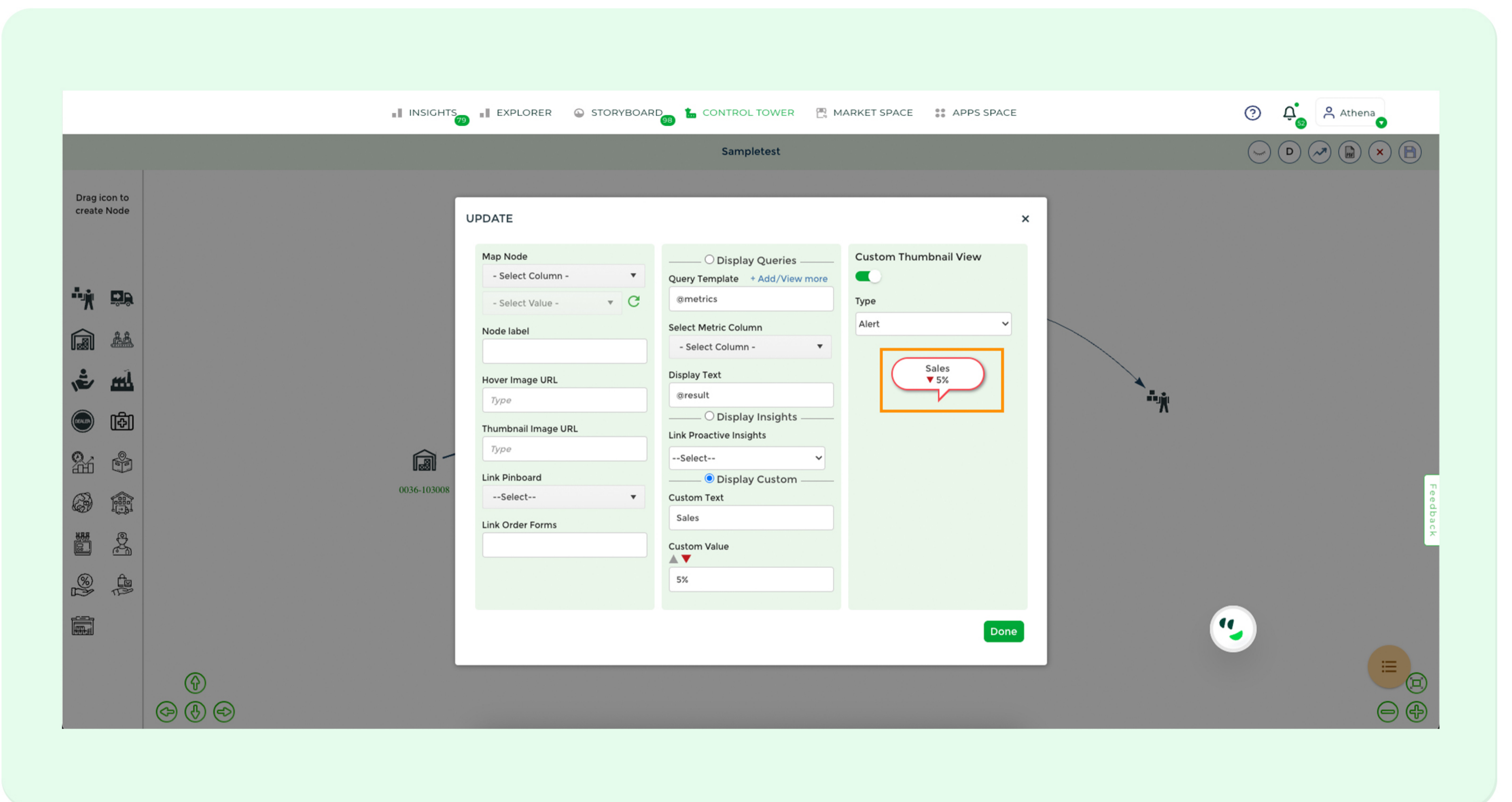
## Warning

Selecting the warning type will result in its display in yellow color.



## Alert

Selecting the alert type will result in its display in red color.

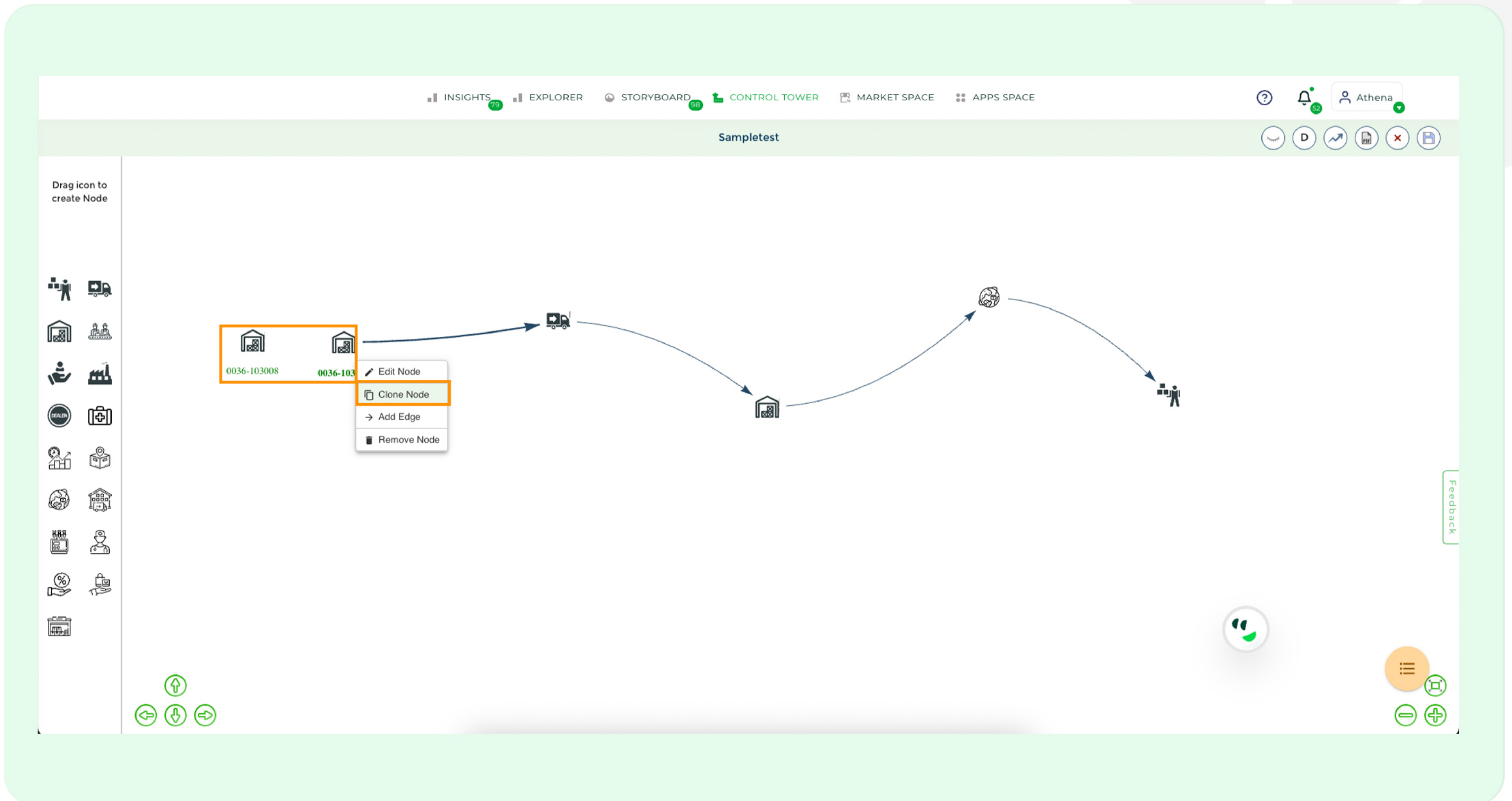


After updating all the necessary columns, click on the **'Done'** button to preserve the modifications.



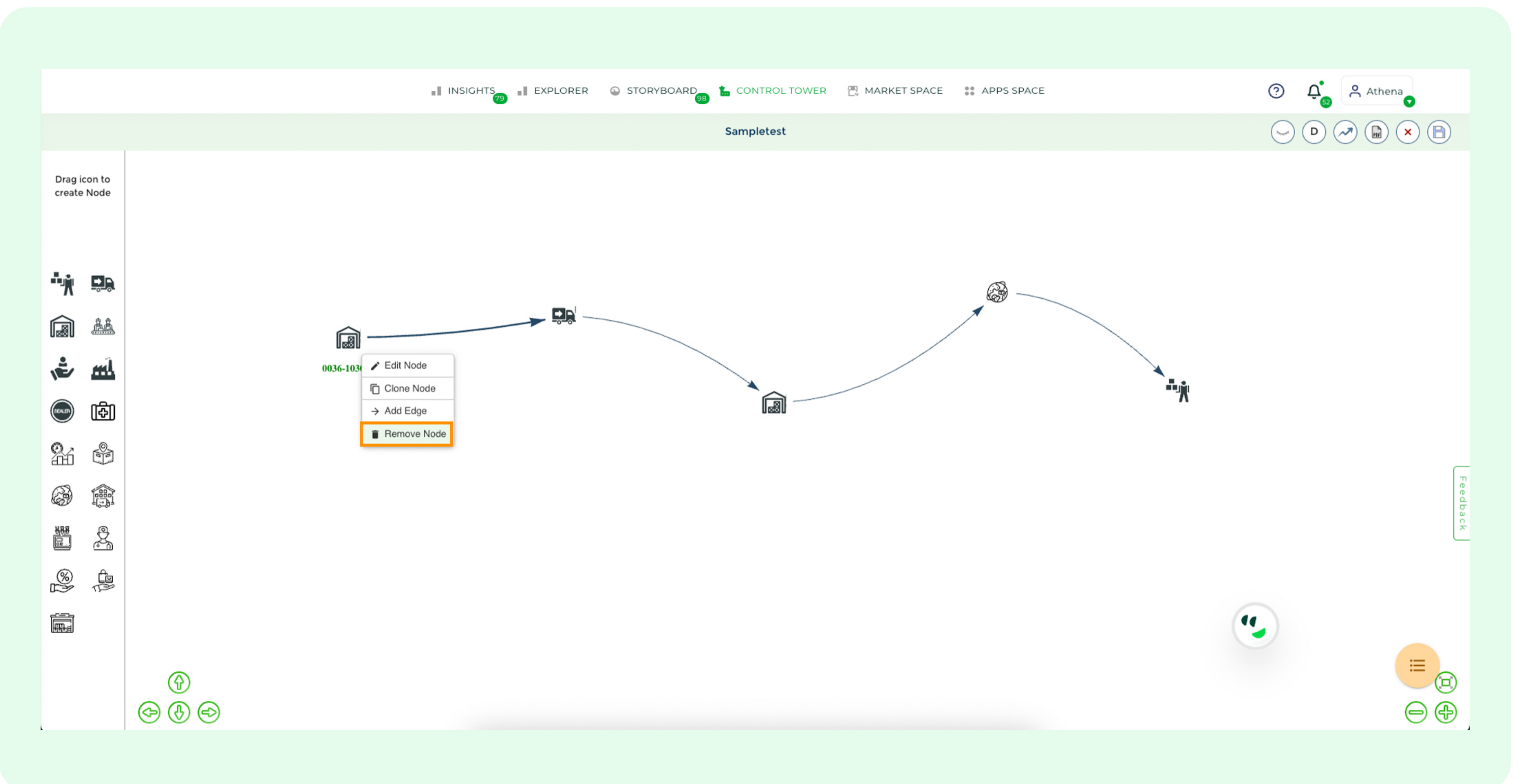
## Clone Node

By selecting the **'Clone Node'** option, you can create an exact duplicate copy of a particular node. This process essentially replicates the chosen node, preserving its content and attributes in a new instance.



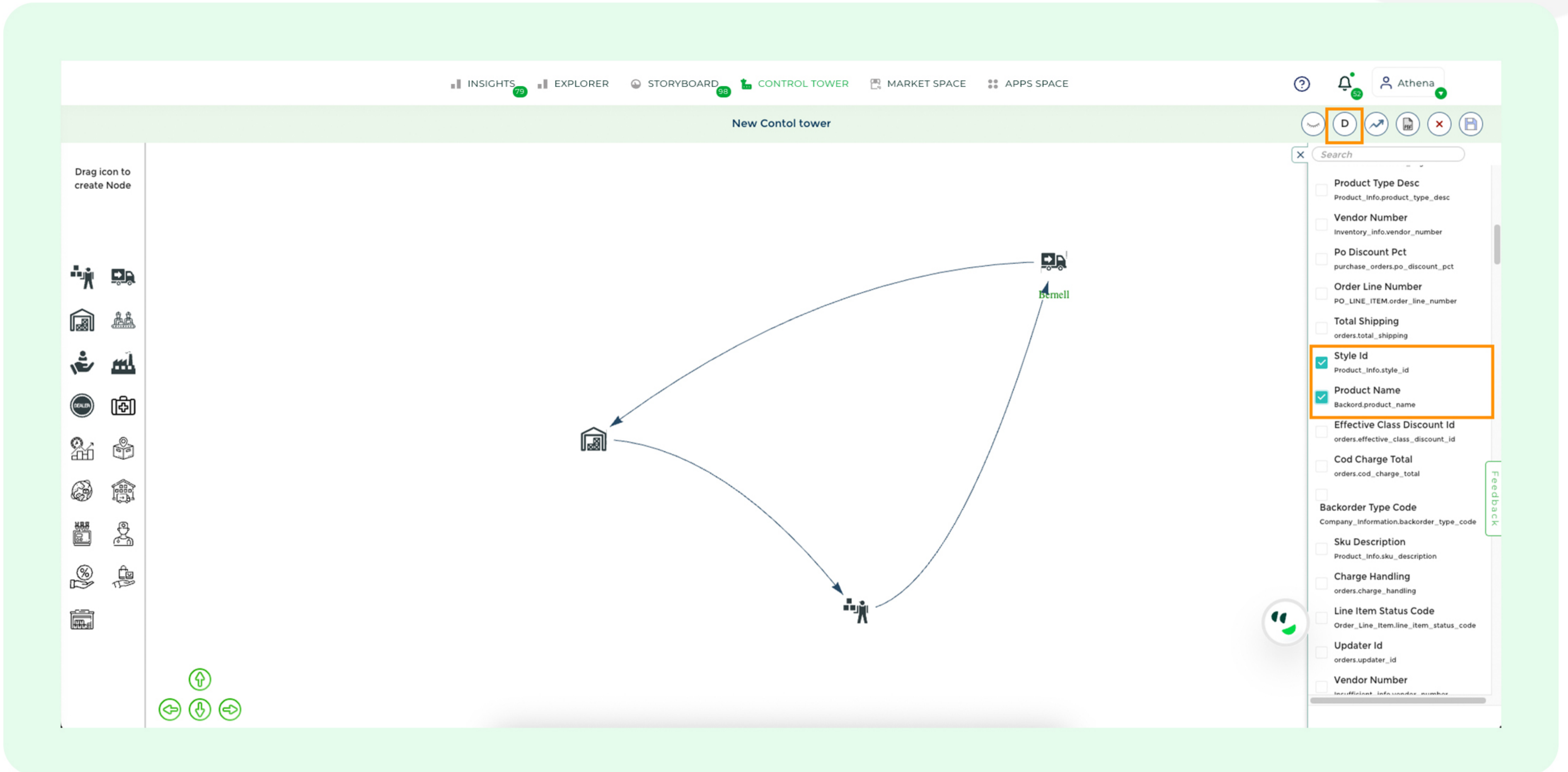
## Remove Node

The **'Remove Node'** option allows you to delete or eliminate the node that you have selected. This action results in the removal of the chosen node from the structure, effectively eliminating its presence and any associated data.

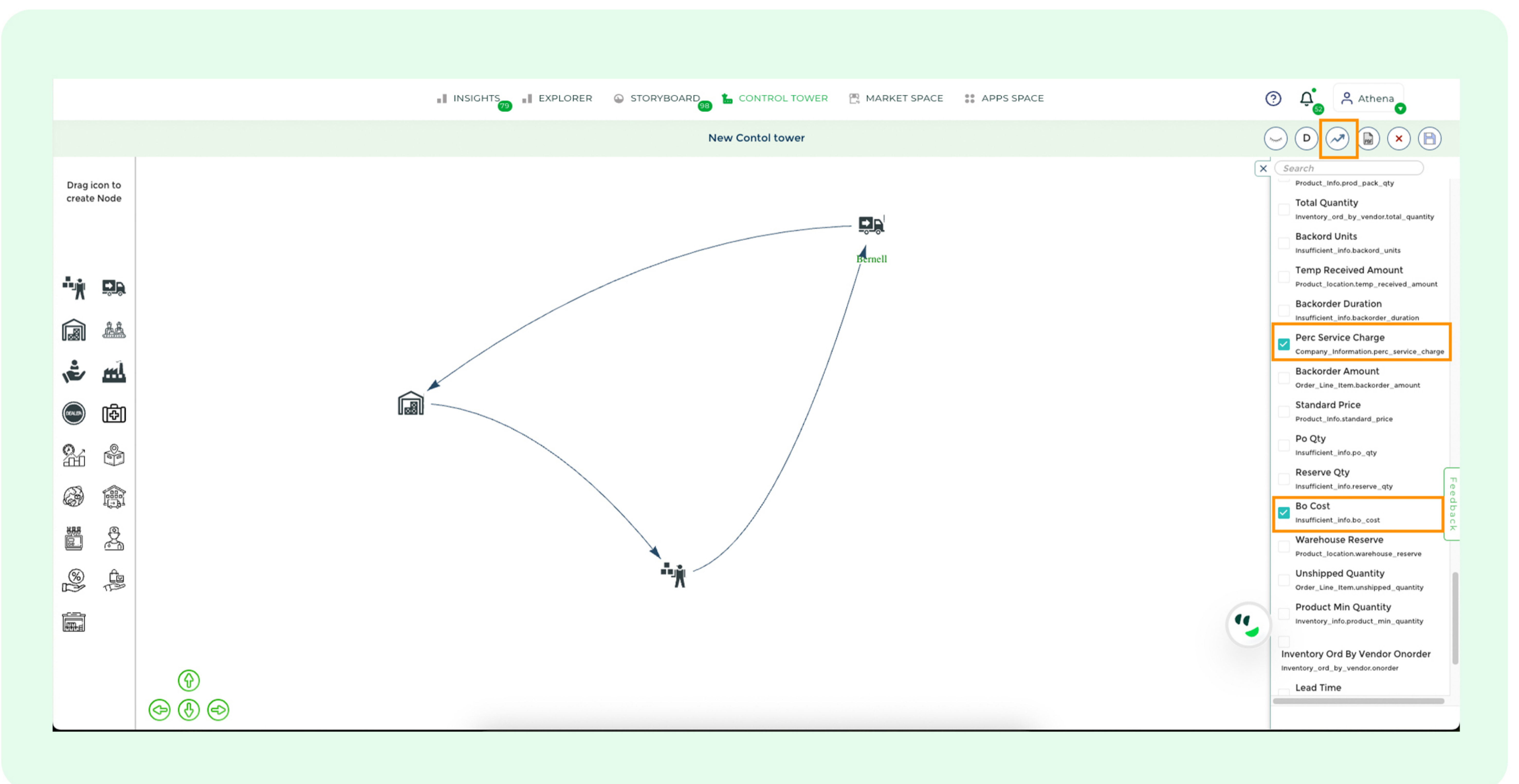


## 5. Filtering Data for Precision

Applying filters serves to refine the information presented or analyzed by using specific criteria. Filters can be implemented within the Control Tower for each category. Before applying filters, the user should include the columns they intend to filter. They have the privilege of selecting both dimension and metric columns. Click on the **'Edit'** icon on the right-side corner. By selecting the **'Dimensions'** icon, you'll see relevant dataset columns listed. Among these columns, you have the freedom to select the ones where you intend to implement filters.

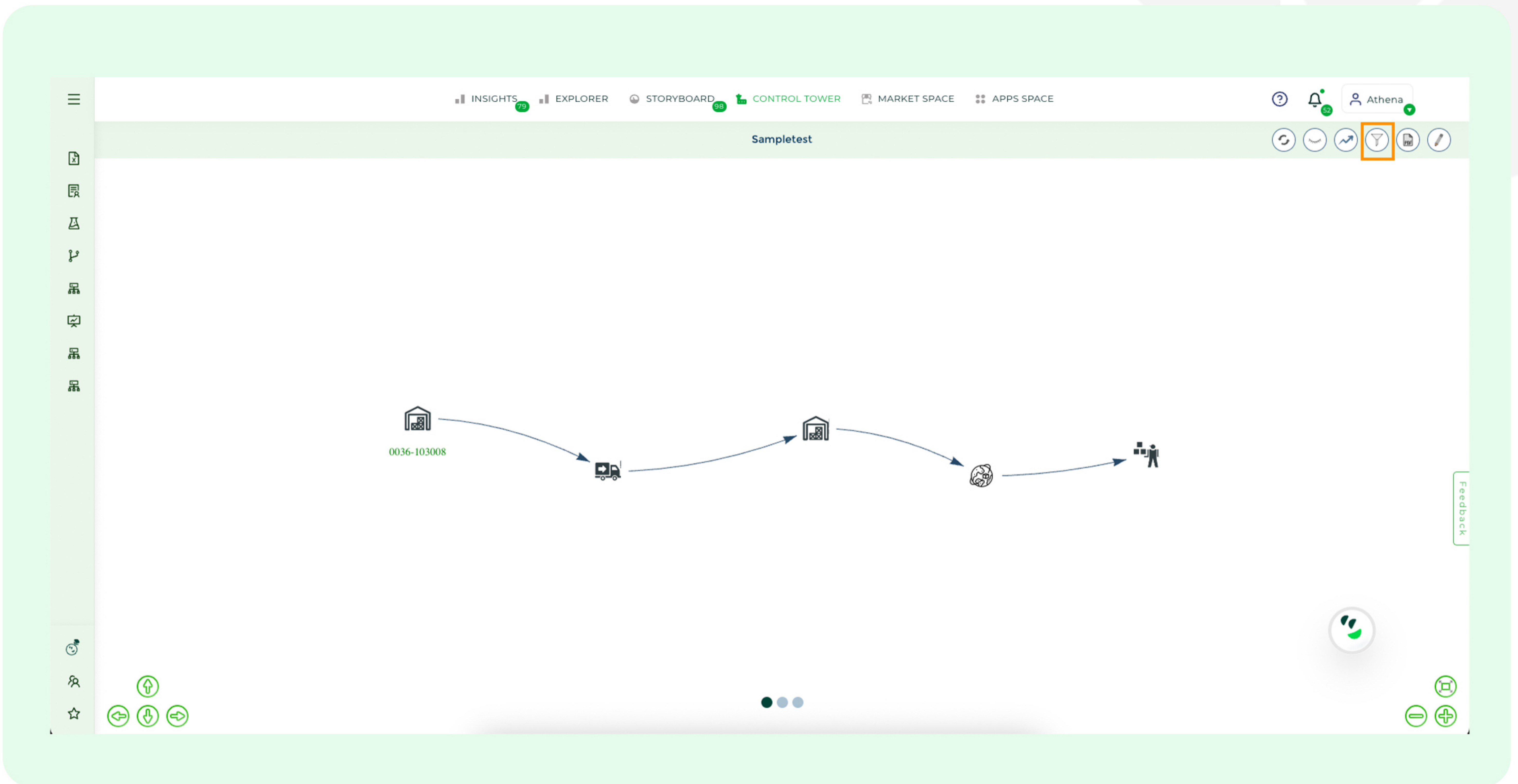


When you choose the **'Metrics'** icon, it will display all the relevant metric columns in the dataset, and the columns you select will be visible in the filter options.



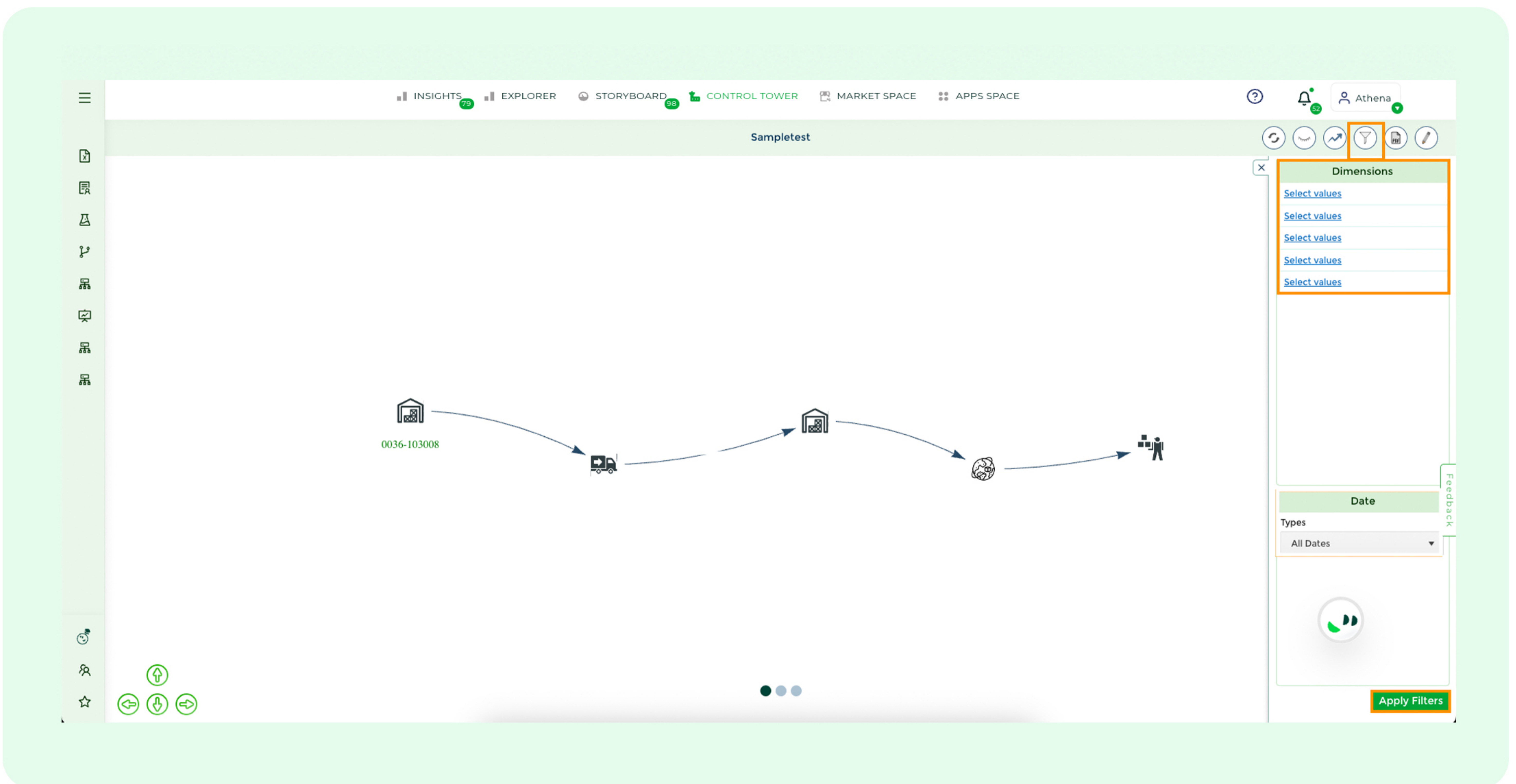
After selecting the dimension and metric columns, click the **'Save Changes'** icon to include these columns in the filter option.

To apply filters on the Control Tower, click on the **'Funnel'** icon.



## Filters for Dimension

For applying filters to dimensions, you are provided with the selected columns, where you can choose the values presented in the columns.



## Filters for Dates

For applying filters to dates, you can choose from the types that list the dates. Additionally, you can customize the dates as needed by selecting custom in the option.



Clicking on **'Apply Filters'** displays the results based on the applied filters.

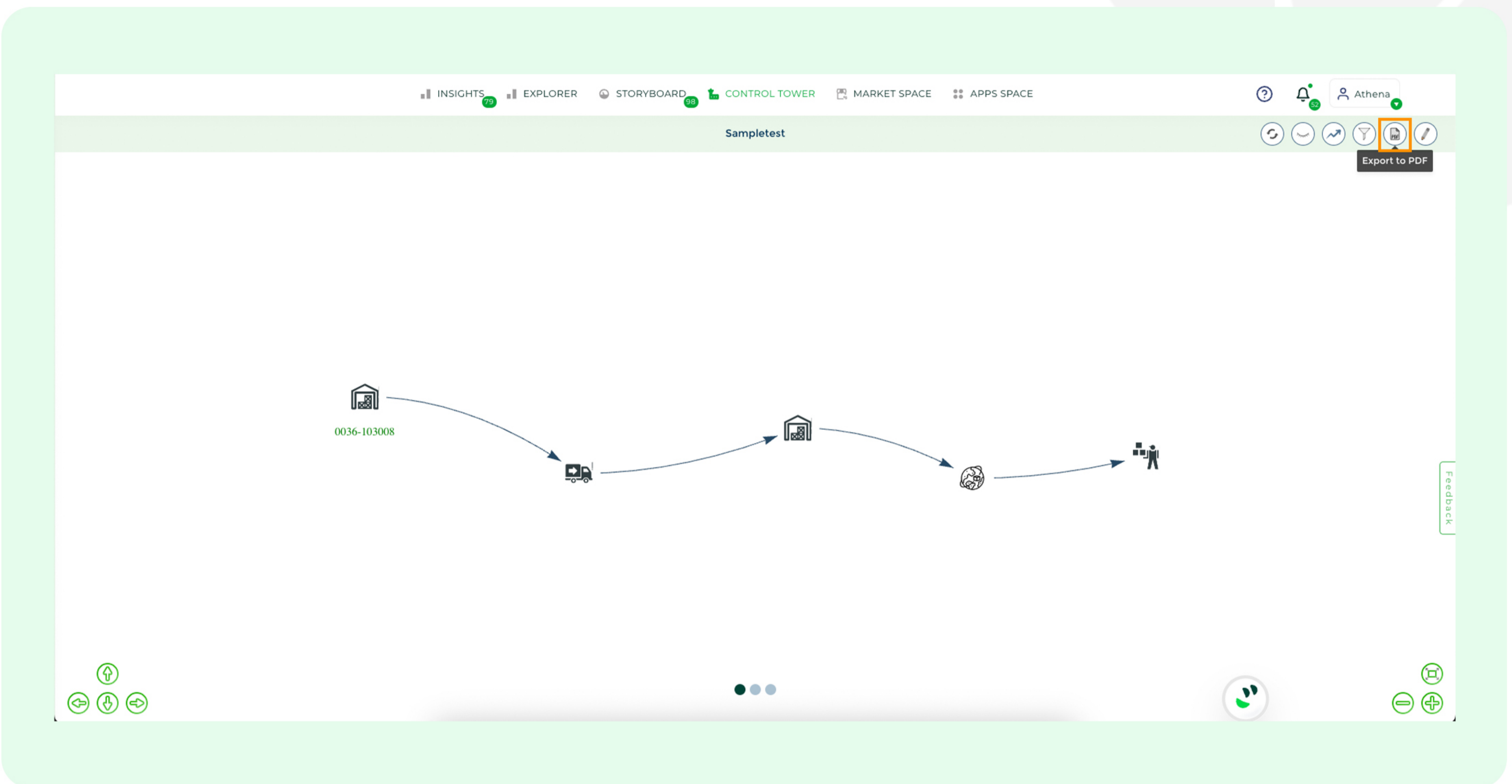
## Filters for Metrics

On clicking on the Metrics icon, the chosen metric columns will be listed. By clicking on the column name, the filter will be applied on the Control Tower.



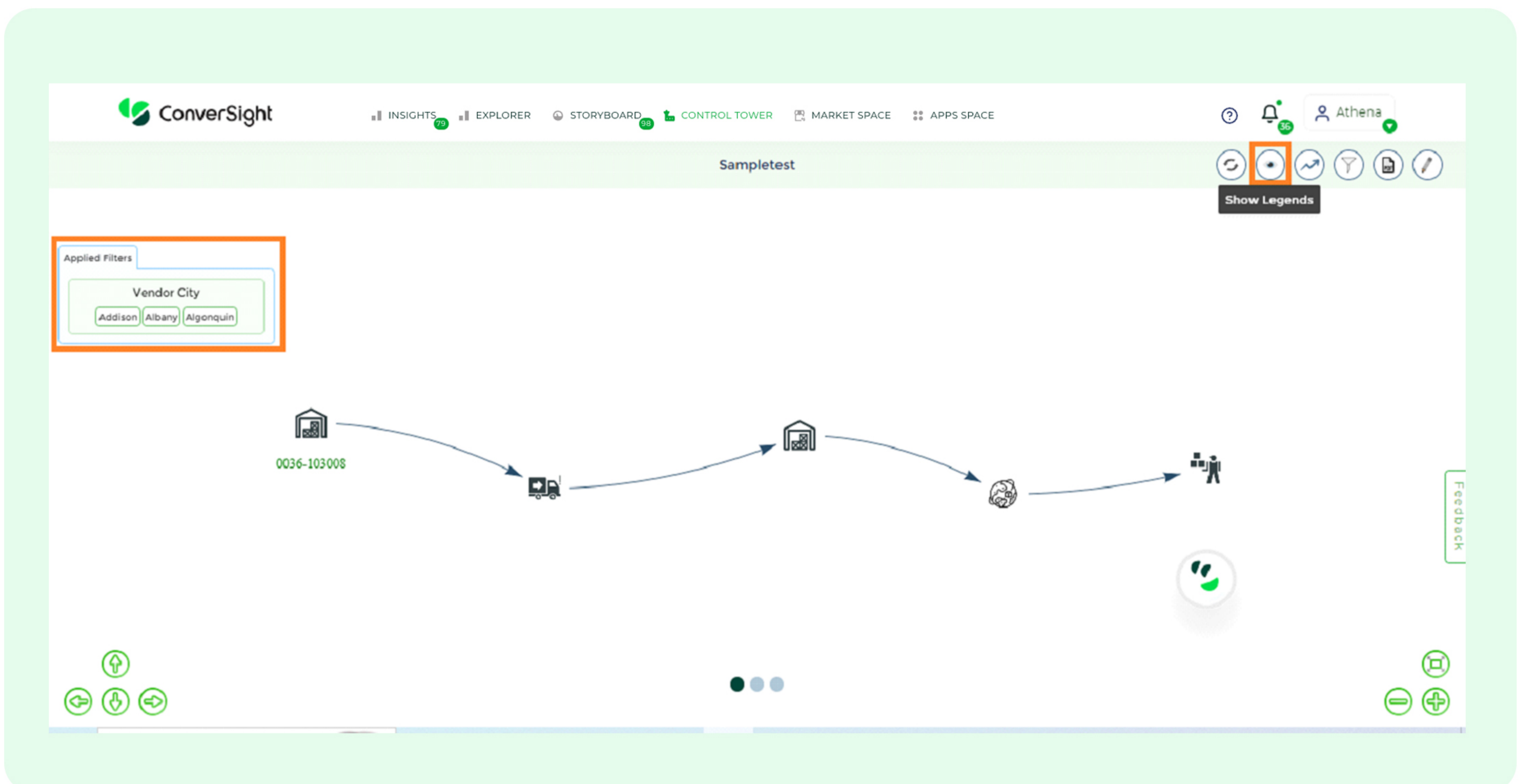
## Export To PDF

The **'Export to PDF'** option allows you to convert the reports to a static, fixed format version, that can be easily shared, printed and viewed by others.



## Show Legends

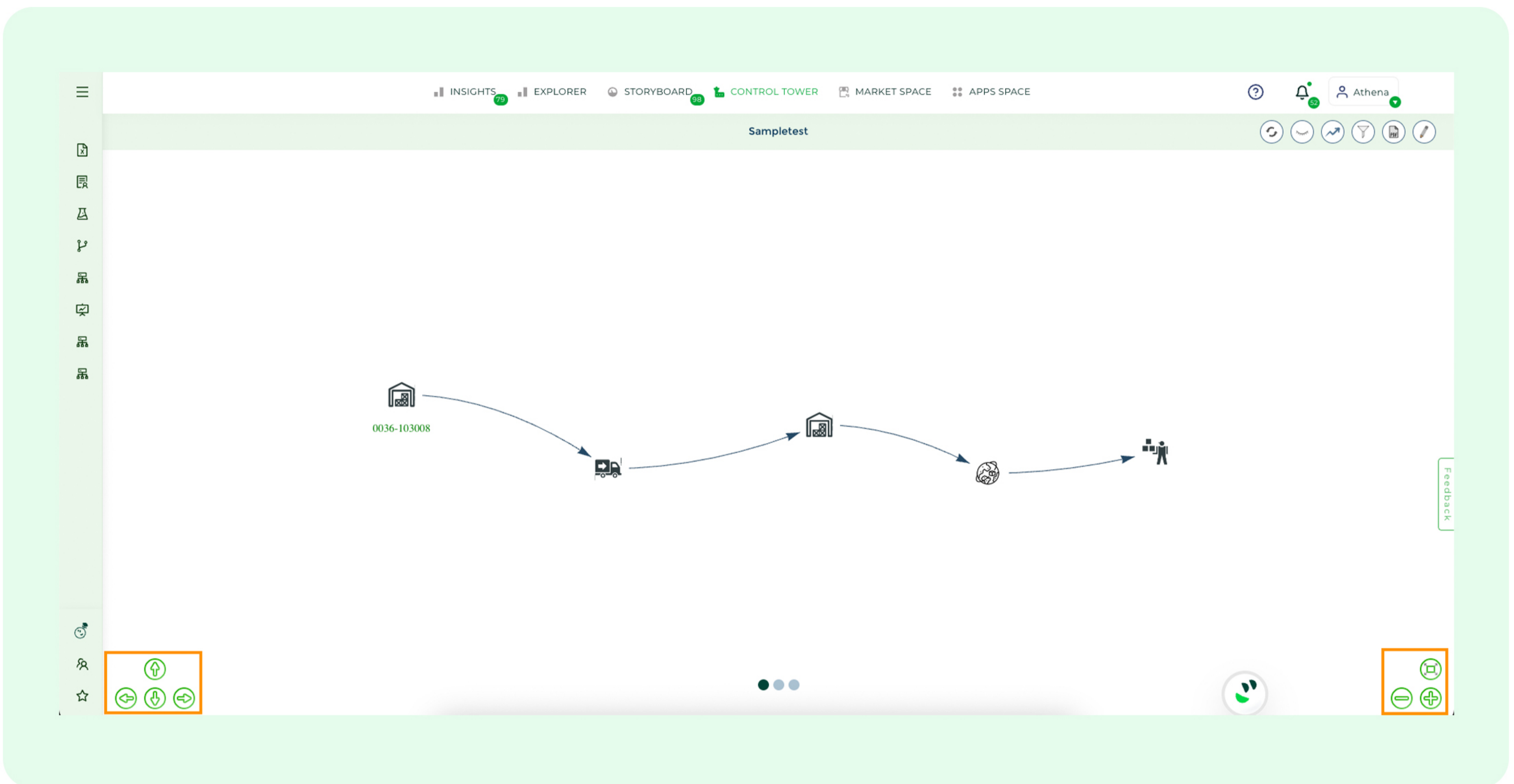
Enabling the **'Show Legends'** option allows you to view the applied filters, which will be displayed. This feature provides a clear and organized presentation of the implemented filters, offering transparency into the specific criteria used to analyze the data.



## 6. Customizing Visual Displays

The directional arrows left, right, up and down provide you with the means to adjust the position of your Control Tower, aligning it with your desired visibility. These arrows allow you to move the Control Tower's location, ensuring that your vantage point is optimized for observing the relevant elements effectively.

The minus, plus and reset icons offer you precise control over adjusting your Control Towers. The minus icon reduces the size, the plus icon increases it and the reset icon restores proper alignment. Utilizing these icons allows you to align your Control Tower accurately.



## 7. Conclusion

Control Tower represents a transformative solution that seamlessly integrates data, offering comprehensive visibility and precise decision-making capabilities across various operational domains. They serve as a guiding force, propelling organizations towards operational precision, disruption management and data-driven excellence in today's dynamic business landscape.

## Join our customers who have accelerated growth with ConverSight



### About ConverSight

ConverSight's Adaptive Analytics platform uses conversational AI, Natural Language Processing and machine learning to converge the distance between humans and data through data stories, presenting the meaning of data in the most effective, personalized and efficient form possible. ConverSight's patented AI business assistant, Athena, connects distributed databases to answer questions and Augment the consumers through 4 key functions: Information on demand, Automated Story Telling, Proactive Insights, and Recommended Actions.

For more information, visit [www.conversight.ai](http://www.conversight.ai)

