



Sales Performance Management (SPM)

Sales Planning

SPM provides an extremely effective means for collaboratively managing plans and budgets to ensure that everyone has the right data - in the right place - at the right time. Sales Planning can leverage any historical data that you may have, providing you a basis from which to create realistic, accurate budgets. Ultimately, you can compare your plans to actual sales and analyze overall sales performance.

Demand Forecasting and Planning

As an add-on to SPM, the Forecast Optimizer (FO) gives you the ability to accurately and statistically predict sales demand for any level or combinations of levels within your organization. For example, you have the ability to generate forecasts, using statistical models, at ship-to / SKU or customer account / product line and use top-down, bottom-up or middle-out planning to disseminate that forecast to all the other levels within your organization. Any historical sales, shipment, or point-of-sale data already found in Stratum can be leveraged as input to your forecast, too.

Sales & Operations Planning Performance

Stratum SPM additionally analyzes the Sales & Operations Planning process by pulling together sales plans, demand forecasts, open orders, shipments, production plans and inventory into a repository that can be accessed cross functionally. This enables enterprise managers to evaluate performance to plan and gain a realistic view into the future.

Sales & Profitability Performance

SPM provides the analytics you need to gain a solid understanding of your customers and products. You can analyze sales by any customer, product, geography and organizational perspective to isolate trends and relationships. As a result, your salespeople will be armed with the customer information they need to sell more, and sell smarter. And your Customer Service organization will benefit from greater insight into customer preferences.

Sales Performance Management Analytics

The Stratum Sales Performance Management module provides over 150 pre-defined analytics and reporting templates. Some of the standard existing views and templates included in this application are:

Revenue Contribution	Top/Bottom Products	Performance to Forecast
Forecast Adjustments	Discounting Impact	Open Order Sales Potential
Sales Rep Performance	Sales Growth over history	Gross Margin by Product
Returns by Product	Channel performance	Performance to Budget
Profitability Growth/Decline	Average selling price trending	Gross margin by customer

Further information visit our web site: <http://www.masai.com.au/products/>

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