

Information Builders is one of the largest independent software companies in the world. We work with over 11,000 customers to ensure their success by putting interactive and actionable information in the hands of everyone in the extended enterprise: employees, partners, suppliers, and customers.

Sales and Marketing Solutions



In today's volatile economy, it's harder than ever for businesses to expand market share, increase revenues, and improve profitability. Sales organizations are under increasing pressure to develop and execute successful strategies for acquiring new customers, retaining existing ones, and delivering superior support – while streamlining processes, maximizing productivity, and reducing related expenses. To do so, sales professionals need to fully understand the factors that generate interest in the marketplace, motivate the sales force, drive new and repeat business, and impact the bottom line.

Information Builders enhances “fact-based selling” and helps sales departments gain valuable insight into their operations by turning complex sales, marketing, customer, and corporate data into intuitive, measurable, and actionable information. With WebFOCUS, an unlimited number of sales and marketing staff at all levels can obtain complete visibility into day-to-day activities, customer buying patterns, the success of marketing initiatives, sales-force performance, and more. Additionally, our integration technologies can help streamline processes and dramatically increase operational efficiency by tying together the applications and systems involved in your sales supply chain.

Consolidated View of Critical Sales-Related Information

Information about prospects, customers, products, and inventory is locked away in disparate systems – making it difficult for sales professionals to fully leverage it to effectively construct and implement sales plans. WebFOCUS allows users to retrieve, combine, and analyze information from virtually any system – including leading customer relationship management (CRM) packages such as Siebel, PeopleSoft, and SAP, as well as over 85 other sources. As a result, sales staff at all levels can quickly locate and view the information they need, whenever they need it – so they can spend less time gathering data, and more time focused on their selling efforts.

Executive Dashboards

Sales executives need a real-time snapshot of their operations to assess how well they're doing and quickly identify problem areas. With WebFOCUS, you can rapidly build comprehensive, graphical sales dashboards that empower executives to track key performance indicators – including percent of quota achieved, revenue or number of sales by product or region, and expense to sales ratios – and obtain a unified, high-level view of sales

activities and performance. Sales executives can also receive dynamic e-mail alerts when critical, prespecified conditions are met, such as when percent of quota attained drops below a certain level, when major accounts remain dormant for X number of days, or when return rates or order cancellations begin to increase.



Self-Service and Mobile Solutions

To quickly identify opportunities and seize them as they arise, your sales staff needs immediate access to more and better information about your prospective and current clients, your products, your business, and the marketplace you sell into. With WebFOCUS, you can rapidly deploy comprehensive sales portals and self-service systems that provide access to real-time customer, sales, marketing, inventory, and other vital corporate data, so sales professionals can spend less time searching for information and more time managing sales cycles and closing deals.

Additionally, WebFOCUS can help keep your sales force constantly connected to your enterprise information, even when they're out on the road. With powerful mobile capabilities, sales staff can access the vital data they need anytime, anywhere from a variety of handheld devices including Palm, BlackBerry, and Windows Pocket PC.

Sales-Force Management

The ability of your sales representatives to sell and support your products or services is vital to your success. Sales managers must be able to instantly identify strengths and weaknesses in their sales force and understand the factors affecting their performance. Sales management can accurately monitor activities and measure productivity with WebFOCUS by tracking key metrics including percent of quota achieved, average number of sales calls per week, number of customers and prospects being managed, and close ratios. Armed with this information, managers can assess how effectively their sales force is executing strategies and take immediate corrective action – such as realigning territories or providing additional training – when needed.

CRM, Service, and Support

Customers are your most valuable asset, and knowledge of their behaviors and needs is crucial to building long-term, lucrative relationships. WebFOCUS enables you to access and analyze the information you need to understand market demographics, determine who your most frequent and most profitable customers are, track buying trends, and identify cross-sell and up-sell opportunities. By knowing who your customers are and what they want, you can deliver more value and increase satisfaction and retention.

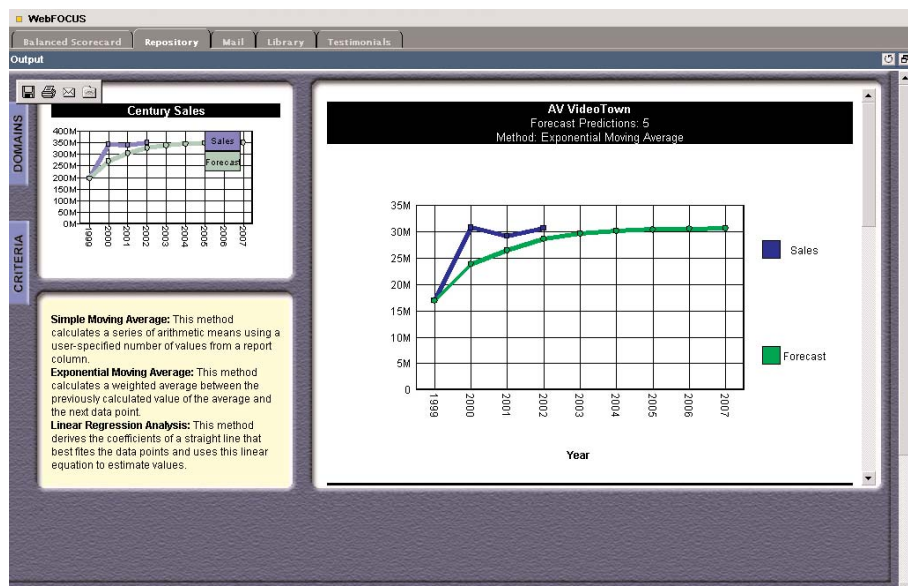
And, with our integration solutions, your order entry, CRM, support/service case management, and accounts receivable systems can connect to and share data with each other. As a result, you can dramatically streamline and accelerate your processes and ensure that each back-end system reflects an up-to-the-minute status of customer activities at any point in time.

Marketing and Promotion Analysis

In a recent survey conducted by DoubleClick, 50 percent of companies indicated that their marketing budgets were back on the rise. To justify costs and optimize spending, marketing professionals must be able to measure return on investment by determining which campaigns, messages, and communication vehicles are truly driving business. With WebFOCUS, marketing managers can improve strategic and tactical planning by tracking campaign results and comparing them with objectives, monitoring the status of generated leads, correlating closed deals with marketing initiatives, managing budgets, and more. You can also integrate and dynamically share information with third-parties involved in your marketing processes – such as retailers conducting point-of-sales promotions – so you can obtain a complete view of marketing effectiveness.

Forecasting

Your pipeline impacts more than just your sales team. Other departments in your organization – including purchasing, production, shipping and receiving, and accounting – must plan and prepare for anticipated demand. In order to ensure sufficient inventory levels, guarantee timely order fulfillment, and predict revenues, users throughout your organization need an accurate



Find Out More

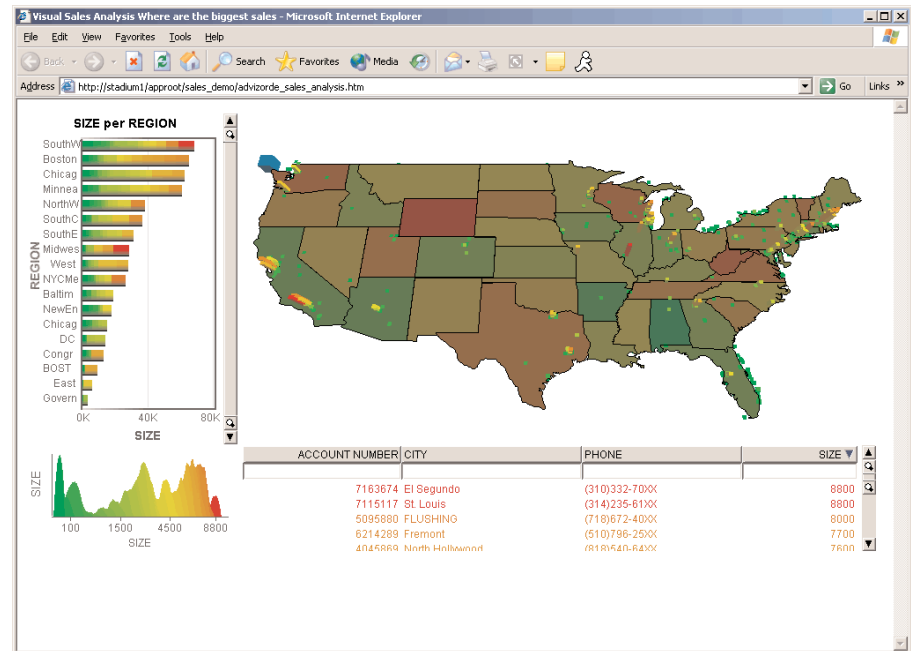
To find out how our solutions can help your company succeed, talk to an Information Builders representative today. Contact your local Information Builders office, visit us at www.informationbuilders.com, or in the U.S. and Canada, call **(800) 969-INFO**.

projection of future sales. WebFOCUS provides powerful features that enable sales staff and other professionals to generate accurate, up-to-the-minute sales forecasts in real time. Users can easily identify trends in numeric data and predict values beyond the range of values stored in the data source calculating moving averages, linear regression, or exponential moving averages.

Our integration solutions also allow for dynamic demand planning. Data can be shared on-the-fly between sales forecasts and inventory, manufacturing, shipping, and other systems. Additionally, you can connect to third-party supplier systems to automatically trigger the ordering process based on your forecasts.

Geographic Information Systems (GIS)

Business intelligence and reporting systems can also be enhanced with powerful mapping capabilities. You can now analyze real-time information with a spatial component by presenting it in the context of a physical location. As a result, sales and marketing data becomes more intuitive and interpretable and managers can understand buying behavior in different territories, tailor marketing campaigns and sales techniques based on regional needs, and better allocate resources.



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