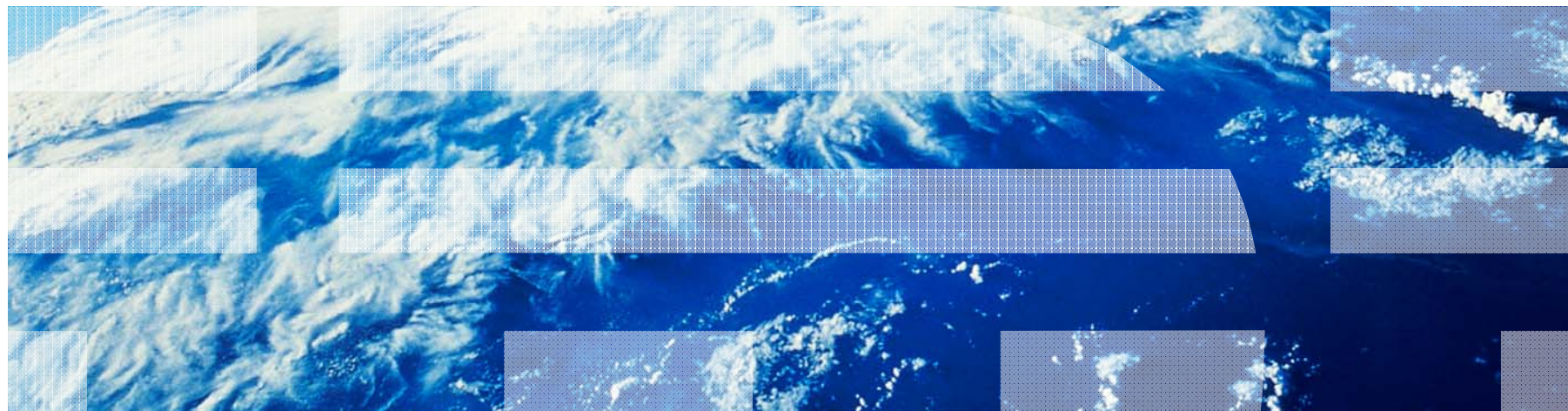
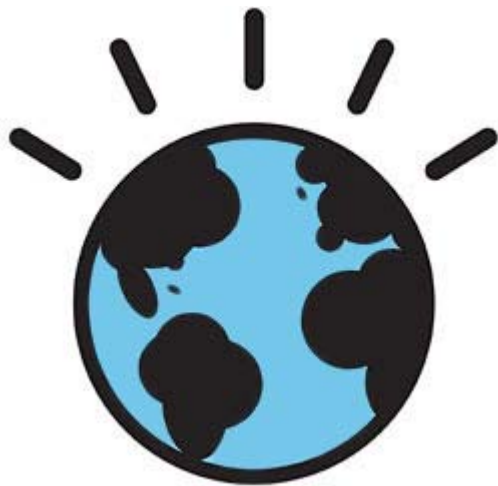

IBM Cognos 8 Customer Performance Sales Analytics Faster Insight: Smarter Sales Decisions



Smarter planet: Thinking and acting in new ways to make our systems more efficient, productive and responsive.



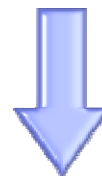
Smarter businesses are able to leverage information to drive smarter business outcomes



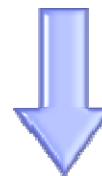
Increase Revenue



Increase Productivity



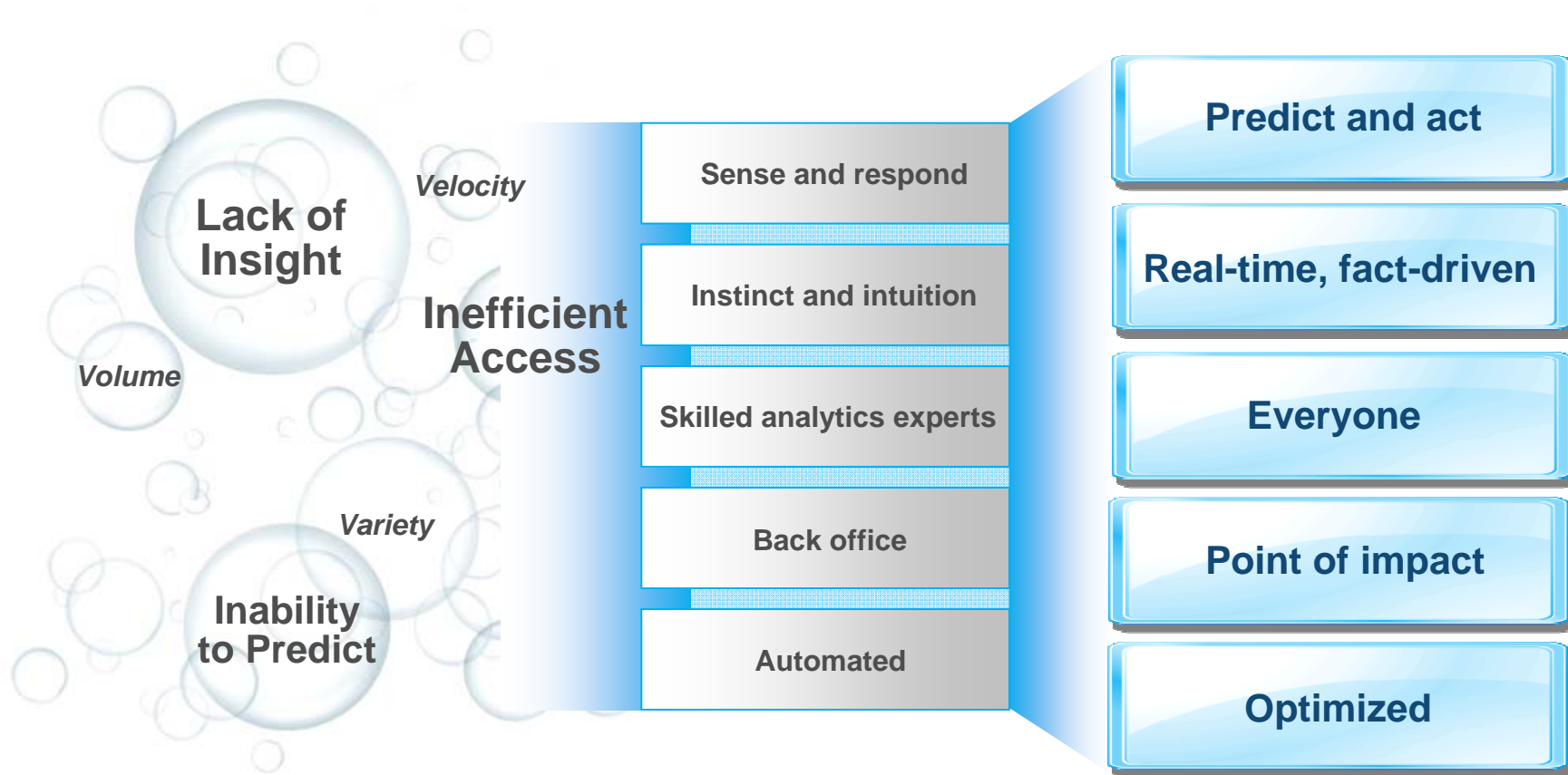
Reduce Costs



Reduce Risk

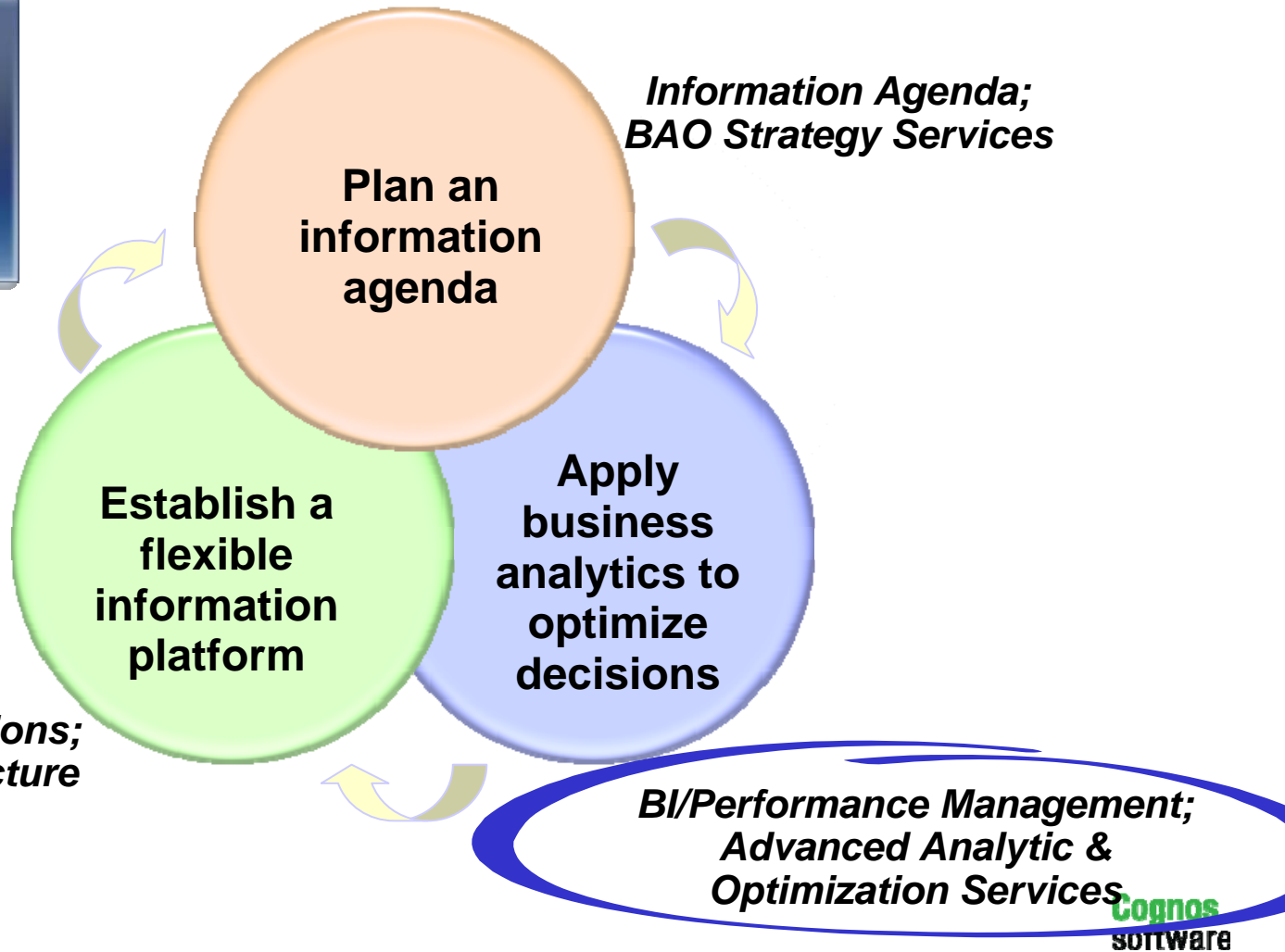


Ways to Optimize Decisions and Actions



How Do You Get Started on an Information-led Transformation?

Industry out-performers are **8 times** more likely to pursue information-led transformation at an enterprise level than industry under-performers



IBM Cognos Analytic Applications



- Faster insight drives smarter, faster decisions and action
- Consistent measurement of business performance and strategy execution
- Anticipate and explore new opportunities
- More effective management of risks and controls

Relationship Between Strategy Goal and Sales Force Compensation

	Strategic Goal		
	<i>To Gain Market Share Rapidly</i>	<i>To Solidify Market Leadership</i>	<i>To Maximize Profitability</i>
Ideal salesperson	<ul style="list-style-type: none"> • An independent self-starter 	<ul style="list-style-type: none"> • A competitive problem solver 	<ul style="list-style-type: none"> • A team player • A relationship manager
Sales focus	<ul style="list-style-type: none"> • Deal making • Sustained high effort 	<ul style="list-style-type: none"> • Consultative selling 	<ul style="list-style-type: none"> • Account penetration
Compensation role	<ul style="list-style-type: none"> • To capture accounts • To reward high performance 	<ul style="list-style-type: none"> • To reward new and existing account sales 	<ul style="list-style-type: none"> • To manage the product mix • To encourage team selling • To reward account management

Source: Adapted from Sam T. Johnson, "Sales Compensation: In Search of a Better Solution," *Compensation & Benefits Review*, November–December 1993, p. 52. Copyright © 1998 American Management Association, NY, www.amanet.org. All rights reserved, used with permission.

Do I Need to Care About Sales Analytics?

Sales Analytics can save sales professionals time in their days and give them the information they need to grow their business.

“Less than 2% of sales executives believe that their sales forces are productive.”

Source: IDC, 2009

“The top 20% of our sales force represents more than 60% of revenue.”

Source: CSO Insights

“Enterprises miss the equivalent of 10% of total annual sales in ‘lost opportunity’ revenue that could have been captured as a result of better insight on sales activities and target markets.”

Source: Gartner Inc.

“54% of sales representatives failed to turn leads into a meeting.”

Source: CSO Insights

“The percentage of salespeople failing to hit their sales quota rose from 38.8% to 41.2% last year.”

Source: CSO Insights

“Forecasting Survey indicated only 21 percent of surveyed companies were able to achieve 90 percent or greater accuracy levels at 30 days out.”

Source: Sirius Decisions



Smarter Sales Decisions

How can we

accelerate our sales cycle ...

1. Insight to improve sales productivity, forecasting accuracy, conversion rates and grow revenue
2. Deeper analysis of sales pipeline performance, including conversion rates, segment analysis, pricing, programs and fulfillment
3. Visibility into individual and business unit sales performance
4. Information to improve sales productivity and effectiveness ACROSS the organization – from channel to pipeline to price
5. Applications that are easy-to-use, easy-to-change, easy-to-maintain and easy-to-access
6. A capacity to conduct analysis multi-dimensionally – comparing time, product, channel, sales rep and pipeline and beyond



Smart Businesses=Aligned Outcomes



V.P. Sales



Finance

Shared Interests in Sales Productivity

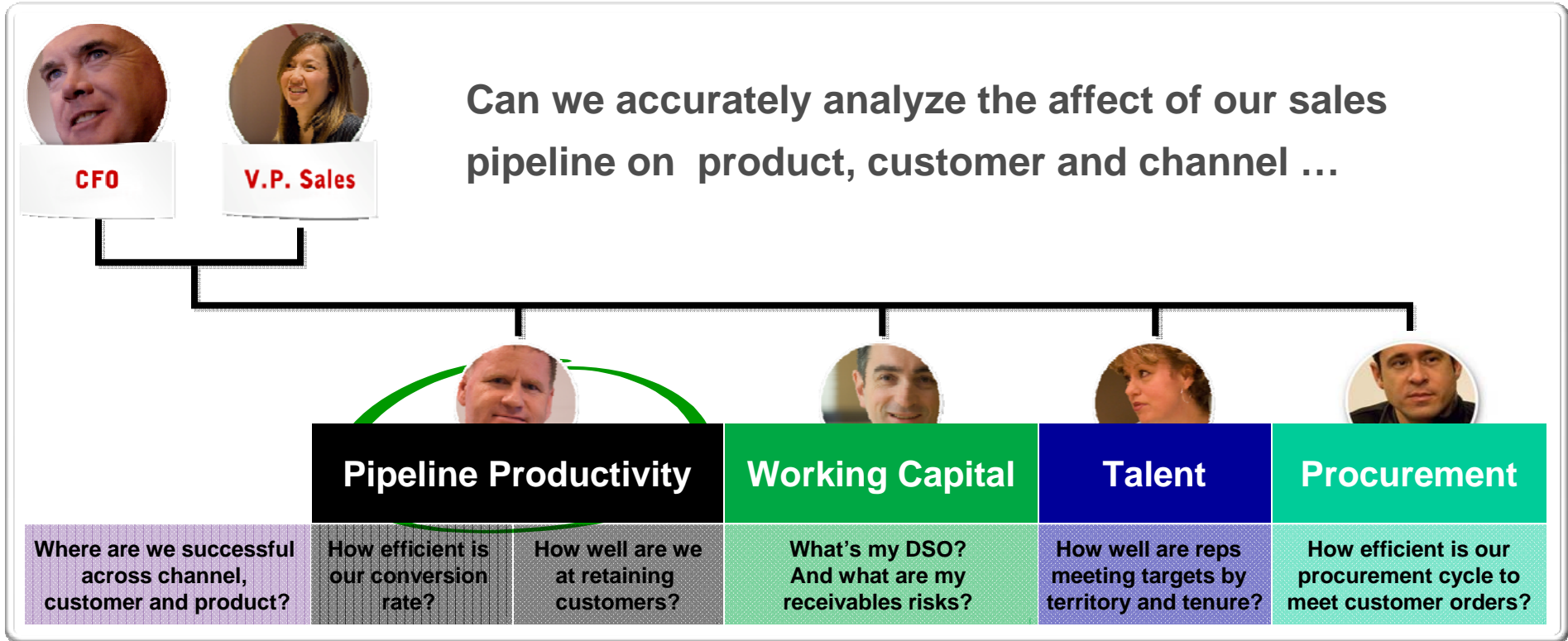
- Better planning and forecasting capability
- Extended analytics and more historical reporting of data and trends
- More efficient management of pipeline and conversion rates to accelerate revenue
- Consistent sales measurement of performance that extends from people to product to price

- More accurate and trend
- More effective conversion
- Consistent force performance
- Channel, marketing impact on

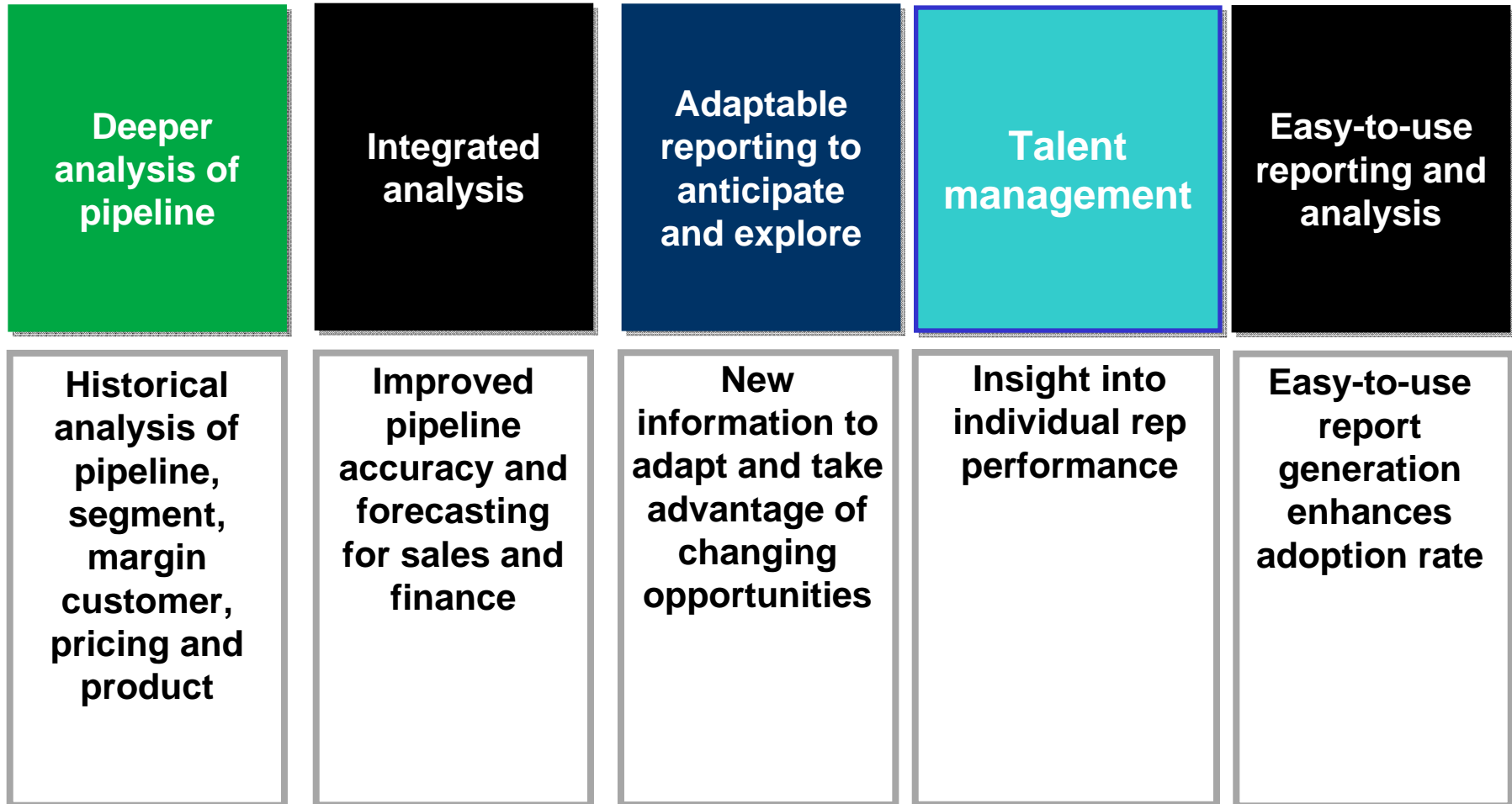
d Sales
 effectiveness
 customer
 price discounts
 sales
 business units



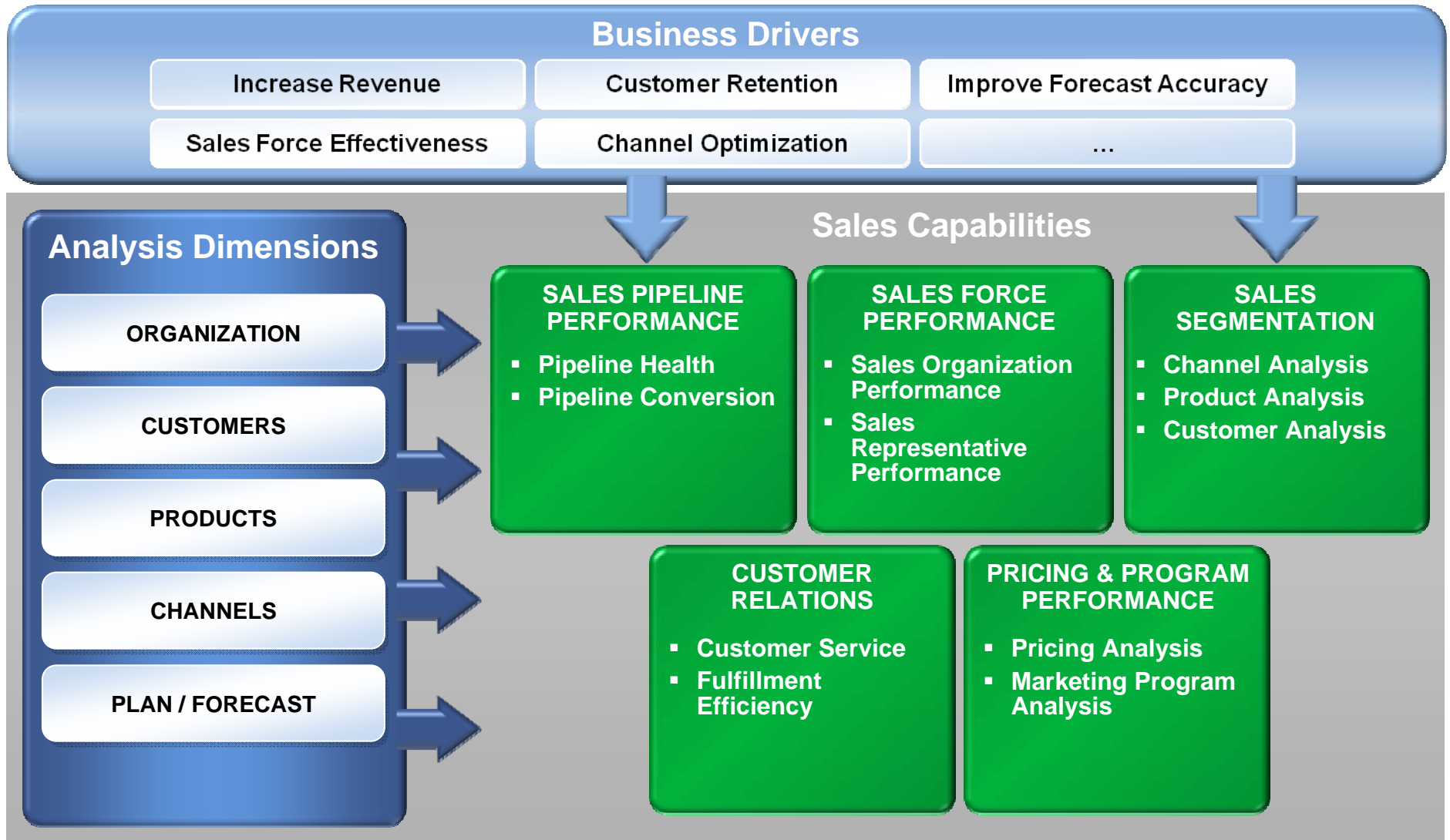
Better Sales Insight = Optimized Performance



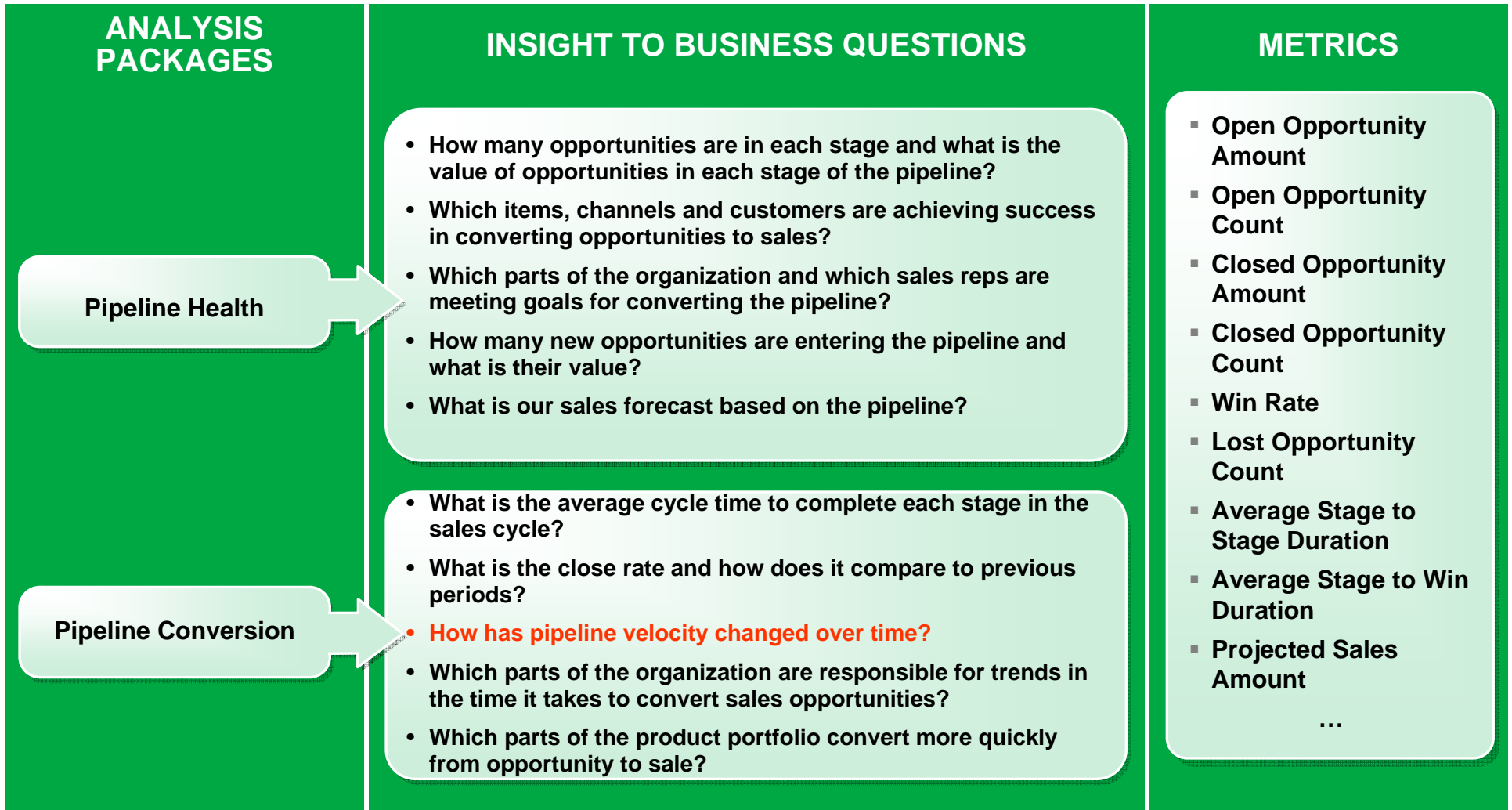
Improve Sales Productivity



IBM Cognos Customer Performance Sales Analytics

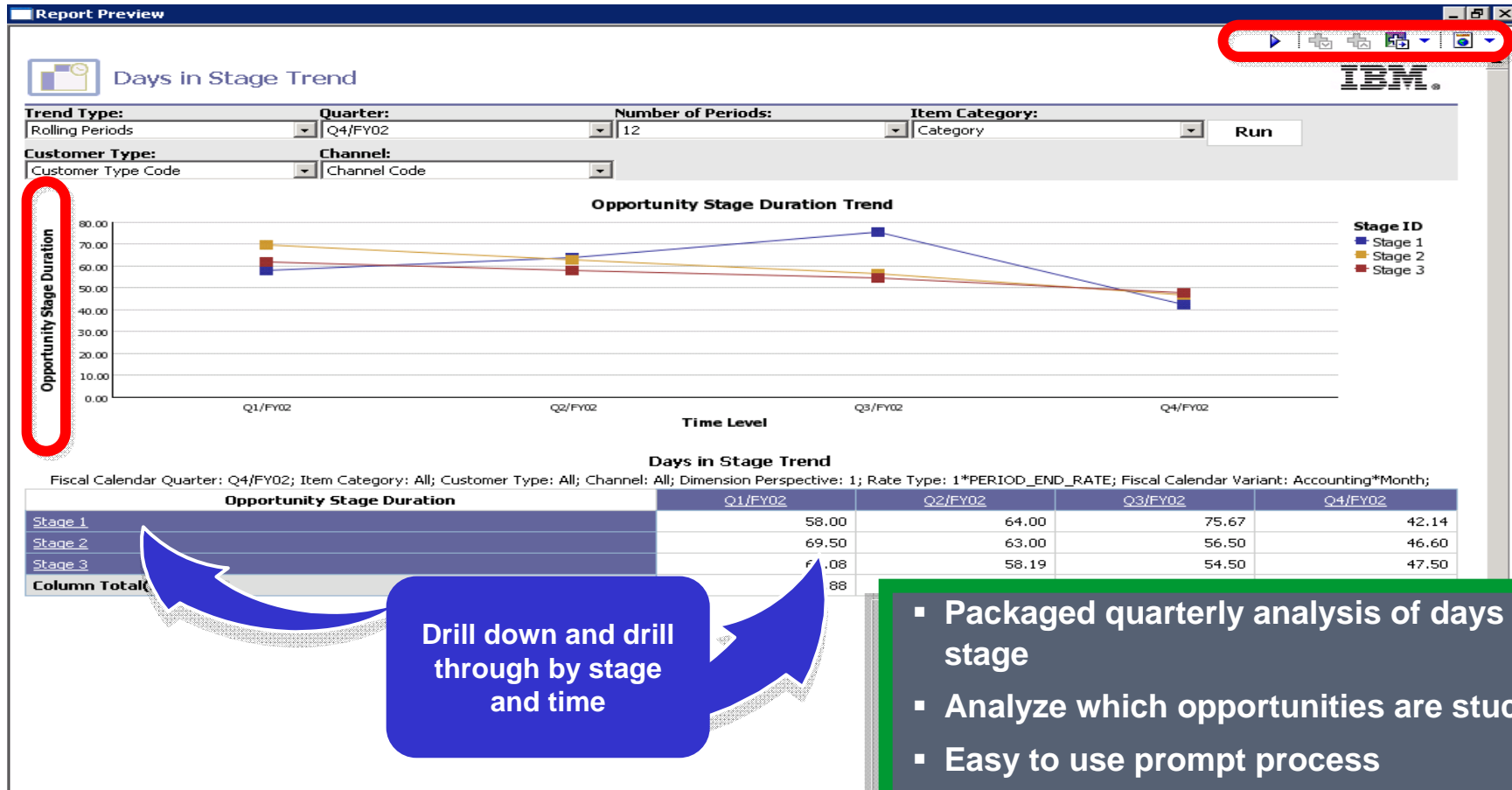


Sales Pipeline Performance



Days in Stage Trend

How has pipeline velocity changed over time?



Drill down and drill through by stage and time

- Packaged quarterly analysis of days in stage
- Analyze which opportunities are stuck
- Easy to use prompt process
- Email report to finance and others

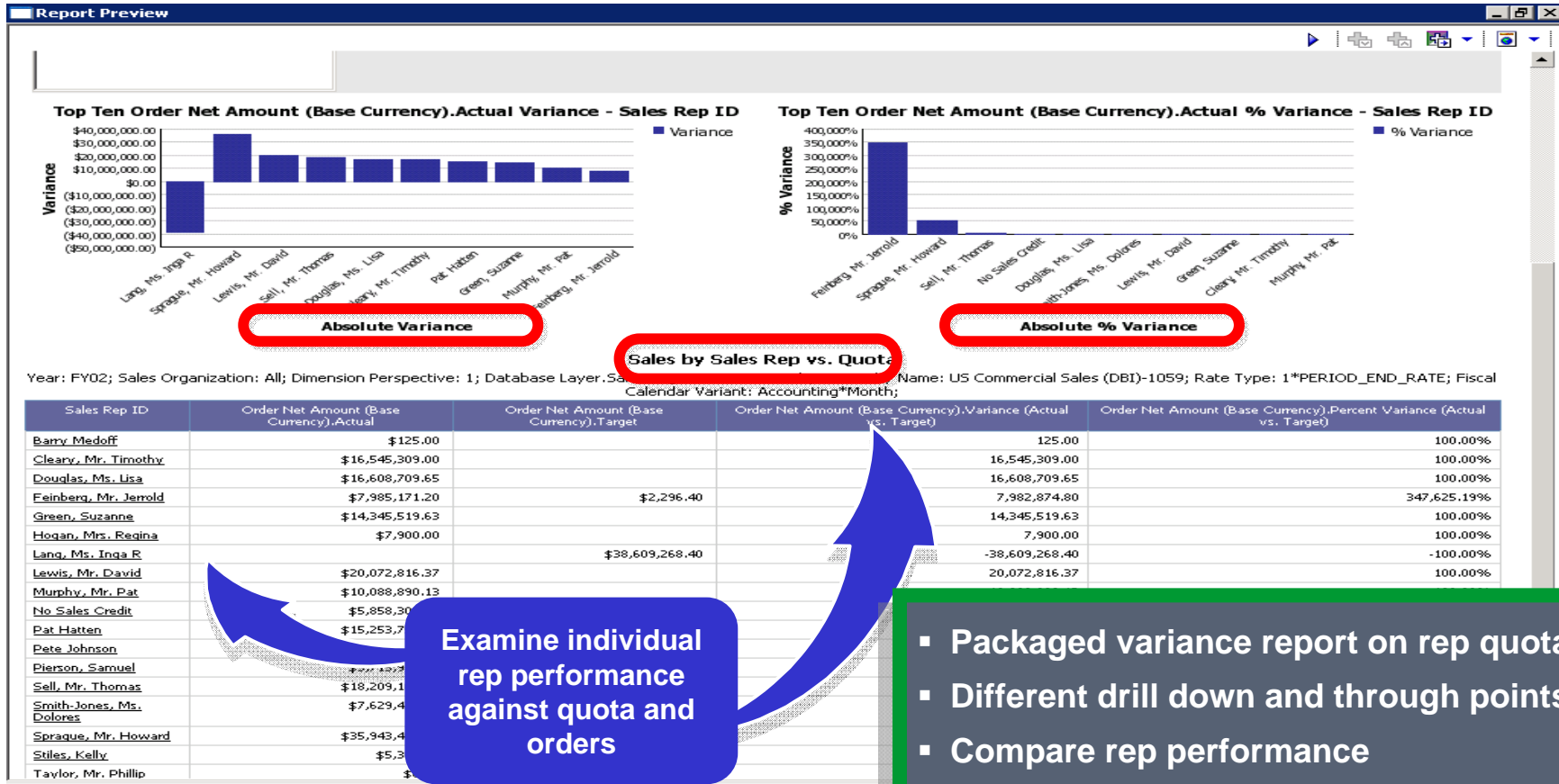


Sales Force Performance



Sales by Rep vs. Quota

How are individual reps doing against their quotas?



Examine individual rep performance against quota and orders

- Packaged variance report on rep quota
- Different drill down and through points
- Compare rep performance
- Email report to HR
- Consistent reporting and analysis

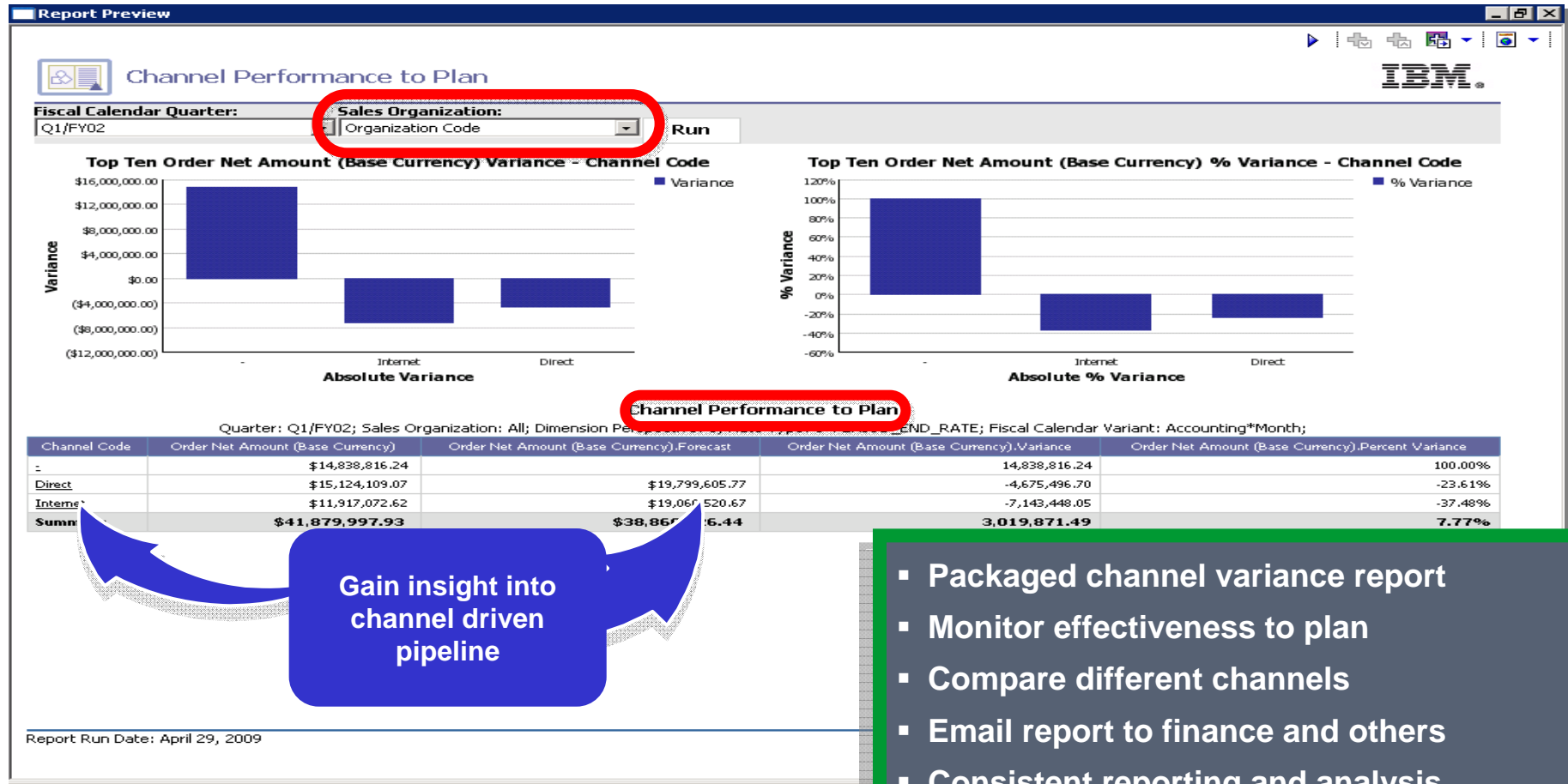


Sales Segmentation



Sales by Channel vs. Plan

Are channel sales meeting or exceeding expectations?



Gain insight into channel driven pipeline

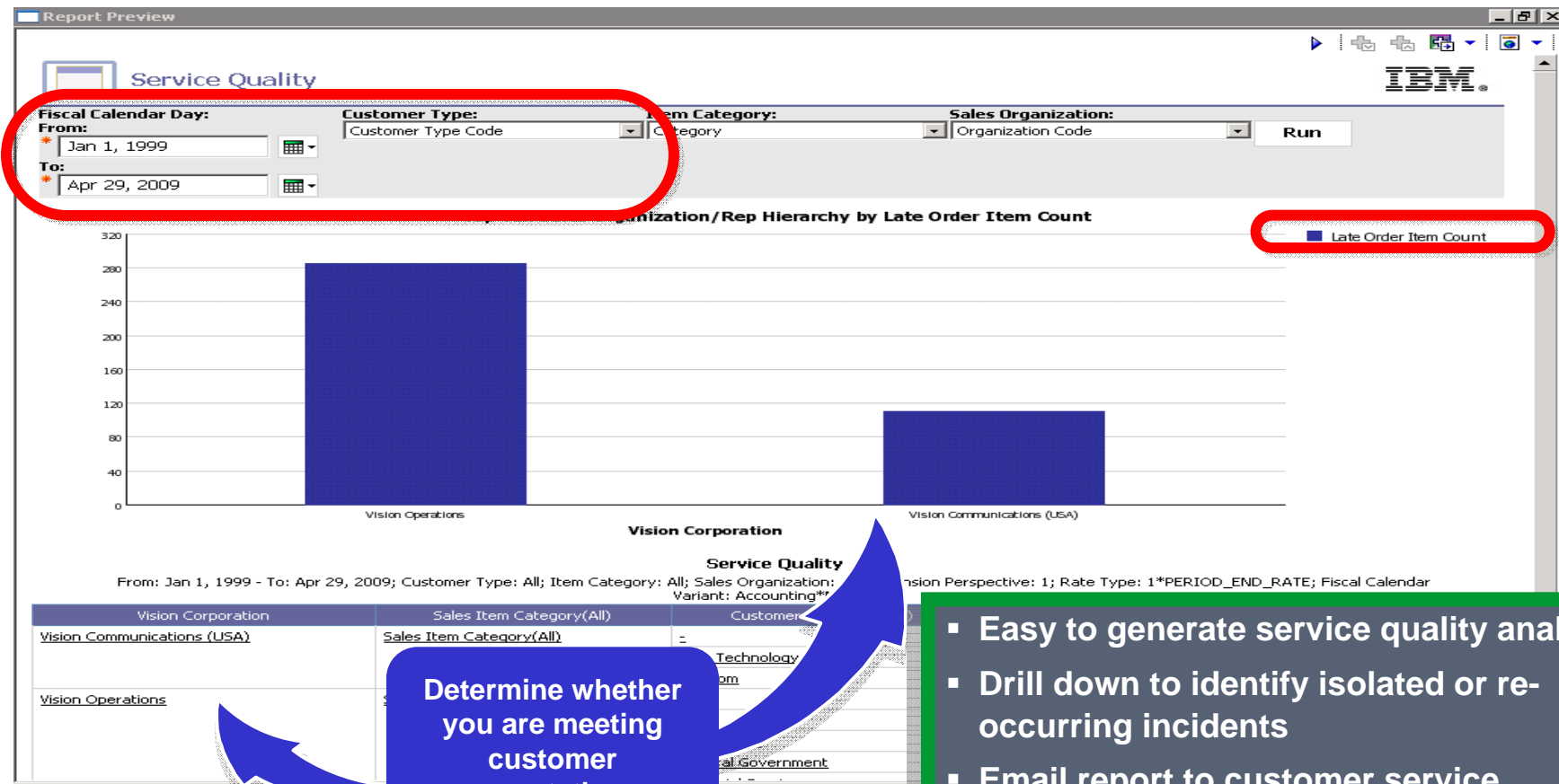
- Packaged channel variance report
- Monitor effectiveness to plan
- Compare different channels
- Email report to finance and others
- Consistent reporting and analysis

Customer Relations



Service Quality

Are we shipping on time to key customers?

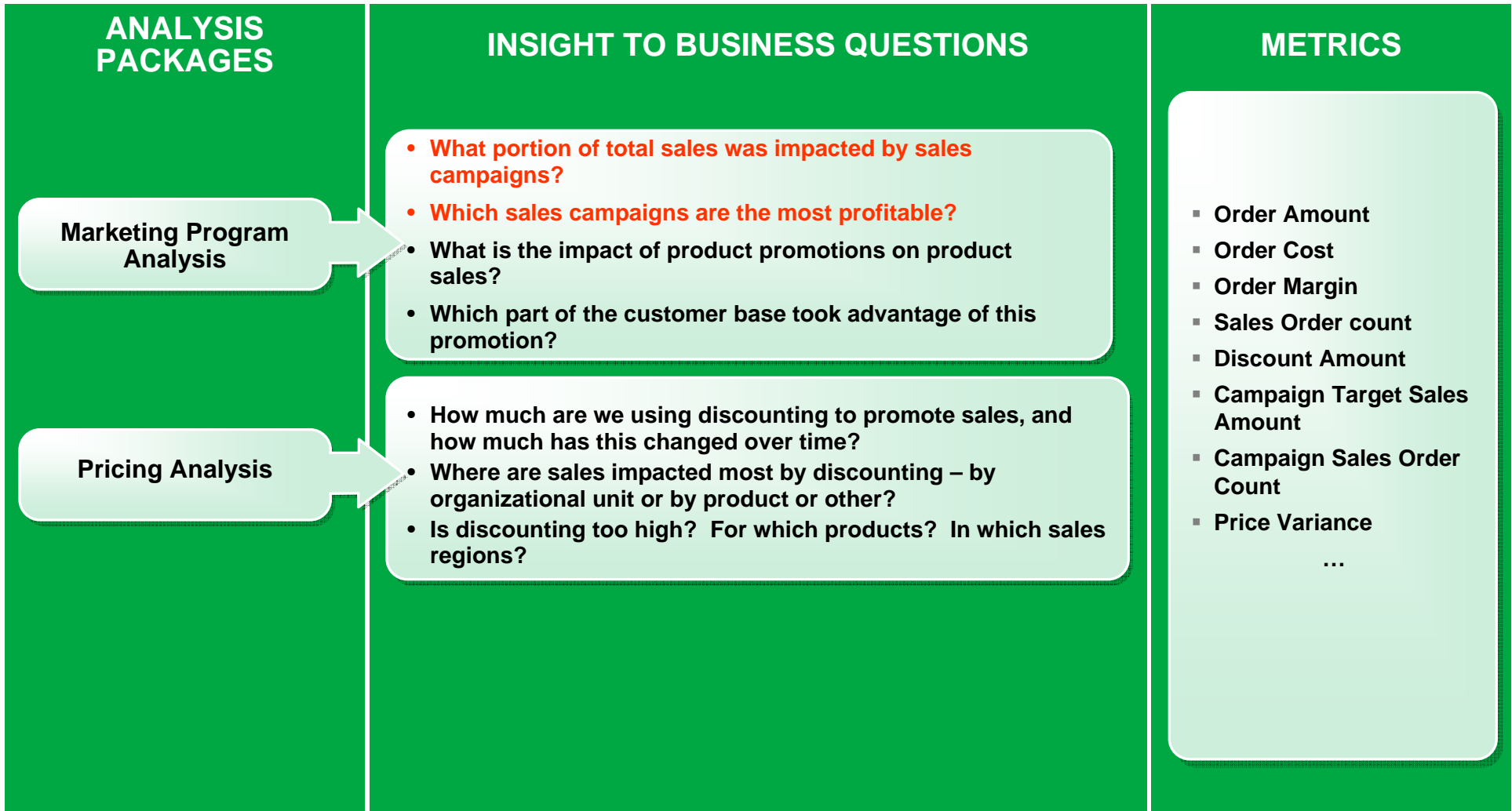


Determine whether you are meeting customer expectations

- Easy to generate service quality analysis
- Drill down to identify isolated or re-occurring incidents
- Email report to customer service
- Anticipate and track late orders

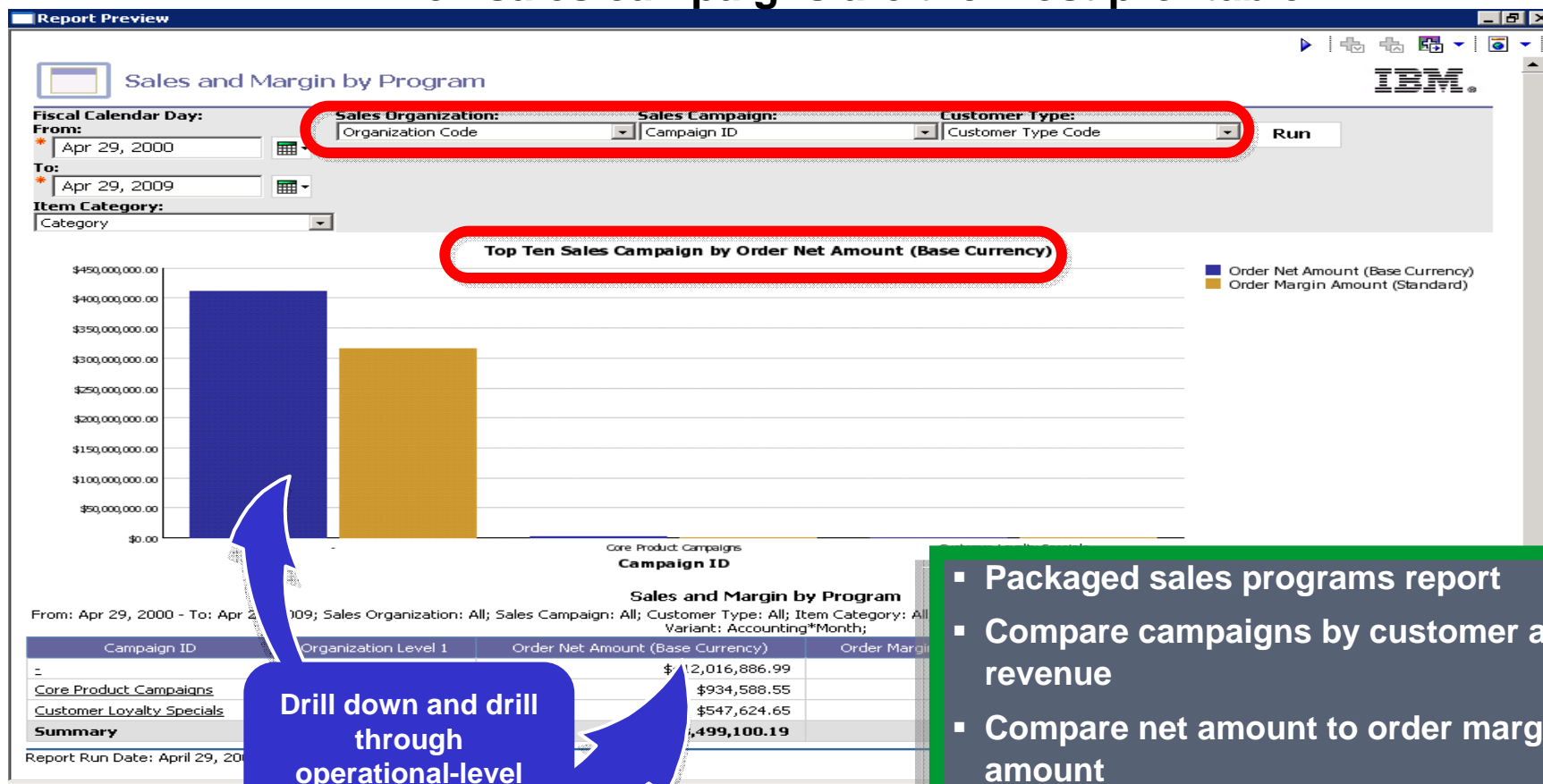


Pricing and Program Performance



Sales and Margin by Program

**What portion of total sales was impacted by sales campaigns?
Which sales campaigns are the most profitable?**



Drill down and drill through operational-level reporting

- Packaged sales programs report
- Compare campaigns by customer and revenue
- Compare net amount to order margin amount
- Email report to finance and others



Optimal Flexibility - IBM Cognos 8 Go! Mobile

Author once, consume anywhere

Disconnected use

Interactive

Optimized viewing

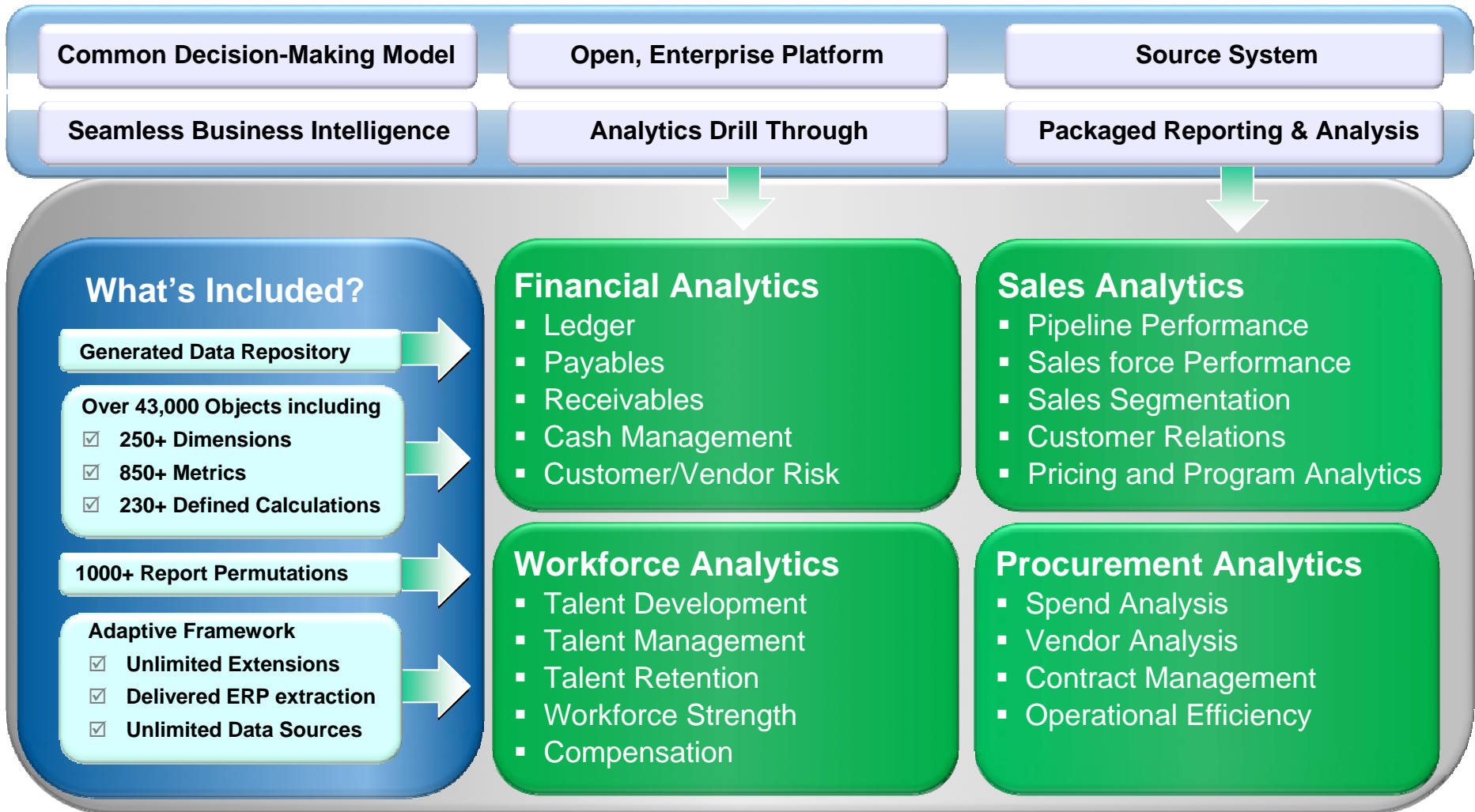
- Delivers IBM Cognos 8 BI content to mobile users
- Leverages the Cognos 8 platform, including security
- Rich native client, purpose-built
- Sales analytics anywhere, any time

Faster Insight: Smarter Decisions



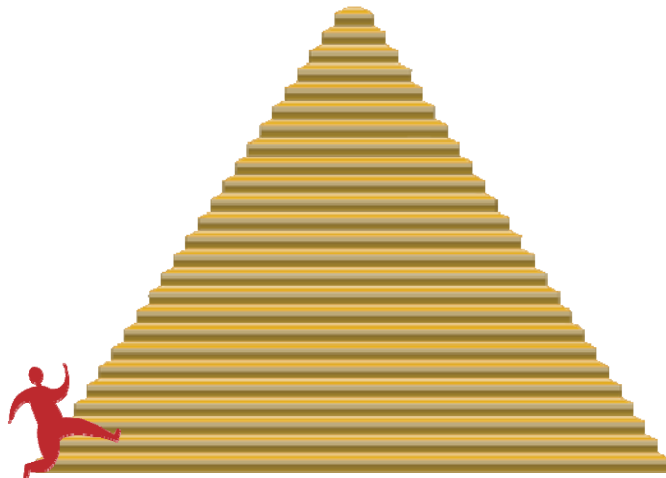
- **Packaged Business Intelligence** – Self-serve, ready made reports that reduce ad hoc custom reporting
- **Highly Adaptable** – Configurable drag-and-drop interface that reduces re-work, ensures continuously relevant content and speeds time to insight
- **Extensibility** – Create new insight by extending the business model to new areas for analysis using an extensive range and combination of measures and dimensions

What's in the Box...



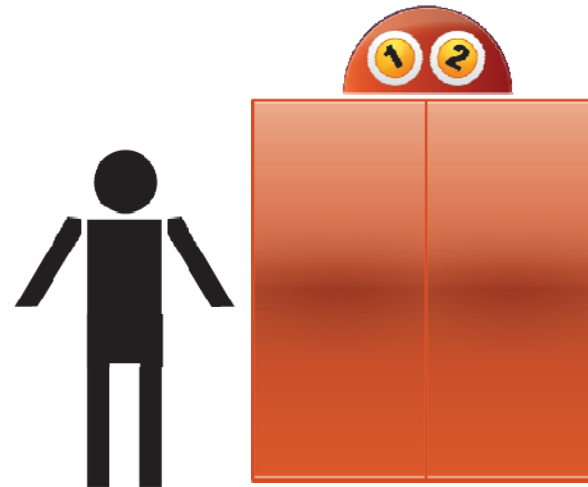
What's the Difference – Time to Value

Other Analytic Applications



25
Average number of touch points to change a traditional packaged report

IBM Cognos Analytic Applications



2
Average number of touch points to change a traditional IBM Cognos Analytic Applications



Faster Insight: Smarter Decisions

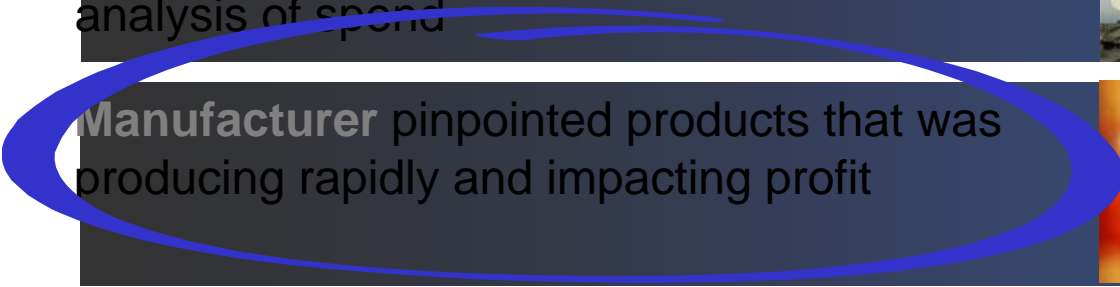
Workforce Analytics for insurance firm provided managers with consistent reporting to assess employees' performance



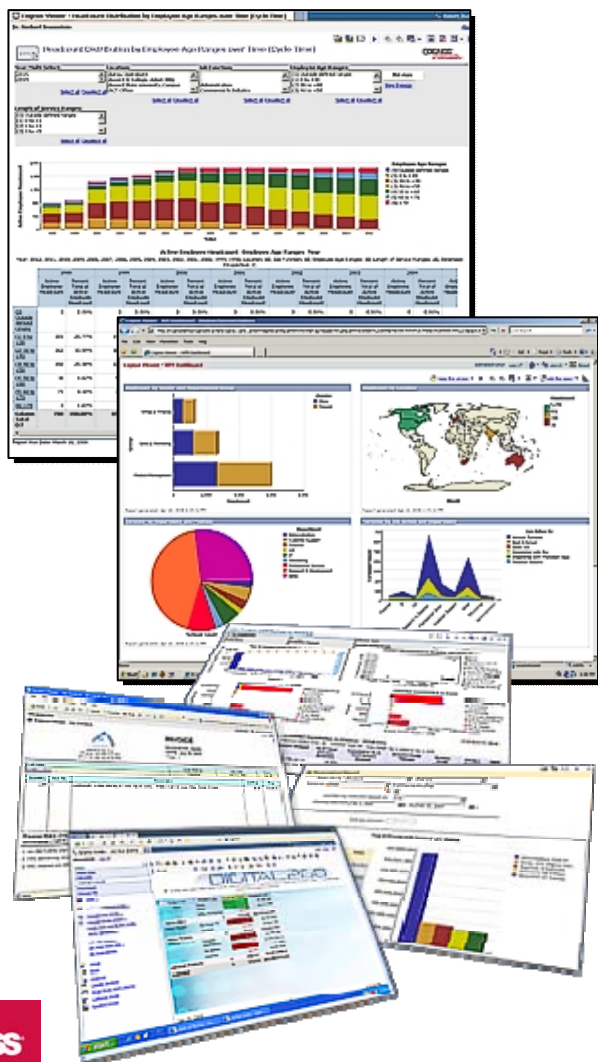
Oil & Gas international company projected \$2-\$5M in savings with consolidated analysis of spend



Manufacturer pinpointed products that was producing rapidly and impacting profit



Making Businesses Smarter



- A starting to point to a performance system with consistent reporting and analysis from multiple systems
- Faster time-to-value with packaged analytics
- Information leveraged as a strategic asset to affect business change
- Aligned business outcomes to manage risk and controls
- Smarter Decisions = Smarter Business



© Copyright IBM Corporation 2008 All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, Cognos, the Cognos logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.

