



SEE YOUR CUSTOMERS IN A WHOLE NEW WAY. CLEARLY.

The rules of selling are changing. Every day, your customers see more marketing from your competitors, while your company has less time to get its message across. Meanwhile, you still have aggressive revenue goals to meet and key decisions to make. Decisions are the basic units of management. Your business decisions rely on answers to fundamental questions:

- How are we doing—Get a gauge of the most critical metrics for your business.
- Why—Dig deeper on results, see what was expected, understand and learn from what led to the numbers.
- What should we be doing—Set plans, monitor them, and adapt.

Cognos delivers the capabilities necessary for better decisions and performance management—integrated planning and consolidation, scorecarding, and business intelligence—so you can:

SAMPLE SALES & MARKETING KEY PERFORMANCE INDICATORS

- Market share
- Sales revenue variance to-date
- Gross margin variance to-date
- Pipeline performance by rep, region, geography, channel, and customer
- Shipments and depletions
- Variance to plan
- Brand and category performance
- Return on promotion
- Return on trade spend
- Quality of distribution

DRIVE INCREMENTAL REVENUE

By providing deep customer information, sales rep productivity is greatly increased, and the value of each customer interaction is maximized. Cross- and up-selling opportunities are identified and visibility to trend and historical information allows the sales force to be proactive in their selling efforts. Better information leads to greater responsiveness which is the ultimate sales driver.

IDENTIFY YOUR MOST PROFITABLE CUSTOMERS.

Good sales start with a deep understanding of your customers. Cognos provides a unified view of all your customer data, including third party market information and POS, CRM, SFA, and ERP data, helping sales and marketing tailor their messages and message frequency to specific targets. What's more, advanced analytics and monitoring provide an easy way to identify profitable customers and trends.

MONITOR BRAND ACCEPTANCE AND AWARENESS.

Cognos provides a 360 degree view of your key marketing information — from campaign results and brand awareness to product mix by revenue, profitability, and performance within the category. So you have the power to transform your data into strategic intelligence. And take advantage of opportunities when they occur. Instead of next quarter.



THE NEXT LEVEL OF PERFORMANCE™

ENSURE SUCCESSFUL PRODUCT INTRODUCTIONS

Maximize the use and effectiveness of trade funds to drive penetration of new products and brands. By monitoring key new product metrics as well as understanding the reasons behind performance, you can maximize the effectiveness of new product introductions and drive market share. Cognos planning capability allows you to model the effect of new product introduction on revenue, inventory, margin, as well as the impact on existing products.

Status	Trend	Unit	Actual	Target	Variance
X	▼	Units Returned	290.00	250.00	38.00
X	▼	DCS Sales Margin	US\$6,811.00	US\$6,600.00	(US\$140.00)
X	▼	DCS Sold Quantity	4,027.00	4,082.00	55.00
X	▼	Marketing Costs	US\$7,864.00	US\$8,778.00	(US\$914.00)
X	▼	DCS Revenue	US\$1,576,712.00	US\$1,666,000.00	(US\$89,288.00)
✓	▲	Sales Volume - Accessories	5,379.00	4,000.00	1,379.00
✓	▲	Sales Volume - Sounds	11,298.00	5,000.00	6,298.00
✓	▲	Sales Volume - Sights	5,384.00	2,000.00	7,384.00
✓	▲	Sales Volume - E-Gate	189,360.00	30,000.00	159,360.00
✓	▲	Sales Volume - Motion	10,368.00	5,000.00	5,368.00

Sales Scorecarding using Cognos Metrics Manager

ALIGN RESOURCES WITH MARKET OPPORTUNITIES.

Cognos provides scorecards and at-a-glance dashboards to monitor your sales and marketing key performance indicators to help drive boardroom strategy through to frontline execution. With Cognos you can analyze your sales performance across sales channels so you can provide the right product or service to right customer through whichever channel the customer prefers.

KEY MARKETING QUESTIONS YOU CAN ANSWER WITH COGNOS

1. Which customer segment will respond best to a particular offer?
2. Which customer segment offers the most revenue potential?
3. What is the top selling product mix in each region?
4. What response rate per region are we getting for marketing promotions?
5. Who are my top customers? Have their purchase patterns changed?
6. What is my market penetration in each region?
7. Which customers are loyal?
8. Which product has the highest profitability?
9. Who are my best distributors?
10. Why has my sales performance changed over time?

ABOUT COGNOS

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos software and services let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 23,000 customers in over 135 countries.



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(06/05)

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