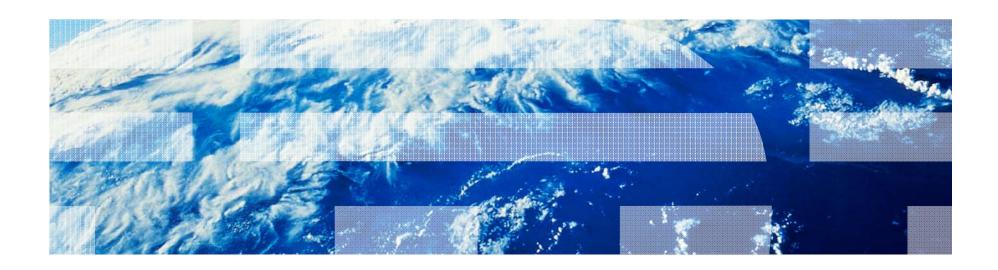
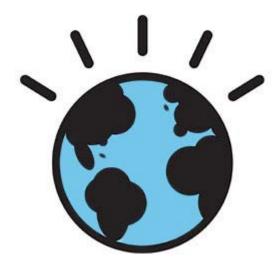


IBM Cognos 8 Customer Performance Sales Analytics Faster Insight: Smarter Sales Decisions





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



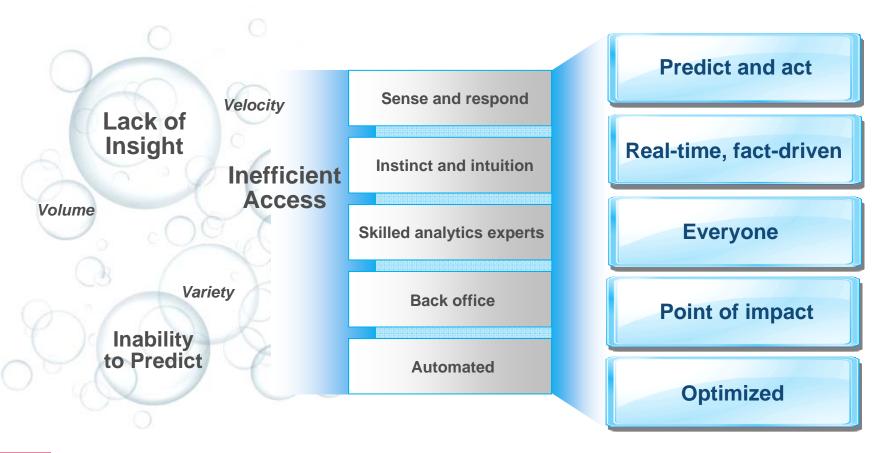
Reduce Risk







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

Plan an information agenda

Information Agenda; BAO Strategy Services

Establish a flexible information platform

Apply business analytics to optimize decisions

IOD Software & Solutions; Information Infrastructure



BI/Performance Management;
Advanced Analytic &
Optimization Services

sortware



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		
	To Gain Market Share Rapidly	To Solidify Market Leadership	To Maximize Profitability
Ideal salesperson	An independent self-starter	A competitive problem solver	A team player A relationship manager
Sales focus	Deal makingSustained high effort	Consultative selling	Account penetration
Compensation role	To capture accountsTo reward high performance	 To reward new and existing account sales 	 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 ...

- 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
- Information to improve sales productivity and effectiveness <u>ACROSS the organization</u>
 from channel to pipeline to price
- 5. Applications that are <u>easy-to-use</u>, <u>easy-to-change</u>, <u>easy-to-maintain and easy-to-access</u>
- A capacity to conduct analysis multi-dimensionally comparing time, product, channel, sales rep and pipeline and beyond







Smart Businesses=Aligned Outcomes





- More accu and trend
- More effection
 conversion
- Consistent force performer
- Channel, parketing impact on

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

Sales

seffectiveness stomer

ice discounts

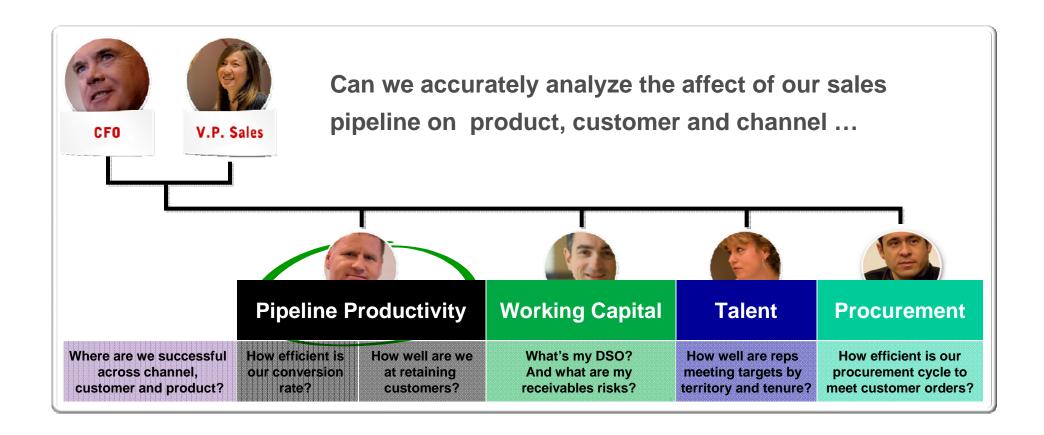
sales t business units

> Cognos. software





Better Sales Insight = Optimized Performance









Improve Sales Productivity

Deeper analysis of pipeline

Integrated analysis

Adaptable reporting to anticipate and explore

Talent management

Easy-to-use reporting and analysis

Historical analysis of pipeline, segment, margin customer, pricing and product

Improved pipeline accuracy and forecasting for sales and finance

New information to adapt and take advantage of changing opportunities

Insight into individual rep performance

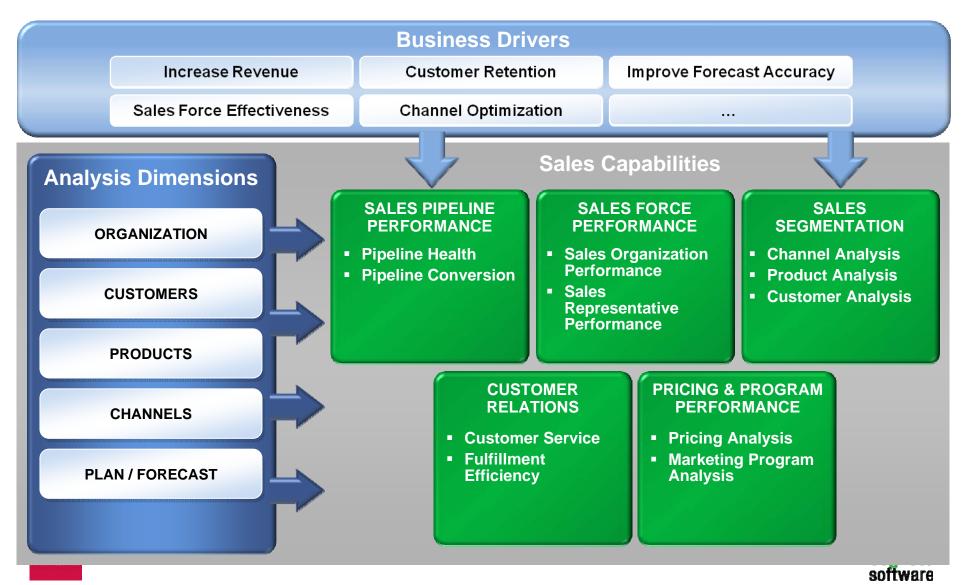
report generation enhances adoption rate







IBM Cognos Customer Performance Sales Analytics





Sales Pipeline Performance

ANALYSIS PACKAGES

Pipeline Health

INSIGHT TO BUSINESS QUESTIONS

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- How many opportunities are in each stage and what is the value of opportunities in each stage of the pipeline?
- Which items, channels and customers are achieving success in converting opportunities to sales?
- Which parts of the organization and which sales reps are meeting goals for converting the pipeline?
- How many new opportunities are entering the pipeline and what is their value?
- What is our sales forecast based on the pipeline?

Pipeline Conversion

- What is the average cycle time to complete each stage in the sales cycle?
- What is the close rate and how does it compare to previous periods?
- How has pipeline velocity changed over time?
- Which parts of the organization are responsible for trends in the time it takes to convert sales opportunities?
- Which parts of the product portfolio convert more quickly from opportunity to sale?

METRICS

- Open Opportunity Amount
- Open Opportunity Count
- Closed Opportunity Amount
- Closed Opportunity Count
- Win Rate
- Lost Opportunity Count
- Average Stage to Stage Duration
- Average Stage to Win Duration
- Projected Sales Amount

...

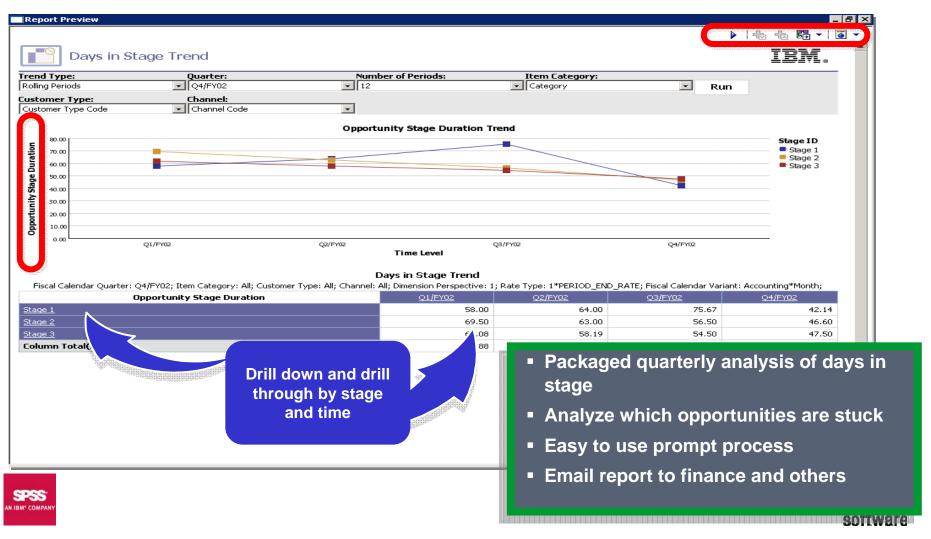






Days in Stage Trend

How has pipeline velocity changed over time?





Sales Force Performance

ANALYSIS PACKAGES

Sales Organization Performance

Sales Representative Performance

INSIGHT TO BUSINESS QUESTIONS

- What are the trends in sales performance across the company?
- What is the variance to Plan?
- What contribution has each sales organization made to total sales?
- Is the sales organization going to make it forecast and plan for the month?, quarter?, year?
- How do reps rank/compare on key sales performance metrics

 revenue, deal size, new business generation, and margin contribution?
- · How has their performance changed over time?
- How are individual reps doing against their quotas?
- Where is the sales rep performing well and where are the issues that need to be addressed, to improve performance?

METRICS

- Order Amount
- Order Cost
- Order Margin
- Customer Count
- New Customer Count
- Sales Forecast
- Variance to Forecast
- Average Sales Order Amount
- Order Volume
- Order Count

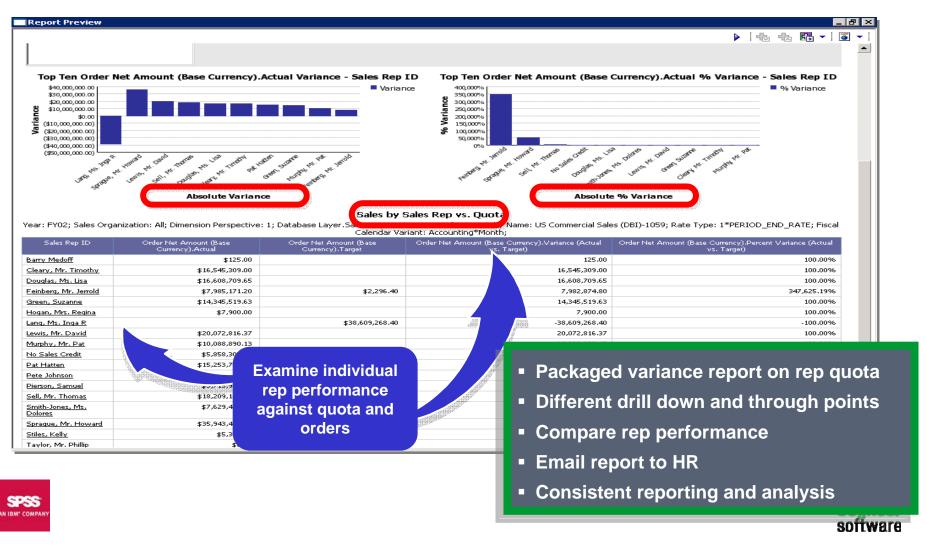
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Sales by Rep vs. Quota

How are individual reps doing against their quotas?





Sales Segmentation

ANALYSIS PACKAGES

INSIGHT TO BUSINESS QUESTIONS

METRICS

Channel Analysis

- Which channel offers the highest total and average revenue and margin contribution?
- Are channel sales meeting or exceeding expectations?
- · Are we penetrating the expected customer groups through these channels?
- Are product sales plans within the channels being achieved?

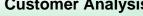
Item Analysis

- · Which item categories offer the highest total and average revenue and margin contribution?
- Are item sales meeting or exceeding expectations?
- What is the ranking of customer segments for these items?
- What is the average revenue per channel for these items?

Customer Analysis

- Which customer group offers the highest total and average revenue and margin contribution?
- Which products are customer groups buying?
- What is the business profile for the customer?

- Order Amount
- Order Cost
- Order Margin
- Customer Count
- Sales Forecast
- Variance to Forecast
- New Customer Orders
- New Product Orders
- Average Sales Profit per Product
- Average Sales Volume per Customer

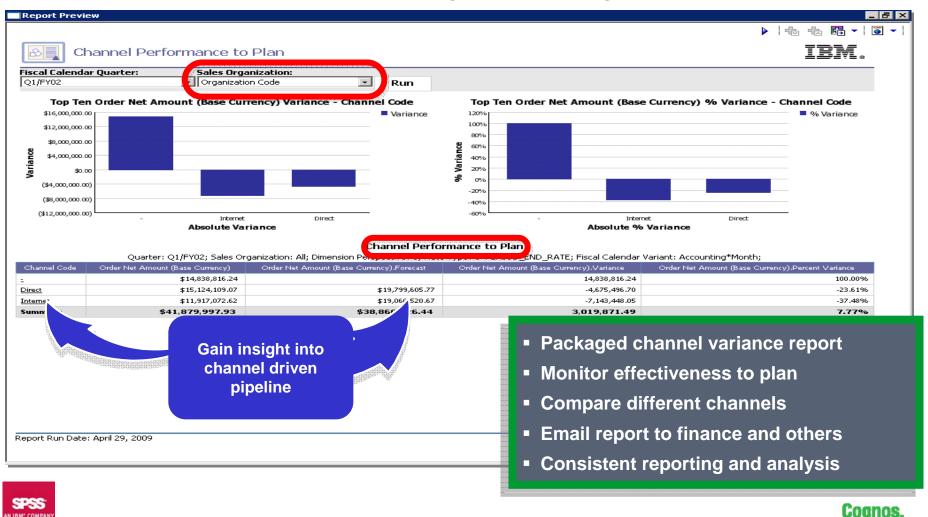






Sales by Channel vs. Plan

Are channel sales meeting or exceeding expectations?







Customer Relations

ANALYSIS PACKAGES

Customer Service

Fulfillment Efficiency

INSIGHT TO BUSINESS QUESTIONS

- How well are our sales divisions doing at maintaining customer satisfaction over time?
- Are customers remaining active?
- · Are we generating new customers?
- What has been the return pattern of our customer base?
- Which products are being returned? Which organizational unit is experiencing returns?
- What is the volume of shipments?
- Are we shipping on time to key customers?
- How efficiently are we delivering to the customer?
 What is the duration between fulfillment stages: from order to ship, and from ship to receipt?

METRICS

- Average Order Cost per Customer
- Average Order Amount per customer
- Order Amount
- Order Cost
- Customer Count
- Lost Customer Count
- Returns Amount
- Late Shipment Count
- Return Rate
- Average Shipment Days Late
- Order to Ship Duration

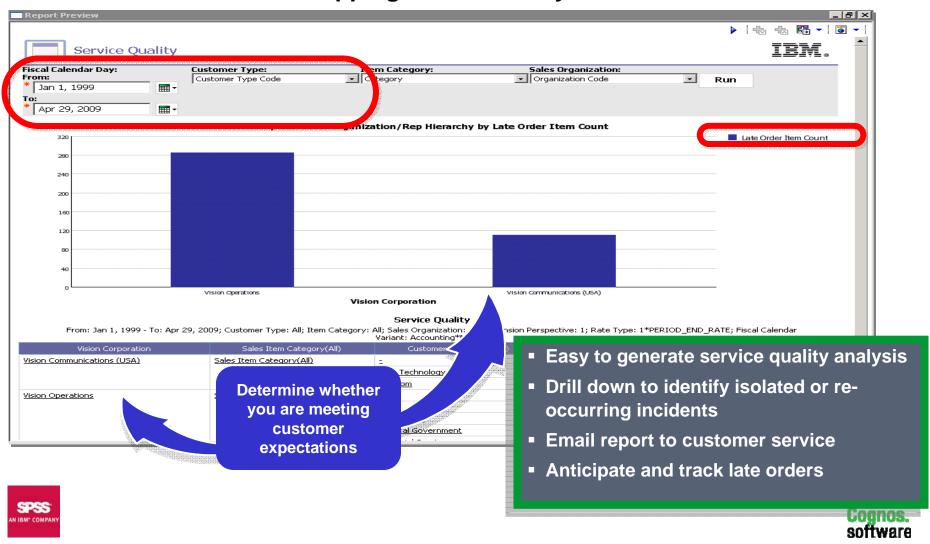
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Service Quality

Are we shipping on time to key customers?





Pricing and Program Performance

ANALYSIS PACKAGES

Marketing Program Analysis

Pricing Analysis

INSIGHT TO BUSINESS QUESTIONS

- What portion of total sales was impacted by sales campaigns?
- Which sales campaigns are the most profitable?
- What is the impact of product promotions on product sales?
- Which part of the customer base took advantage of this promotion?
- How much are we using discounting to promote sales, and how much has this changed over time?
- Where are sales impacted most by discounting by organizational unit or by product or other?
- Is discounting too high? For which products? In which sales regions?

METRICS

- Order Amount
- Order Cost
- Order Margin
- Sales Order count
- Discount Amount
- Campaign Target Sales Amount
- Campaign Sales Order Count
- Price Variance

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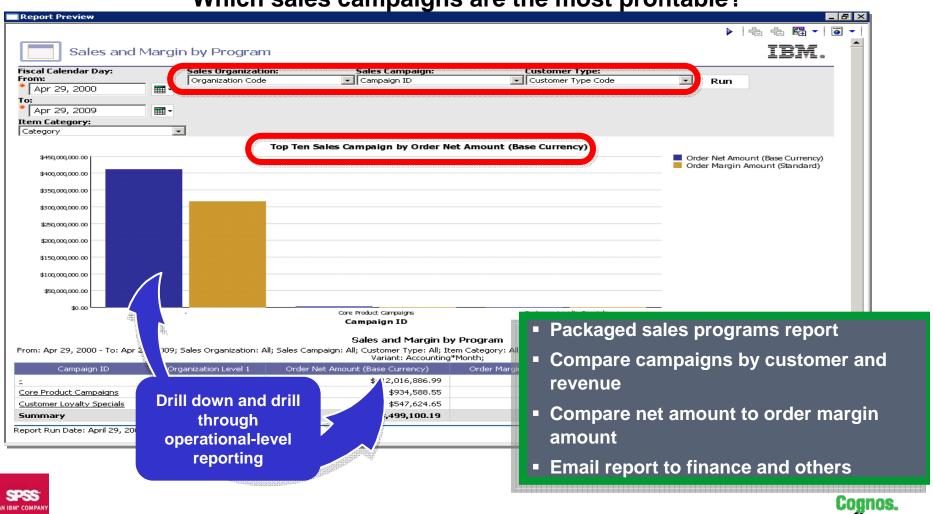






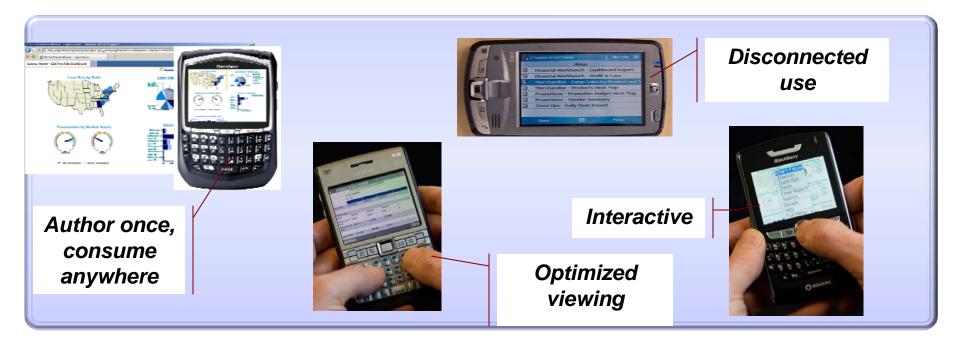
Sales and Margin by Program

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





Optimal Flexibility - IBM Cognos 8 Go! Mobile

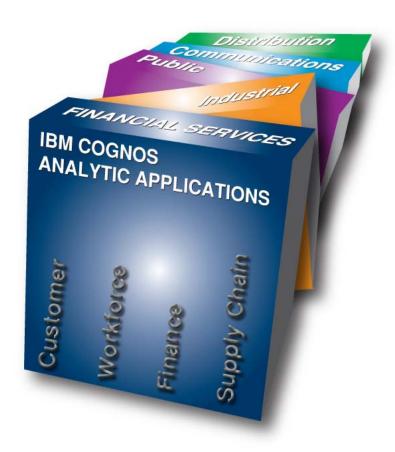


- Delivers IBM Cognos 8 BI content to mobile users
- Leverages the Cognos 8 platform, including security
- Rich native client, purpose-built
- Sales analytics anywhere, any time

N IBM" COMPANY



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...

Common Decision-Making Model

Open, Enterprise Platform

Source System

Seamless Business Intelligence

Analytics Drill Through

Packaged Reporting & Analysis

What's Included?

Generated Data Repository

Over 43,000 Objects including

- 250+ Dimensions
- 850+ Metrics
- 230+ Defined Calculations

1000+ Report Permutations

Adaptive Framework

- **Unlimited Extensions**
- **Delivered ERP extraction**
- **Unlimited Data Sources**

Financial Analytics

- Ledger
- Payables
- Receivables
- Cash Management
- Customer/Vendor Risk

Workforce Analytics

- Talent Development
- Talent Management
- Talent Retention
- Workforce Strength
- Compensation

Sales Analytics

- Pipeline Performance
- Sales force Performance
- Sales Segmentation
- **Customer Relations**
- Pricing and Program Analytics

Procurement Analytics

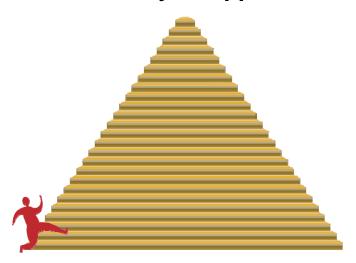
- Spend Analysis
- Vendor Analysis
- **Contract Management**
- Operational Efficiency





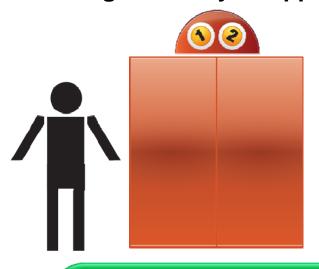
What's the Difference - Time to Value

Other Analytic Applications



Average number of touch points to change a traditional packaged report

IBM Cognos Analytic Applications



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







Faster Insight: Smarter Decisions

orovided managers with consistent reporting to assess employees' performance





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





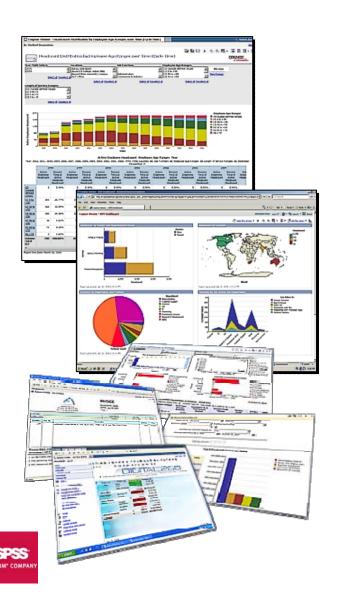
Manufacturer pinpointed products that was producing rapidly and impacting profit







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







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