

# True Potential

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Gartner states the opportunity is there for both new business and cross selling more of the Business Analytics offerings

- “The study [Gartner Financial Executives International] found that **57.6% of organizations plan to upgrade their analytical and decision support capabilities** with a clear focus on CPM applications.”

Source: Gartner, 2009 FEI Technology Study, June 09

- Gartner estimates that nearly **50% of large enterprises and 75% of midsize businesses are still using spreadsheets**...Furthermore, most CPM suite evaluations are still focused on improving the financial functions (primarily BP&F), and less on the strategic aspects of CPM... Hence, there is still a significant and growing demand for CPM solutions.”

Source: Gartner “CPM Suites Market Growth Underlines Strategic Priority for Users”, October 2009

- “Despite its broad functional footprint, the **majority of Cognos 8 deployments are still reporting-centric.**”

Source: Gartner “Magic Quadrant for Business Intelligence Platforms”, January 16, 2009



**Cognos.**  
software

## Account Based Opportunity Analysis

	CTRY	ACCTS			CTRY	ACCTS
LIST 1	ID	318		LIST 2	ID	9508
	MY	478			MY	11040
	PH	305			PH	14142
	SG	846			SG	24305
	TH	635			TH	12688
	VN	174			VN	1781

- List 1  
Existing SWG GB Mid Market customers with recency of purchase of less than 2 years.
- List 2  
Existing SWG GB Mid Market customers not purchase SW of more than 3 years.

## Market Opportunity Metrics for 2010

### Companies

- 24305 Singapore Companies
- 20% in our target market
- 30% companies will make BI decision in 2010
- 1458 Companies (\$36.46M)
- Objective to win 1:3 deals
- 437 Deals
- Average Deals size of \$25K
- \$10.9M Channel revenue potential

### Market View

- Singapore \$75.6M Market Opportunity (2010 using 25.6% market growth over 2008 & 20% over 2009)
- 50% in GB
- \$37.8M Opportunity in GB for new licenses, updates, subscriptions and hosting, technical support, and maintenance (not services)
- Reduce by 20% leaving \$30.4M license opportunity



## ASEAN Market Opportunities

	Companies	20% TAM	30% BI Dec	Win 1:3	Rev @\$25K
SG	24,305	4,861	1,458	437	11
MY	11,040	2,208	662	199	5
TH	12,688	2,538	761	228	6
PH	14,142	2,828	849	255	6
ID	9,508	1,902	570	171	4
VT	1,781	356	107	32	1

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## Channel Metrics – Planning for 2010

### Capacity (Sales) Productivity

- 1 x Dedicated sales professional focussed on license
- 0.5 x Sales professional paid on license and services or project profitability
- 0.25 x primary sales professional being business owner/principal
  
- Pipeline volumes and velocity are critical:
  - 5/2/1 = 5X Validated/2X Qualified/1X won
  - Every deal closed requires 5X number of Validated Opportunities & 2X Qualified
  
- Marketing programs for pipeline development based on your:
  - ability to engage/cover/capacity,
  - your 2009 license revenue and
  - your 2010 investment, Business plan & marketing plan
  
- Focus on Monthly closing within every quarter
  - 20/30/50 Month 1/2/3 Performance View



## Sales Productivity Metrics for 2010 – based on outcome from 2009

- 1458 Deals Singapore
- 437 Deals close for Business Analytics
- BP Rep can manage pipeline of 15 active deals
- Require 2X qualified pipeline = 30 opportunities
- Sales professional needs to identify 75 Validated opportunities

## Call to Action – Fast Start in 2010

- Invest in sales resource
- Get educated on the Sales Plays and Fast Start programs
  - Create your Territory Plans
  - Decide on which Plays to execute at each customer
  - Always Be Learning (ABL)
- Achieve 5x/2x/1x by end Q1
  - Always be Creating Pipeline (ABCP)
- Commit a 20/30/50 Monthly Quarter
  - Always be Closing (ABC)







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