

The Solution Discovery — Business Intelligence

ENSURING BUSINESS INTELLIGENCE READINESS

To transform sales, marketing, and service data into actionable information, many executives are embracing business intelligence (BI). Previously, utilizing BI tools required seven to nine months to build a data warehouse from scratch to generate the required information. Today, however, enterprise applications increasingly include out-of-the-box data warehouses, integrated BI capabilities, and a variety of pre-built dashboards. As a result, companies are able to benefit from BI quicker than ever before.

For companies that adopt BI, the fundamentals are simple: Start small, and achieve specific, targeted business outcomes with each project phase. Frequent goals include deducing long-term sales and marketing trends, tracking product and brand uptake, rapidly identifying and defusing potential service problems, or delivering actionable intelligence to decision-makers.

Based on its extensive experience in helping organizations better lever-

age sales, marketing, and service data, Innoveer Solutions offers a service to rapidly assess the challenges facing companies as they plan for BI. Innoveer's assessment includes six industry best practices: building an appropriate business case, determining relevant metrics, ensuring consistent sales processes and related terminology, locating required data and verifying its quality, optimizing the technical infrastructure, and building a cross-functional team to efficiently implement the plan.

By employing BI tools to transform customer data into more actionable information for enhancing sales, marketing, and customer relationship techniques, and then channeling this information via BI dashboards, organizations are able to maximize the efficiency of their existing personnel. They can direct employees toward those tasks and opportunities with the most potential to maximize revenue, optimize product development and sales and marketing effectiveness, and ensure high levels of customer satisfaction.

TRANSFORMING DATA INTO INTELLIGENCE

The *Solution Discovery* is an expedited analysis that examines the business case, metrics, data quality, infrastructure, business process, and skill requirements to rapidly deploy BI capabilities. In a focused engagement, Innoveer Solutions will define the enhancements and modifications that will help deliver new sales, marketing, service, and product insight to decision-makers and customer-facing employees, and create a plan to facilitate an effective BI program. The results following implementation of the plan include improved sales, marketing, service, and product development efficiency, increased revenue, and enhanced customer satisfaction.

SUCCESS STORY

One global high-technology company, which was in the process of streamlining its organizational structure, wanted increased visibility into sales and marketing activities across all business units. The goal: to identify optimum product delivery techniques, coordinate brand and product awareness campaigns, eliminate dissimilar sales processes and terminology, and enable more accurate revenue predictions for the next six–12 months.

Previously, various business groups defined core concepts differently. As a result, managers at each level needed to manually reconcile the forwarded sales data — a laborious and time-consuming task — and also risk losing crucial details during translation. The company realized that without standardizing business processes across the company, managers could not ensure a clear picture of sales activities, identify trends, generate information to better direct future activities, or accurately predict product revenue.

As part of a BI Roadmap, Innoveer helped this company identify desired business goals — primarily, the ability to gauge marketing campaign effectiveness and accurately forecast revenue. In addition, Innoveer worked with the company to evaluate relevant industry metrics to track, locate and integrate required data, enhance its CRM infrastructure, assemble a highly-skilled project team, and then implement the project in phases.

Since implementing its BI program, this company's executives have been able to much more accurately forecast sales, and ensure consistent sales terminology and business processes across the organization. The BI program provides managers with reliable, near-real time information, improved understanding of customers' buying habits, and the ability to direct field force behavior via BI dashboards. As a result, this company has dramatically increased sales efficiency, resulting in improved segmentation and targeting, enhanced brand awareness, and increased revenue.

WHAT DOES THE *DISCOVERY* INVOLVE?

The *BI Solution Discovery* will focus on these areas:

- **Business Case** — Determine BI capabilities required to achieve desired business outcomes
- **Data Quality** — Ensure availability, quality, and completeness of required data to enable a 360-degree view of sales, service, and marketing activities
- **Standardized Terminology** — Evaluate customer-facing processes and related terminology to ensure consistent processes, metrics, and revenue projections
- **Technology Assessment** — Identify infrastructure to enable just-in-time delivery of data warehouse information via modern enterprise application user interfaces, and identify gaps within current capabilities
- **Best Practices** — Examine operational best practices for ensuring organizational BI readiness, and build a phased plan to achieve targeted outcomes

These activities enable companies to identify an action plan for BI, as well as medium-term opportunities for expanding these activities to further improve sales, marketing, and service efficiency.

At a fixed price*, the *Solution Discovery* will identify areas for improvement and develop a BI plan. (*The fixed price fee does not include possible travel expenses or additional areas of scope, which are available by request.)

Tangible deliverables from the *BI Solution Discovery* include:

- Defining necessary data mapping to transform raw data into actionable intelligence
- Standardizing sales terminology and business metrics across all customer-facing groups
- Developing a Roadmap for rapidly implementing BI capabilities, and defining infrastructure changes to enable desired BI activities
- Ensuring BI implementation teams have the necessary skills and methodologies to rapidly and cost-effectively deliver desired business outcomes

ABOUT INNOVEER SOLUTIONS

INNOVEER SOLUTIONS, an award-winning customer strategy and solutions consultancy, provides advanced customer management services to healthcare and high-technology companies, among others, in the areas of planning and strategy, technology implementation, and optimization. The company's deep industry knowledge, broad technical skills, and Multishore Methodology enable organizations to address their critical customer-facing issues and achieve an integrated view of all customer information. With an exclusive focus on customer management since 1998, Innoveer has worked with more than 300 organizations to increase their overall business growth, improve internal efficiency, and enhance the customer experience.

PAST CLIENT SUCCESSES INCLUDE:

- **ABN AMRO**
- **Irish Life Permanent Plc**
- **Johnson & Johnson**
- **Nobilas**

BUSINESS OUTCOMES:

- Improved business efficiency and sales and marketing effectiveness an average of 23%
- Increased cross- and up-selling potential an average of 31%
- Reduced customer turnover an average of 26%
- Increased revenue forecasting accuracy an average of 200% and improved ability to accurately forecast revenue for 6–12 months
- Delivery of actionable information to decision-makers, and ensured foundation for continued BI success

CONTACT US

For more information about how Innoveer Solutions can help you improve productivity, customer satisfaction, and overall profitability, please contact Jennifer Yanoff at jyanoff@innoveer.com or at +1 617-225-7914.

