



## A Partner Solution for Cross Industry

### Measuring Sales and Customer Growth for Revenue and Profit Optimization

IBM **Information Management** software

# Niteo Partners SmartPredict - Sales and Revenue Optimization

## Partner Solution

### ■ Target Industry

*Cross Industry*

### ■ Business Application

*Sales Analytics and  
Customer Profitability Dashboards*

### ■ Products

*IBM Cognos 8.4 Business  
Intelligence*

*IBM Cognos 8 Analysis*

*IBM Cognos 8 Planning*

*IBM Cognos TM1*

*IBM InfoSphere Business Glossary/  
Anywhere*

*IBM InfoSphere Change Data  
Capture*

*IBM InfoSphere DataStage*

*IBM InfoSphere Federation Server*

*IBM InfoSphere Information Analyzer*

*IBM InfoSphere Information Services  
Director*

*IBM InfoSphere Master Data  
Management Server*

*IBM InfoSphere Metadata  
Workbench*

## Business Challenge

Revenue growth and profitability optimization are among the top objectives for every organization. A two-pronged approach of attracting new customers and growing year-over-year revenues from existing customers is essential to achieving the “Holy Grail” of balancing top line growth with bottom line profitability.

To accomplish these objectives, companies need to analyze and visualize sales performance, forecasts, trends, risks and customer interactions to meet revenue and product targets. They must optimize sales, distribution and marketing spend while increasing market share. It’s a necessity to maximize the value of customer relationships via up-sell and cross-sell opportunities. Additionally it’s essential that they continuously change product mix, marketing messages and sales strategy, based on customer behavior and the economic environment; and manage distribution channel efficiency and effectiveness to ensure alignment among sales, marketing and operations.

Dashboards that track sales analytics and customer profitability can greatly assist organizations in supporting these requirements. Industry analyst firm Aberdeen Group, in a May 2009 report titled, “Executive Dashboards - the Key to Unlocking

Double Digit Profit Growth,” noted that organizations using best-in-class dashboards realize significant advantages, including:

- 24 percent average year-over-year increase in operating profit, as compared to a 3 percent increase for industry average, and 27 percent decrease for laggards;
- 8.3 percent average year-over-year improvement in customer service, as compared to a 2.3 percent improvement for industry average, and only 1 percent increase for laggards; and,
- 8.4 percent average year-over-year improvement in sales performance, as compared to a 2.3 percent increase for industry average, and 0.6 percent decrease for laggards.

## Solution

Niteo's SmartPredict - Sales and Revenue Optimization (SmartPredict - Sales) solution integrates data from various sources (e.g. ERP, CRM and SCM systems) providing organizations with a dashboard view of their most important sales and customer metrics. The solution highlights key performance indicators (KPIs) and provides decision makers with the ability to visualize



current performance, analyze trends and optimize distribution and operations. Interactive dashboards give decision makers the ability to filter, sort, and drill down to access specific information required for critical decision making.



Users can review sales and revenue breakdown by product, channel, customer, or geography, and by current month, prior month, month-to-date, quarter-to-date and year-to-date time periods to analyze current numbers, trends and forecast future performance. Users can also see actuals, targets, budgets and plan figures side by side to see variances and how they are performing against specific goals. The SmartPredict - Sales solution provides a full analysis chain with cause and effect diagrams that show how a change in a particular metric will affect another metric; for example, a user can see what effect changes in marketing spend will have on overall revenue.

### Value Proposition

By integrating data from different sources, SmartPredict - Sales enables end-users to analyze the impact of various sales, marketing and product strategies on the revenue trends. Using SmartPredict - Sales means clients can standardize on a common data warehouse, establishing a set of common definitions for specific metrics (i.e., backorders, fill rates, inventory turnover, etc.) – to support organizational decision making, reporting and continuous improvement.

SmartPredict - Sales is architected to support all commercial industries, including: retail, manufacturing, life sciences, healthcare, financial services, insurance and media/communications. The solution includes templates and a variety of KPIs lists and metrics for a variety of vertical industries, saving customers months of development time.

The solution can be deployed in weeks and follows an incremental approach to deployment, so an organization can start small and add capabilities over a period of time. The SmartPredict - Sales solution leverages IBM's Information Management offerings including InfoSphere DataStage and QualityStage, and Cognos Business Intelligence products. The solution can work with any data warehouse and database, including IBM's Balanced Warehouse.

### Company Description

Niteo Partners, a consulting and systems integration firm owned by NEC, leverages business and technology expertise to deliver innovative business solutions for Global 2000 companies. We offer solutions in Business Intelligence, Corporate Performance Management, Operational and Financial Dashboards, Enterprise Planning and Migration Services. Our dual-shore capability creates additional value and cost savings for our clients. We are proud to be an IBM Information Management Software ValueNet partner and recognized in 2006, 2007 and 2008 as the IBM Cognos North American Services Partner of the Year.

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