

Customer Analysis



Companies are continuing to adopt a more customer-centric approach to doing business, realising that in this competitive marketplace, a satisfied customer is an extremely valuable asset. To ensure that the most profitable customers remain satisfied and that sales and marketing efforts are aimed at retaining the right customers and attracting the right prospects, we need to know our customers more intimately. And that starts with having a single, integrated view of customer activity from which revenue-building and customer management decisions can be made.

The CRM Analysis (CRM-A) module of Stratum addresses these challenges by helping companies identify their most valuable customers, group these customers based on purchasing behaviour and other attributes and then target them with promotions and sales efforts that are designed to increase customer loyalty and boost sales revenue. Stratum CRM-A completes the cycle by measuring customer satisfaction and the resulting buying behaviour.

**Customer Value
Assessment**

**Customer
Segmentation**

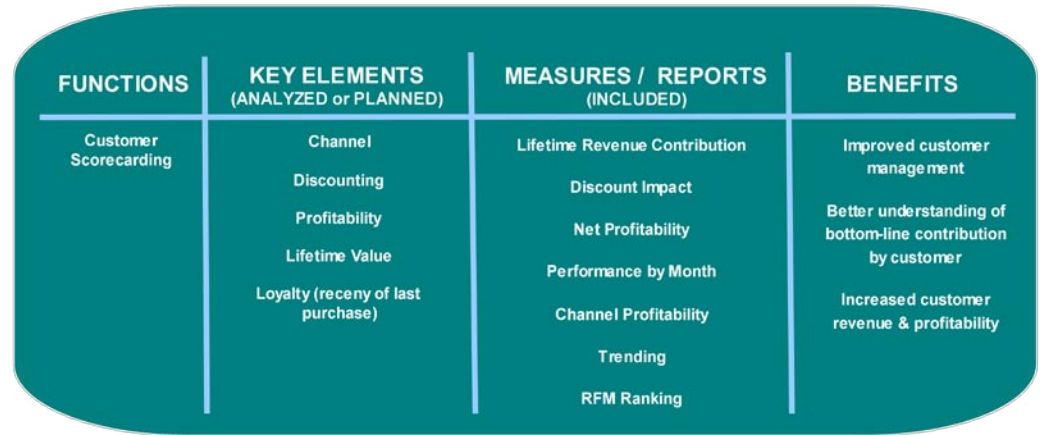
**Customer
Management**

Stratum

Customer Value Assessment

By understanding the relative value of each customer, you can then begin to focus sales and marketing efforts on the most profitable ones and those with the most profit potential. Stratum CRM-A allows you to examine customer and channel value from multiple perspectives, such as lifetime sales, gross margin contribution and by factors that affect profitability -- discounts, freight and handling and average selling price.

- Determine lifetime sales by customer and customer type to identify your most loyal customers and largest market opportunities.
- Identify and rank customers who are considered "high value" based on discount level and gross margin and uncover areas where discounting is cutting into profits.
- Evaluate how sales revenues and gross profits are trending by customer and channel to anticipate future sales and profits and focus retention efforts on customers whose purchases have decreased.
- Measure the impact of average selling price and cost of goods sold on gross profits to determine if prices or costs are eating away your profitability.
- Isolate the effect of freight and handling costs on customer profitability and discover low profit customers that may require more cost effective shipping methods.
- Assess year to date sales revenue performance relative to budgets, forecasts and last year's performance, to determine variance to plan.



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View Name: Discount TY vs LY

Customer SoldTo	SldTo Short Description	Change in Discount: Percent	% Change in Discount: Amount	% Change in Avg Sell Price	% Change in Sales at Invoice Price	% Change in S
150140	Midwest Providers	1.4%	174.9%	1.2%	11.1%	
150150	Harrington's -- Eastern	.2%	21.3%	.5%	10.1%	
150240	Olivieri Distributors	-4%	-1.0%	.7%	15.4%	
150250	Prestwick Brothers	.5%	50.4%	.5%	18.2%	
150300	Auburn Providers	.4%	27.6%	.3%	6.8%	
150310	Maple Tree Foods	-2.2%	-57.2%	-.2%	-14.7%	
150370	Southwest Foods	.6%	50.9%	.3%	10.1%	
150130	Sumpster Dist'n -- Western	-.4%	-3.1%	1.8%	12.2%	
150230	Penn Brands	-11.7%	-84.1%	-1.2%	8.4%	
150290	Montelissi Distribution	-14.5%	-85.4%	.6%	22.6%	

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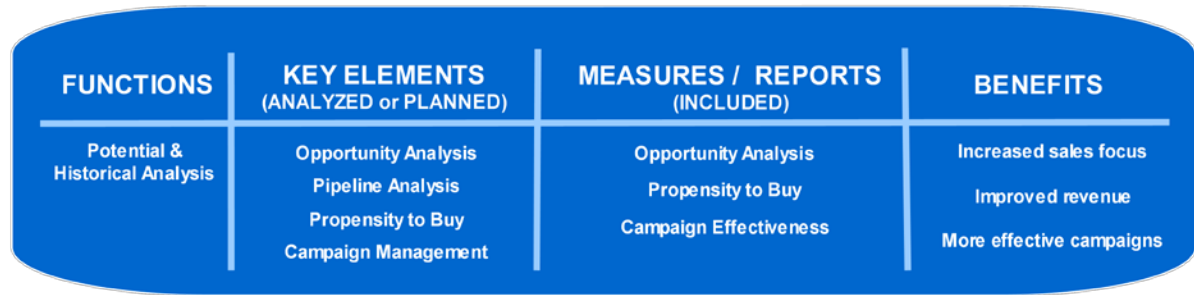
View Name: Customer Segmentation by Lifetime Revenue

Customer SoldTo	Sales Revenue	Customer Segment
150100	\$167,233,502	A
150110	\$150,186,809	A
150150	\$98,258,541	A
150180	\$69,787,953	A
150120	\$52,070,099	A
150170	\$46,462,609	A
150160	\$42,652,522	A
150240	\$38,658,353	A
150130	\$38,465,491	A
150230	\$24,892,799	A
150250	\$22,422,495	B
150140	\$20,356,034	B
150370	\$14,949,571	B
150350	\$13,664,559	B
150320	\$12,424,285	B
150360	\$11,976,204	B

Customer Segmentation

After identifying your most valuable customers, Stratum CRM-A allows you to further profile, segment and rank these customers so they can be targeted for additional sales opportunities. You can apply specialised metrics to segment customers and then build specific promotions or sales efforts around select customer groups. Afterwards, easily track sales generated from promotional activities and compare them to your planned sales.

- Segment customers by Propensity to Buy (PTB) to determine those customers most likely to purchase new products or more existing products. The PTB metric is customised to accommodate those factors most relevant to your business model and may incorporate previous sales volume, seasonal trends, regional sales, etc.
- Rank customers based on the recency of their purchases, frequency of their orders and the value of their purchases and then segment them into groups and design promotions and sales efforts to target each group with up sell and cross sell promotions.
- Isolate customers into "opportunity groups" based on purchasing behaviour, such as customers that bought from you last year but did not buy this year.
- Compare actual to expected results by campaign to measure campaign effectiveness and associated costs and refine programs for future campaigns.
- Import campaign or sales transactions from your contact management system, if you are currently using one, to track results and measure sales revenue generated.



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View Name: Channel Sales Volume Comparison

View Filter >> Division

Product Category	PCat Long Description	YTD Sales Amount	LYTD Sales Amount	Growth/Decline %	Sales Amount Growth/Decline Indi
201	Canned Fruit	\$4,966,907	\$3,908,316	27%	
200	Fresh Vegetables	\$2,492,555	\$2,026,003	23%	
204	Fresh Fruit	\$1,884,742	\$1,517,719	24%	
208	Frozen Prepared Dinners	\$1,682,907	\$1,375,851	22%	
203	Beef	\$980,806	\$750,028	31%	
202	Pork	\$834,215	\$653,950	28%	
207	Frozen Fruit Products	\$711,084	\$543,770	31%	
Grand Total		\$13,553,216	\$10,775,637	26%	

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View Name: TY v LY by Month Revenue & Profit Trends

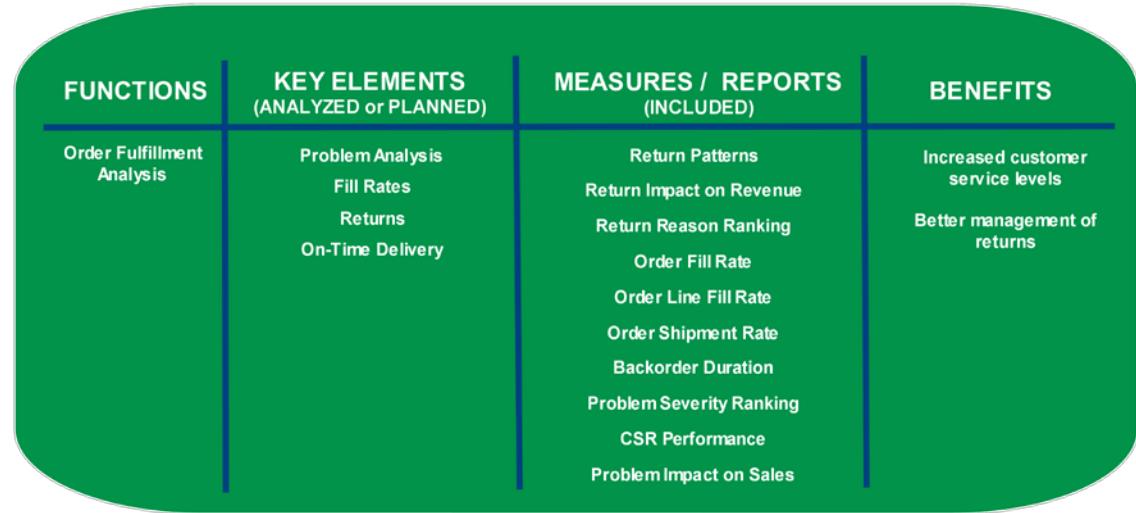
View Filter >>

Customer SoldTo	SldTo Short Description	YTD Sales Amount	January	February	March	April	May	June	July
150100	Wildier Foods -- Eastern A	YTD Sales Amount	\$4,960,230	\$4,334,553	\$4,870,827	\$4,728,499	\$4,465,158	\$5,420,399	\$6,620,756
		LYTD Sales Amount	\$3,793,117	\$3,314,658	\$4,113,814	\$3,615,911	\$3,315,752	\$3,927,449	\$4,149,281
		Sales Amt. VAR %	31%	31%	18%	31%	35%	38%	60%
		Sales Amount Trend	▲	▲	▲	▲	▲	▲	▲
		Sales Units VAR %	31%	31%	19%	31%	35%	38%	61%
		YTD Gross Margin	\$1,150,434	\$1,011,386	\$1,142,947	\$1,106,856	\$1,038,980	\$1,257,012	\$1,532,977
		LYTD Gross Margin	\$915,600	\$814,192	\$998,754	\$889,526	\$810,001	\$966,762	\$1,009,041
		Gross Margin VAR. %	26%	24%	14%	24%	28%	30%	52%
		GM Trend	▼	▼	▼	▼	▼	▼	▲
150110	Wildier Foods -- Western A	YTD Sales Amount	\$4,267,704	\$3,814,523	\$4,576,719	\$4,310,442	\$4,053,583	\$4,616,098	\$5,913,847
		LYTD Sales Amount	\$3,263,538	\$2,916,988	\$3,853,787	\$3,296,220	\$2,881,932	\$3,500,842	\$3,577,290
		Sales Amt. VAR %	31%	31%	19%	31%	41%	32%	65%
		Sales Amount Trend	▲	▲	▲	▲	▲	▲	▲
		Sales Units VAR %	31%	31%	19%	31%	38%	35%	65%
		YTD Gross Margin	\$989,246	\$889,070	\$1,074,248	\$1,001,521	\$943,241	\$1,069,379	\$1,377,033
		LYTD Gross Margin	\$841,708	\$779,527	\$1,055,671	\$867,842	\$739,793	\$970,980	\$909,060
		Gross Margin VAR. %	18%	14%	2%	15%	28%	10%	51%
		GM Trend	▼	▼	▼	▼	▼	▼	▲
150120	Sumpter Dist'n -- Eastern	YTD Sales Amount	\$1,363,885	\$1,330,027	\$1,372,872	\$1,362,333	\$1,581,999	\$1,395,111	\$1,933,922
		LYTD Sales Amount	\$1,042,971	\$1,017,079	\$1,188,695	\$1,041,784	\$1,125,717	\$1,059,857	\$1,322,177
		Sales Amt. VAR %	31%	31%	15%	31%	41%	32%	46%
		Sales Amount Trend	▲	▲	▲	▲	▲	▲	▲

Customer Management

Stratum CRM-A supports efforts to improve customer service levels by supplying you with the information you need to make informed decisions that put the customer first. Plus, you'll understand the impact that order fulfillment, returns and call centre activity have on sales performance and have the insight needed to help you improve performance in these areas.

- Identify customer and product return patterns over time to uncover potential problem areas and measure the impact of returns on revenue. Explore product quality issues with the Manufacturing Performance Management module.
- Compare order fill rates and order line fill rates this year versus last to determine if company goals are being met and what is causing any variances to plan.
- Improve customer service by analysing what products are causing backorders and the duration of backorders, so that problems can be remedied and customer expectations met.
- Rank and measure the severity and type of customer complaints, as well as how effectively customer service representatives are responding to these complaints, to increase customer service levels.
- Review year-to-date sales revenue and problems reported by customers to identify any correlation and understand how customer service issues are impacting profits.



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MPM Production Operations
MPM Manufacturing Performance
MPM Variance Reporting
My Views
SRMA Buyer Performance
SRMA Vendor Payment History
SRMA Purchasing Performance
SRMA Supplier Performance
SRMA Pricing Analysis
SRMA AP Aging
SRM S&OP's Sales Input

View Name: YTD Returns
View Filter >>

Account Type	Acct Typ Desc	Customer Parent	Parent Desc 1	Product Category	PCat Short Description	Sales Amount	Return
90	National	5000	Wilder Foods	200	Fresh Vegetables	\$3,778,710	
				201	Canned Fruit	\$73,979,687	-\$
				202	Pork	\$1,603,153	
				203	Beef	\$1,290,012	
				204	Fresh Fruit	\$2,576,269	-\$
				207	Frozen Fruit Products	\$927,090	
				208	Frozen Prepared Dinners	\$2,805,983	
				5000 Total		\$86,960,904	-\$

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View Name: Customer Fulfillment Performance Details
View Filter >>

Year Months	Months	Performance to Cust Request Date	Fill Rate Performance	Units Ordered	Total Shipped	On Time Shipped	Early Shipped	Late Shipped	Performance to Cust Request Date	Fill Rate Performance	Units Ordered
2006	January	90%	94%	2,731	2,570	2,457	25	88	87%	94%	
	February	88%	94%	2,453	2,307	2,162	31	114	91%	94%	
	March	90%	94%	4,130	3,892	3,702	49	140	89%	95%	
	April	90%	95%	3,904	3,705	3,523	48	134	87%	92%	
	May	91%	95%	4,534	4,304	4,136	44	124	90%	95%	
	June	90%	94%	3,534	3,336	3,176	41	119	87%	93%	
	July	86%	92%	2,847	2,606	2,457	43	106	88%	94%	
	August	89%	94%	5,250	4,921	4,666	75	180	92%	95%	
	September	89%	94%	5,661	5,350	5,056	71	223	89%	93%	
	October	85%	93%	3,635	3,393	3,100	74	220	89%	96%	
	November	89%	96%	3,492	3,347	3,112	50	186	90%	95%	
	December	92%	95%	5,142	4,887	4,729	35	124	91%	95%	
	2006 Total	89%	94%	47,312	44,617	42,275	586	1,756	89%	94%	51
2007	January	88%	93%	3,597	3,361	3,164	46	151	88%	94%	

The Multiple Planning, Analysis & Reporting Options of Stratum

Leverage Pre-Defined Analysis & Reporting

Stratum lets you gain an immediate return on investment by providing hundreds of pre-built business views and reports that are easily configured to your business. Plus, it's ready to accommodate you with a modular approach that lets you extend its analyses and reports across the enterprise as you need them.

Powerful Planning Applications

Stratum reaches beyond the capabilities of other analysis and reporting solutions by letting you to model out and predict sales forecasts, pricing, inventory replenishment and more, using a collaborate budgeting and forecasting function.

Inquiry

You can leverage Stratum's powerful inquiry capabilities to drill down into a specific area to pinpoint the answers you need. Plus, you can view the data in graphical format, making the process of analysing the performance of your business faster and easier.

Quick KPIs

Stratum includes more than 500 pre-defined sets of Key Performance Indicator (KPI) measurements. These KPIs give executives and managers the ability to quickly identify your company's strengths and weaknesses and provide a starting point for performance improvement by showing whether or not your business is in line with its strategic objectives.

Alerts

With built-in alerts, you gain crucial monitoring, proactive notification and automation capabilities that help your company

adapt to changing conditions and avoid alarming scenarios pertaining to payables, receivables, budgets, sales, and inventory. Pre-set any number of business rules and let Stratum protect you from failing to respond to deviations from acceptable levels by automatically sending alerts to those people who can take immediate action.

Dashboards

Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators and expenses by category, to name just a few. We've also made it easy for you to include Stratum dashboards on portal pages.

Flexible Information Delivery

The options you have for delivering Stratum analyses and reports to the corporate office, plant floor, remote sales reps, customers and supply chain partners are virtually endless. You'll find that it's an ideal solution for power users who require the ability to plan, forecast and drill deeply into your organisation's performance data ... and that it's perfect, too, for more casual users who simply require browser-based access to their performance metrics!

Flexible Reporting

When you wish to send static reports of your operational analyses to internal users, customers or suppliers, Stratum lets you automate the entire process of creating, generating and distributing great-looking reports. The reports can be saved in numerous formats like Adobe PDF and Microsoft Excel. Plus, they can be systematically scheduled for regular distribution by email to any user you desire, whether internal or external to your business.

Robust Data Repository

Stratum protects your current technology investment by integrating with and leveraging the data you already have in your ERP, CRM and other business systems. Our enterprise connectors allow you to easily extract, transfer and load your data into an enterprise data repository that ultimately becomes the “single version of the truth” for your entire business.