



► This Issue: The Value of Customer Analytics and How to Get Started

Free Analytics Assessment™

The Analytics Assessment™ is a brief introduction to The intelligent Business Solution™, creating an actionable plan for incorporating analytics into your customer touch points, increasing the value of those touch points to your customers to achieve short-term and long-term organizational goals — all within 90 minutes. The **creativity, clarity, and confidence** that is generated in such a short amount of time will surprise you. [Contact us today to schedule your free assessment.](#)

Analytics Team Workshop™

The Analytics Team Workshop™ is a one-week, very short **time-to-value** version of The intelligent Business Solution™, bringing your business users and your IT team together to give your team the ability and confidence to **successfully take on an analytics project**. We will lead your team through a mini-analytics project, in some instances resulting in a working dashboard prototype for you to **demonstrate value** to management for approvals to move forward. If your analytics project is hung up due to budgetary constraints or if you are just unsure where and how to start, [contact us for a summary of the workshop, its outputs, and the value to your team.](#)

The Future of Your BI Tools

We continue to field questions and see companies struggle with deciding the future of their BI software given the consolidation of vendors in recent years. Companies are needing to **leverage the current platforms** longer by getting more value out of them, consider **upgrading to new product lines** from the same vendor, or go to the market and **evaluate new options**. There is no single answer and many factors go into this strategic architecture decision. We are helping companies make these decisions and get started with their new BI platform, and we can help you **save valuable time and money** as you determine the

The year 2010 is beginning where 2009 left off with a great deal of uncertainty. I recently attended an economic outlook symposium where a panel of local CEOs verbalized the uncertainty many are experiencing due to the real estate market, the government's monetary policy, health care overhaul, the employment outlook, the expiring Bush tax cuts, a potential cap-and-trade bill, and other significant pieces of pending legislation. With all of this uncertainty, where can business leaders turn for **clarity and confidence**?

Insight based on quality data and information continues to play a vital role in helping business leaders evaluate their current performance, make proactive decisions regarding necessary corrective actions, and assess if those actions were correct.

Specifically, there are three areas where we see organizations driving top and bottom line value from analytics:

- 1) **Analytics delivered to customers.** Customer-facing analytics have long been used by online retail giants like Amazon.com, and now more and more organizations outside retail with both B2C and B2B business models are providing customers access to their valuable data to influence customer buying behaviors. What better way to grow the top line and increase the bottom line than to **replicate the buying behaviors of your best customers** across more of your customer base.
- 2) **Analytics embedded in customer-facing processes.** Empowering employees that are in direct contact with your customers is a powerful way to retain and up sell your most profitable customers, thereby **maintaining your market share and your bottom line** in a very competitive time. Sales people, call center representatives, and other customer-facing employees need information about who they are working with and what contribution that individual customer is making so they can make the day-to-day, operational decisions necessary for your organization to achieve its short-term and long-term goals.
- 3) **Analytics aligning organizational performance.** Using balanced scorecards to communicate and influence is a great way to align organizational and individual performance around key leading and lagging indicators. Informing and empowering the decisions and actions of your key producers is the key to **increasing the productivity, predictability, and profitability** of your organization.

Take your first step in creating these capabilities in your organization with the free Analytics Assessment™ or the one-week Analytics

get started with their new BI platform, and we can help you **save valuable time and money** as you determine the future of your BI software. [Contact us to discuss what other companies are doing, what they are learning, and what they wish they knew before they started.](#)

[PDF version](#) of this newsletter
(Note: hyperlinks may not work)



of your organization.

Take your first step in creating these capabilities in your organization with the free Analytics Assessment™ or the one-week Analytics Team Workshop™.

If you are already doing these things, I welcome a peer to peer discussion with you. I am always interested in hearing what leading organizations are doing to improve results with fewer resources. Coffee is on me!



Sincerely,

A handwritten signature in cursive script that reads "Timothy Brands".

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