

JCB Partners provides solutions across many industries and lines of business, including business process, performance management, inventory, transportation, and workforce. Our solutions support business strategies for increasing revenue, reducing costs and creating competitive advantages.

//WE LISTEN

For any business to thrive and grow in today's volatile economy, executives, sales management, and product management need to be able to analyze sales and product performance accurately. Many organizations turn to Sales Force Automation (SFA) tools like Salesforce.com, Seibold, Goldmine, and others for sales reporting across all geographies and product lines. In general, many companies have become adept at managing their business using the native reporting available with these SFA tools, and they typically do well for pipeline management, opportunity management, and similar sales reporting needs. However, as organizations became more sophisticated in their sales management, executives began to demand more and more from their sales reporting – and ultimately they reach the limits of what can be achieved from native reporting within many SFA solutions.

One specific example JCB Partners found at several clients is when executives, sales management, and product management need to monitor historical wins and losses by product type. Many SFA tools are unable to relate historical sales win/loss reports across products, especially in instances where the product changes over a given time period – these applications are not able to differentiate between the prior product and the new product, so they lumped both product types together. This lack of accurate win/loss information by product prevents executives from making timely decisions across specific sales cycles, overall pipeline management, and in product management.

In addition to these limits native SFA reporting lacks drill-down capabilities and the inability to slice and dice information by different dimensions, such as product or geography. In the end many organizations end up with a sales reporting process that is too manual, too time-consuming, and too costly.

//WE SOLVE

JCB Partners prior experience with SFA tools from our own internal use of these solution, and our experience with IBM Cognos 8 Business Intelligence and Enterprise Planning we understood these tools abilities to solve the sales reporting challenges.

//WE SOLVE Continued

JCB's solutions combines the powerful features of IBM Cognos 8 Business Intelligence and Virtual View Manager from Composite Software. Virtual View Manager is used to integrate data from SFA applications. Cognos 8 then provides the enhanced reporting capabilities.

With this solution, organizations can now receive enhanced sales reporting, such as:

- Trending information for opportunities, even with product changes
- Reporting on all SFA data in any combination, even if those data combinations do not exist natively within SFA reporting functionality
- Ad hoc reporting that allows executives to create their own custom reports
- Enhanced security and roll based functionality
- Drill-down from the dashboard, providing easy navigation to more detail
- Efficient distribution of reports using portal and bursting capabilities
- A much broader range of chart types, formatting capabilities, and added Business Intelligence functions

//BENEFITS

Benefits from JCB's Sales Operations Performance Management solution include more timely, accurate decisions both in sales management and product management. Reduced time and cost required to produce sales and management reporting, which frees up technology resources to address higher priority initiatives.

The types of decisions that can be made more effectively include vital business decisions such as how to assign accounts optimally across sales teams, where to apply sales resources across opportunities, how to assess the value of a particular product or offering, and whether to promote some products more aggressively.

//THE JCB DIFFERENCE

At JCB, we think strategically, from start to finish, determining the most effective and sustainable way to utilize technology and resources to drive business forward. We start small, helping companies realize results quickly while establishing and embracing a culture of analytics. And we accelerate systematically, continually assessing the larger picture as we apply learning's and progress logically.

This is the JCB difference. By working hand-in-hand with our clients employees across Sales, Products, and Information Technology, JCB is able to deliver a solution that solves the immediate issues around sales reporting, and sets the stage for future performance improvements.

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