

IBM Cognos 8 Customer Performance Sales Analytics

Overview

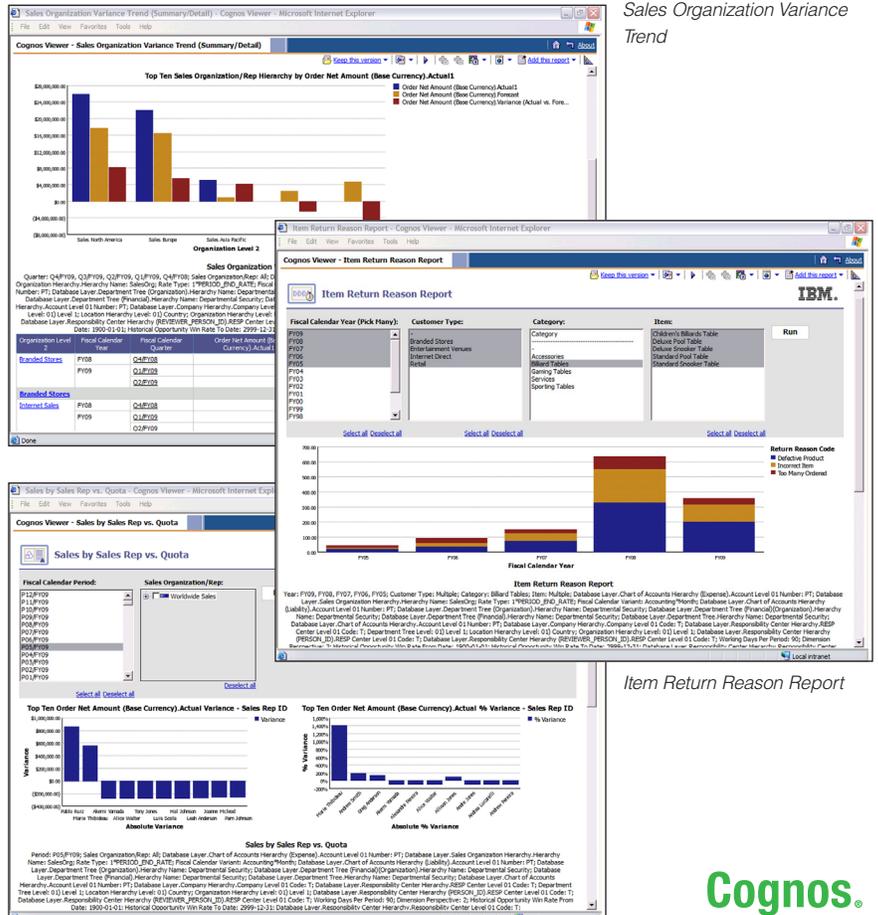
Executive and sales professionals are challenged as never before to proactively assess sales performance and respond more quickly to existing and emerging revenue opportunities. Unpredictable and fast changing markets and increased competition add unprecedented complexity to identifying sales opportunities, devoting appropriate resources, and building and exploiting sustainable sales pipelines for top and bottom line growth.

IBM Cognos® 8 Customer Performance Sales Analytics can help organizations assess sales performance trends and position themselves to capitalize on them by putting greater analytical power where it is needed most: On the front lines of your sales process.

Faster Insight, Smarter Sales Decisions

CSO Insights, a sales consulting company, reported in its most recent annual survey of 1,800 firms that the percentage of salespeople failing to hit their sales quota rose from 38.8% to 41.2% last year. Beyond revenue attainment, respondents said inconsistent sales performance was also a major challenge, with the top 20% of sales reps generating 61.5% of revenue.

The implications are significant for revenue starved and cash strapped organizations, extending well beyond sales executives to finance, marketing and product development stakeholders, among others. A reliable and consistent way of assessing pipeline and overall sales performance, for example, enables organizations to improve the forecasting and budgeting process, something Jack Welch calls “the most ineffective practice in management.”



Sales Organization Variance Trend

Item Return Reason Report

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Part of the answer to selling smarter lies in a clear line of sight on sales performance, one which extends from the rep to the customer to the actual order. IBM Cognos 8 Customer Performance Sales Analytics provides sales executives and managers with the ability to more proactively assess sales performance, accelerate sales cycles and respond more quickly to new revenue opportunities.

IBM Cognos 8 Customer Performance Sales Analytics is a packaged BI application with configured reporting and analysis that enables you to answer key sales questions using the following business drivers:

- **Increase revenue** by creating accurate customer profiles to help sales reps close larger deals faster
- **Improve sales forecasting accuracy** with historical analysis of pipeline performance across different products and channels
- **Drive more efficient deal flow** by ensuring that sales processes and policies allow for efficient delivery to customers and support functional objectives and strategy
- **Accelerate sales cycles** by more effectively planning, and managing and monitoring programs that effectively grow your market share
- **Track sales force performance** to streamline the sales cycle and increase conversion rates

The Value for Sales

IBM Cognos 8 Customer Performance Sales Analytics helps organizations take a wider view of sales productivity and performance, with deeper, accelerated insight into existing and emerging revenue opportunities.

Unlike our competitors, we provide sales professionals with a highly adaptable, historical and integrated view of their department's performance. This helps them quickly identify opportunities, accelerate their sales cycles, increase revenue generation and grow their business.

Unlike more broadly targeted BI solutions that typically require extensive customization before they can be leveraged by sales professionals within their specific roles, IBM Cognos 8 Customer Performance Sales Analytics is a packaged solution that dovetails cleanly into the day-to-day sales workflow.

It provides an easy-to-use approach to reporting that recognizes that most executives and sales professionals are new to BI solutions. Standardized reporting and built-in analytics allow sales executives to more effectively manage their sales cycles. Seamless, integrated data access reaches across and into previously disparate data repositories and ensures sales professionals spend more time assessing their data and less time trying to gain access to it.

IBM Cognos 8 Customer Performance Sales Analytics provides easy-to-use packaged reports and analysis that can source critical information from multiple data sources in the following areas:

- **Sales Pipeline Performance:** Assesses the velocity and efficiency of sales cycles through a historical analysis of pipeline stages, conversion rates and transaction volumes
- **Sales Force Performance:** Evaluates sales performance and shapes sales strategies by finding out how various parts of the organization – regions, sales offices, and sales reps – are meeting revenue, volume, and margin expectations
- **Sales Segmentation:** Provides an in-depth analysis of different channel, customer and product revenue streams
- **Customer Relations:** Increases your understanding of customer buying patterns and product returns
- **Pricing and Program Performance:** Delivers insight into the effectiveness of marketing and sales programs, as well as the impact of pricing discounts

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Accelerating Sales Cycles

IBM Cognos 8 Customer Performance Sales Analytics optimizes sales productivity by giving executives and their managers the clearest possible window into what's happening, what isn't and why. The solution enables sales professionals to more strategically assess pipeline and salesforce performance. As organizations increasingly look to their sales organizations to drive more revenue, greater insight is key to improving salesforce effectiveness and efficiency. By allowing your people to rapidly and thoroughly analyze sales data from a broad range of sources – and without requiring IT intervention – IBM Cognos 8 Customer Performance Sales Analytics gives them a clear advantage in identifying opportunities and accelerating sales cycles.

The result: Your people have insight that can deliver a deeper more comprehensive analysis of pipeline, including an integrated sales analysis capability that multiple stakeholders, such as finance and supply chain professionals, can use to:

- Assess performance and incorporate this insight into their planning models
- Anticipate and explore new information to adapt to changing opportunities
- Track how sales reps are performing against quota targets

IBM Cognos 8 Customer Performance Sales Analytics is an easy-to-use solution that lets users drill down and through different reports, as well as distribute them in multiple formats – from PDFs to spreadsheets. In the process, it enables your people to engage in a deeper level of analysis that in turn drives better, faster decisions and sales cycles.

The Value for IT

IBM Cognos 8 Customer Performance Sales Analytics is a configurable application that seamlessly integrates into your existing technology environment, simplifying the delivery of relevant and reliable information on revenue generation and sales pipeline issues. It transforms operational data from information that's often locked in ERP systems into actionable insight, with easy-to-use standard reports.

As the application transforms the data, it adds business value by calculating additional business information and key performance indicators that don't

exist natively in your ERP systems. It can also streamline the management of report and analysis changes, eliminating much of the substantial coding, customizing and interpreting of data required by other vendors' solutions. This ensures that business users have access to continuously relevant reporting content that is capable of adapting to changing business and market conditions.

For IT organizations, this approach minimizes their role in the management and configuration of new reports. This application's packaged reports also provide greater self-service capability to the business user, further enabling IT staff to focus on more value-added activities.

Lastly, because IBM Cognos 8 BI has been architected as an open, enterprise-class platform, IT can more effectively and easily administer the solution, configure reporting changes on the fly and leverage their BI investment.



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IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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