

# BUSINESS ANALYTICS

**better  
information**



**better  
decisions**



**QueBIT**<sup>®</sup>

*Trusted experts in analytics*



## Trusted Experts in Analytics

Our purpose is specific: We're driven to help organizations improve their agility to make intelligent decisions that create value. Astute decision makers learn from the past in order to manage the present, predict the future—and take prescriptive actions. This is why we're resolute in our commitment to excellence in business analytics strategy and implementation.

### Outperform Your Peers

Though decision makers have access to large amounts of data, only the insightful aggregation, modeling and reporting of data transforms it into actionable business intelligence. Organizations that apply analytics greatly improve visibility into their business while increasing accuracy and speed in planning and forecasting. Are you able to measure global revenues and profitability at a customer level in a matter of seconds? Some companies use such information to predict customer defections and program their workflow to automatically prescribe corrective action. Can you?

### Increase Your ROI

A successful business analytics system relies on truly accurate models. We've selected the top solutions on the market and take pride in our expertise to tailor them to maximize each customer's ROI. Designing models that create value takes a lot of savvy, a touch of artistry and sometimes even a bit of genius. QueBIT combines these talents to build models that provide deep and accurate views into the past, present and future of your organization. Our broad range of expertise means you increase your ROI no matter which level of analytics you are implementing—and that gives you a significant competitive advantage.

### Achieve Tangible Results

Over 350 organizations already consider us their trusted business analytics advisor. One of the few partners that cover such a broad range of analytics products, QueBIT has conducted hundreds of successful implementations of IBM® Cognos® TM1®, IBM Cognos BI (Business Intelligence) and IBM SPSS. Financial, sales, marketing and operations departments in all types of industries say our singular approach to business analytics produces tangible results—which is why we're repeat recipients of IBM's Business Analytics Partner Excellence Awards.



## IBM Recognizes QueBIT Excellence

- 2016 *IBM Beacon Award for Outstanding IBM Analytics Line-Of-Business Solution*
- 2015 *Financial & Operational Performance Management Partner of the Year Award*
- 2014 *Business Analytics North America Business Partner Excellence Award*
- 2013 *Worldwide Overall Business Analytics Business Partner Excellence Award*
- 2012 *Business Analytics North America Business Partner Excellence Award*
- 2011 *Worldwide Financial Business Analytics Achievement*
- 2010 *Mid-Market Partner of the Year, and Sales Excellence*





## Informed Decisions Create Value

It's all about ensuring our customers make more intelligent decisions and increase their competitive advantage. This is why QueBIT is committed to creatively and efficiently implementing the right business analytics strategy and tools for your needs. Our model for generating customer ROI is based on the following **core principles**:

### Provide expert strategic analytics advice

Our focus in business analytics means we have the ability to determine which functions will derive the most ROI from analytics and ensure your organization fully leverages any existing analytics investments.

### Apply analytics to key corporate functions in any industry

Regardless of your industry, QueBIT has the expertise to implement analytic solutions for financial performance management, sales and marketing measurement and planning, as well as operational demand planning and reporting.

### Develop expertise in a broad range of analytics solutions—and enrich them

Analytics Foundation: <b>Data Management</b>	Collect and clean system data
First Level Analytics: <b>Reporting and Dashboarding</b>	IBM Cognos, QueBIT FrameWORQ™
Second Level Analytics: <b>Business Modeling</b>	IBM SPSS, IBM Cognos, QueBIT FrameWORQ
Third Level Analytics: <b>Decision Optimization</b>	IBM SPSS, IBM Cognos

### Nurture the most sophisticated analytics implementation team

Skilled at designing the best-fit solution with the most advanced analytics available, we take pride in maximizing your ROI. We develop analytics models that provide accurate insights to the past and predict future outcomes, and integrate them into your processes to automate prescriptive actions. Throughout implementation we identify opportunities to utilize your legacy investments.

### Transfer our knowledge to customers via CARE for exceptional ROI

Our unique Collaborative and Rapid Enablement (CARE) methodology coaches customers throughout implementation to independently manage and maintain their system. Then we train you to infuse analytics into your organization's culture and expand analytics to other business units. Customized and focused training courses are taught by our senior experts.

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*“Working with the QueBIT team is like tapping into a business analytics expert database. Their deep knowledge helped us implement best practices and optimize models for our specific needs.”*

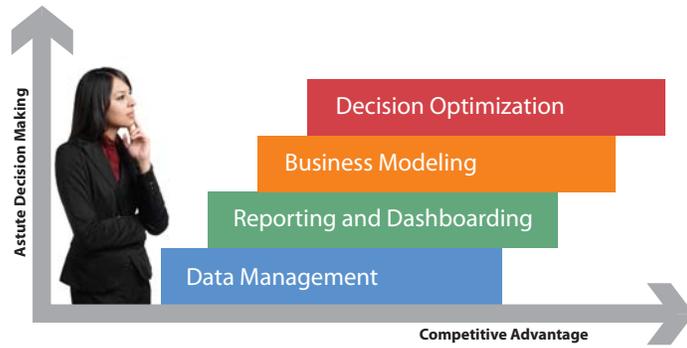
Kelly Martel  
Sr. Manager of Financial  
Planning & Analysis  
**Cognex**

*“We have a central solution that provides a single point of control. It's completely transformed our ability to be agile in response to business change.”*

Darren Roberts  
Head of Information  
Architecture  
**Credit Suisse**

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# Is it time to implement the next level of analytics?



## Analytics Foundation

### Data Management

#### ERP and Data Warehousing

Enterprise resource planning (ERP) systems integrate and automate internal and external management of information. They allow for basic financial planning primarily by aggregating departmental budgets. They tend to provide static reporting rather than analysis, which often involves transforming the data to answer the question.

Data warehouses are required because ERP systems don't store the data in a manner that supports analysis and reporting. Nor do they always gather all available data because of system incompatibilities and increasing amounts of information from systems external to the enterprise. The purpose of data warehouses is to extract data from disparate sources, cleanse it and align it so that it can be aggregated, compared and analyzed to enable business decisions. Then it is stored in a single common platform optimized to support enterprise-wide data analysis.

#### *Types of questions answered:*

- What is revenue and gross profit by customer and product?
- How much did our revenue grow this quarter vs the same quarter last year?
- How is Europe doing vs North America?
- Which expense lines have the largest positive and negative variances?
- How much cash do we have?
- What are our receivables and payables days outstanding?
- How much inventory by product do we have?

## First Level Analytics

### Reporting & Dashboarding

#### Integrated historical metrics across functions

At this level, companies construct models to align historical data and examine reasons behind past successes or failures in order to gain insight. Finance, sales, marketing and operations typically rely on this type of analysis for management reporting.

Business Intelligence tools provide sophisticated reporting, dashboards and analytical tools for businesses to explore and interact with information.

#### *Types of questions answered:*

- What is the real profitability of customers and products?
- Why are sales down only in the USA?
- Are prices to the customer and discounts differing by region?
- Are sales per employee increasing or declining?
- Are working capital ratios indicating potential cash flow issues?
- Do we have enough inventory to support predicted demand?





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## Second Level Analytics

### Business Modeling

Future predictions integrated across functions

Profitability analytics, financial modeling, planning, forecasting and predictive analytics all improve the operational efficiency of the enterprise by pro-actively identifying specific operational activities or events that are likely to happen.

Statistical techniques such as modeling, data mining and game theory analyze historical and current data to capture relationships among many factors and uncover patterns. The models classify customers or prospects into groups and identify different relationships between groups and products. These patterns identify risks and opportunities by determining the likelihood of an event occurring given a particular set of conditions or the probable outcome of a future event. Analyze sales based on historical seasonal patterns, measure the impact of marketing and macroeconomic factors and derive balance sheet and cash flow impacts from P&L activities.

#### *Types of questions answered:*

- What will our sales volume be in Connecticut based on historical regression analysis, future market expectation and managers' estimates?
- What will our cash and inventory levels be based on opening balance sheet and sales, manufacturing costs and collections?
- How will a 5% increase in the Euro impact my profitability?
- How will a 10% change in the price of raw materials affect my business?

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## Third Level Analytics

### Decision Optimization

Recommended prescriptive actions based on predictions

Sophisticated statistical and artificial-intelligence rules and mathematical optimization techniques synthesize the factors identified by predictive analysis to suggest prescriptive decision options and actions.

Decision makers are shown the implications of each option: what will happen; why and when it will happen—allowing them to determine how to take advantage of future opportunities or mitigate future risks.

Even more advanced are companies that selectively embed analytics into their workflow processes. Now the optimized reaction is prescribed automatically at the point of impact given multiple pre-established factors specific to that situation

#### *Types of questions answered:*

- What are the best actions to take to reduce predicted customer churn?
- What maintenance should we do to avoid the predicted failure in the machine?
- Given this customer's past spending level and products purchased, what product should I offer to cross sell?



# Apply Analytics Across the Organization

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## Financial Performance Management

Flexible, powerful planning and budgeting tools enable organizations to make better decisions, remaining nimble in the face of changing business conditions.

QueBIT applies its varied and extensive experience in implementing financial performance management solutions to creative, robust solutions to the business needs of its customers. With the correct data in one accessible but secure place, and the right model of your business, you can understand the past, and explore possible future states instead of spending time gathering data or questioning timeliness and accuracy. Achieve tighter cost control and compliance, improve accuracy of analysis, budgets and forecasts, and reduce cycle times. The end result is better alignment, accountability, and performance.

### Use QueBIT Analytics for:

- Financial consolidations
- Revenue and capital planning
- Customer/product profitability
- Workforce planning
- Variance analysis
- What- if scenario modeling
- Strategic financial planning
- Revenue and expense allocations

## Sales and Marketing Measurement and Planning

QueBIT helps you apply more advanced analytics to your marketing and sales so you evolve from understanding customer segments to understanding the needs of each individual customer.

When you can measure and analyze marketing performance, you increase your understanding of customers, improve their experience and achieve greater returns on marketing expenditures. At the most advanced level, you will anticipate a customer's actions with predictive analytics and then prescribe actions to personalize services and avoid problems.

How much more effective would your marketing be if you could quantify the impact of price changes and promotional campaigns across countries, brands and products in real time?

### Use QueBIT Analytics for:

- Customer acquisition and retention
- Marketing campaign effectiveness
- Marketing investment optimization
- Customer/product profitability
- Demand forecasting and planning
- Product and service development
- Product mix optimization
- Sales reporting and dashboards

## Operational Planning and Reporting

QueBIT's business analytics implementations allow demand planning teams to maximize revenues by controlling costs, modeling profitability and managing cash flow. You will profit from improved forecast accuracy and the ability to quickly model plans.

Access to real-time analytics lets operations groups leverage data to improve process efficiency. They can generate 52-week unit demand forecasts for store/SKU combinations, incorporate demand drivers into true causal forecasts, account for seasonality and life cycle trends and generate predictive models for new product introductions. By embedding analytics into operational processes, you will be able to automatically prescribe an optimal action at the point of impact.

### Use QueBIT Analytics for:

- Demand forecasting and planning
- Capacity planning and execution
- Vendor analysis
- Project planning and management
- Predictive maintenance
- Inventory optimization and analytics
- Utilization reporting

# QueBIT Toolbox

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## IBM Cognos

**TM1:** Highly scalable and very fast enterprise financial performance management solution that supports your entire planning cycle including forecasting, statutory reporting, consolidations, customer/product profitability, what-if scenario modeling, strategic financial planning, revenue and expense allocations.

**Cognos BI:** The gold standard business intelligence solution for highly secure enterprise-wide operational reporting, analysis, dashboards, scorecarding and alerts. Monitor real time and collaborate across the enterprise to align decisions with key stakeholders.

**Cognos Express:** Single combined platform version of TM1 and Cognos BI for small and medium-sized companies with up to 100 users; at a lower entry price point.

## IBM SPSS

**Statistics:** Advanced statistical analysis to understand data, identify trends and predict accurate forecasts.

**Modeler:** Discover patterns and trends in your structured and unstructured data that allow you to predict future outcomes. An intuitive visual interface is supported by advanced analytics such as classification, regression, association, time series forecasting, survival, and clustering.

**Analytical Decision Management:** High-volume, optimized decisions automatically sent to your front-line systems and decision makers to consistently maximize outcomes. Predictive analytics, local rules and scoring combine to deliver recommended actions in real time so employees and systems make the right business decisions every time.

**Collaboration & Deployment:** Work together and share critical business information more easily by storing all your analytical assets in one place, and automatically tracking changes.

## QueBIT Implementation (CARE)

**CARE:** With our Collaborative and Rapid Enablement Implementation Methodology client developers and administrators work side by side with the QueBIT implementation team to achieve knowledge transfer throughout the project—and increase ROI.

## QueBIT FrameWORQ™

Enhance clients' experience with IBM Cognos TM1

**ControlWORQ:** Framework of controls that facilitate financial consolidation and reporting while adding rich management and statutory capabilities to the existing planning, modeling, business intelligence and analytical capabilities of TM1.

**WebWORQ:** Complete customized web applications and dashboards leveraging data from TM1.

**ReportWORQ:** Automates creation, bundling and distribution of your existing TM1 Perspectives and Xcelerator Excel reports.

**BoostWORQ:** Productivity tools and troubleshooting utilities for IBM Cognos TM1 Perspectives users.

## QueBIT CloudWORQ™

**CloudWORQ:** Cloud-based financial planning and analytics solution that will enable customers to use all the benefits of TM1 without the cost or overhead of owning an on-premise custom application.

## QueBIT Training

### Training on all software offerings:

- Practical, real-world demonstrations and exercises using customized or generic data
- Certified expert technical trainers who know how to communicate statistical jargon so that it makes sense
- State of the art training materials developed by the QueBIT team
- Customized training over the web or at your location using your data
- Any official IBM course material is taught by our trainers in your chosen format





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