

Information Builders and
Marketing Intelligence

WebFOCUS

iWay
Software



"We are able to target our offers more effectively now that WebFOCUS is providing information to our agents and staff. We get a much better return on the time we invest in our campaigns."

Adrian Braun
 Business Systems Manager
 Vacation.com

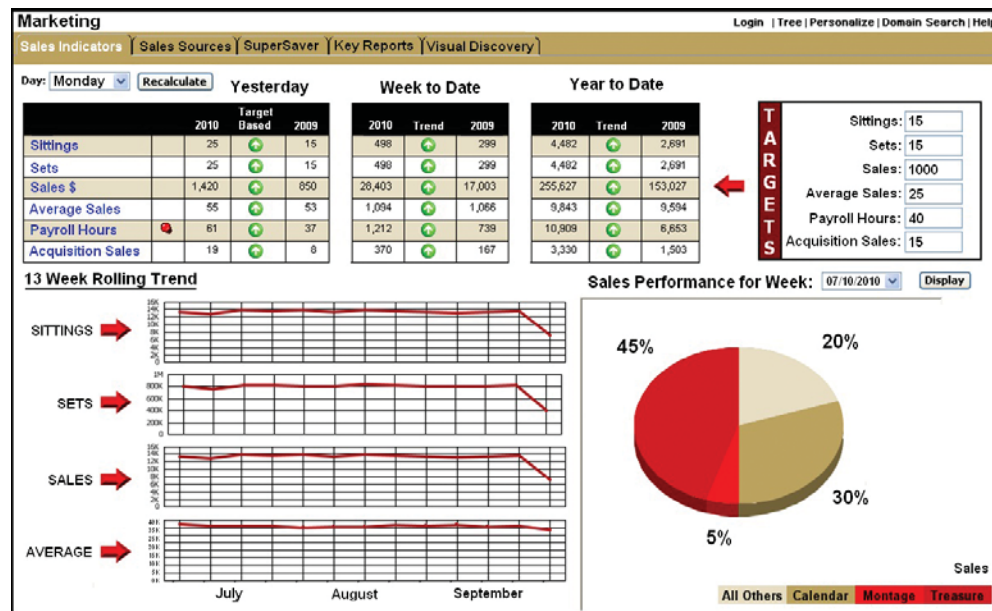
New Marketing Approaches Create New Challenges

Today's marketing professionals face unique challenges. Innovative new promotional strategies, a greater number of communication channels, and buyer demands that grow more and more sophisticated each day are making it harder to plan and execute successful lead generation and customer loyalty programs.

Access to and analysis of complete, timely information from across the enterprise is the key to success. With a comprehensive business intelligence (BI) strategy in place, marketing teams will have in-depth insight into key industry trends, as well as critical patterns in the needs and behaviors of both existing and potential clients. As a result, they can more precisely target and communicate to the right audience, understand which campaigns have the greatest impact on sales, forge stronger and more profitable relationships with customers, and increase revenues and market share.

WebFOCUS: Powerful Reporting and Analysis Capabilities for Today's Marketing Professionals

Information Builders, with its WebFOCUS enterprise business intelligence platform, provides marketing organizations of all types and sizes with a vast array of powerful capabilities designed to enhance all facets of their operations.



Its ease of use, combined with powerful features and functionality, make WebFOCUS the ideal reporting and analysis solution for today's marketing professionals:

- A complete, consolidated view of critical information from customer relationship management, marketing automation, contact management, and other related systems across the enterprise
- Broad customer segmentation and analysis capabilities that deliver critical intelligence about buyer demographics, as well as their needs and preferences. This allows marketing teams to optimize results by making their campaigns more targeted, more personalized, and more relevant
- Self-service and mobile functionality that gives "on-the-go" marketing professionals access to information, at any time, from trade shows, industry events, and other remote locations
- In-depth analytics that help managers assess the effectiveness of campaigns and promotions, and uncover important patterns and trends in response rates, click-throughs, conversion rates, and other vital metrics
- Geographic information systems (GIS) that make spatially-oriented marketing data easier to understand and interpret by presenting it in the context of a physical location
- Real-time tracking of marketing budgets and return on marketing spend
- End-to-end data quality tools that integrate seamlessly with WebFOCUS. These solutions offer a truly proactive approach to data quality management – not only locating and cleansing bad information, but preventing it from entering the environment in the first place
- Comprehensive performance management that enables companies to effectively manage and track key marketing operations. Managers can define and communicate important campaign and customer retention goals, while marketing staff can actively participate in the ongoing monitoring and measurement of related metrics
- Enterprise search capabilities that make it fast and easy for any user to locate and retrieve any marketing-related data, from any system across the enterprise

For years, WebFOCUS has been helping leading companies across all industries tap into their corporate data to improve the planning and execution of their most important marketing initiatives.

Customer Successes

CDS Global – This Iowa-based provider of customer information and data management solutions needed to deliver precise information about their circulation base to advertisers in order to maintain revenue and counter attrition to digital media. InFOCUS Circ+, an application built on WebFOCUS, lets authorized users access circulation and fulfillment information, helping customers to achieve greater success in their marketing efforts.

Covidien UK – Currently the third largest provider of medical products in the UK, Covidien leverages the WebFOCUS business intelligence platform to provide members of its marketing team with regular feedback on campaigns, promotions, and other programs. Armed with this insight, they can be more responsive to changing customer and marketplace requirements, and more effectively take advantage of emerging sales opportunities. With WebFOCUS, the company has empowered marketing professionals with the information needed to support more profitable growth in a very cost-driven market.

Dollar General – An inability to easily generate reports needed to support decision-making was directly affecting Dollar General's growth. When a WebFOCUS-based dashboard was implemented, users had new insight into sales, inventories, and overall store performance. Reporting cost and complexity were significantly reduced, and a direct impact has been made on the company's bottom line.

Food for the Poor – This charity wanted to maintain its stellar 96 percent efficiency rating, while increasing collections from donors. Comprehensive analysis of campaign results, powered by WebFOCUS, has enabled more intelligent and cost-effective marketing outreach, with a substantial positive impact on direct mail, donor relations, and other crucial fundraising activities.

Holland America – The highest rated premium cruise line in the world, Holland America, uses the WebFOCUS business intelligence platform to give users the ability to access information about reservations and shore excursions, quickly and conveniently via the Web. By analyzing the total value of each booking, average onboard expenditures, and other metrics, Holland America can gain visibility into vital trends in its promotional activities, and use that insight to boost the effectiveness of its marketing initiatives.

Jack Nadel – This Los Angeles-based marketing and promotional products agency specializes in brand identity reinforcement and maintenance, serving as an extension of the marketing teams of its clients. WebFOCUS has helped the firm create an integrated sales order entry and self-service reporting environment that provides staff throughout the company with the intelligence they need to more effectively do their jobs. Advantages Jack Nadel has realized since implementing WebFOCUS include increased administrative efficiency, and improved productivity of sales staff.

La Caixa-Caixa d'estalvis i Pensions de Barcelona – With over 5,000 branch offices, La Caixa is the largest retail bank in Spain. One of the keys to their impressive presence in the industry is in-depth reporting using WebFOCUS. This powerful BI solution helps the bank, which provides a broad portfolio of financial services to small and mid-sized businesses, to better identify companies with the highest likelihood of purchasing certain products, so they can improve the

way they launch and market new offerings. Prospect and customer information is analyzed in great detail, based on certain criteria, to rate buying potential. That valuable insight has helped La Caixa implement more targeted and successful campaign strategies.

Power Systems Research – This firm compiles industry information through more than 20,000 telephone and onsite interviews with manufacturers and suppliers. It needed a more effective way to deliver that data to clients in a consolidated, simple, easy-to-understand way. WebFOCUS made that possible, providing a flexible and intuitive environment for presenting information to companies, to give them greater intelligence about their buyers and the markets they serve.

Ricoh Leasing – Improving the effectiveness of its marketing strategy, which was hampered by an antiquated and expensive data warehouse with major security issues, was a top priority for Ricoh Leasing, which leases medical equipment, industrial machines, and vehicles. By making timely information more accessible to all employees – including those in the field – WebFOCUS has helped the company to improve the way it communicates with existing and potential customers. This, in turn, has increased the results of marketing efforts by making it easier for field staff members to find new clients, while helping them to better identify new ways to keep current account holders loyal and profitable.

Staples Promotional Products – This firm specializes in the development and promotion of branded merchandise. The company uses WebFOCUS to support a variety of core business functions, including its client support services group. For example, consolidated business summaries, run on a monthly and quarterly basis by department analysts, give clients insight into total dollars spent, number of products shipped, returns, and other metrics. These reports are also distributed to marketing personnel, program managers, senior directors, and sales staff, who can use the information to make better decisions regarding their strategies. Staples Promotional Products also plans to give customers direct access to certain reports that will highlight activity at their Web stores, such as lists of recent shoppers, total visitors, promotions redeemed, orders invoiced and shipped, and available inventory.

Vacation.com – When this leading leisure travel marketing agency wanted to forge stronger relationships with its network of more than 5,000 agencies, it turned to WebFOCUS. A user-friendly business intelligence application provides internal employees, as well as staff members at partnering agencies, with more precise customer research, as well as specific insight into various metrics and data points about call-out campaigns, target promotions, and other marketing programs. With WebFOCUS, Vacation.com has maximized profitability and improved communication and information-sharing with the agencies it serves.

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