

Profitbase Sales Analytics provides up-to-date actionable sales metrics that promote accountability in the sales force and enables sales management to proactively address market, competitive, margin and customer issues to achieve sales goals.

Business Insight into Sales Performance

Profitbase Sales Analytics is designed to easily extract and consolidate multi-currency sales transactions from one or more General Ledgers and deliver accurate and up to date sales metrics so that performance is easily monitored against plan and problems are quickly identified, analyzed and acted upon. Sales Analytics empowers sales management with the ability to filter information, drill to detail and analyze sales data based on sales reps, regions, products and time periods.

Monitor and Respond Quickly

Sales management who must manage with stale data or the wrong data are virtually powerless to identify trends and manage to achieve goals. Up-to-date sales metrics with the ability to drill to detail empowers sales management to identify and respond to issues such as eroding margins or declining sales.

Monitor and Improve Margins

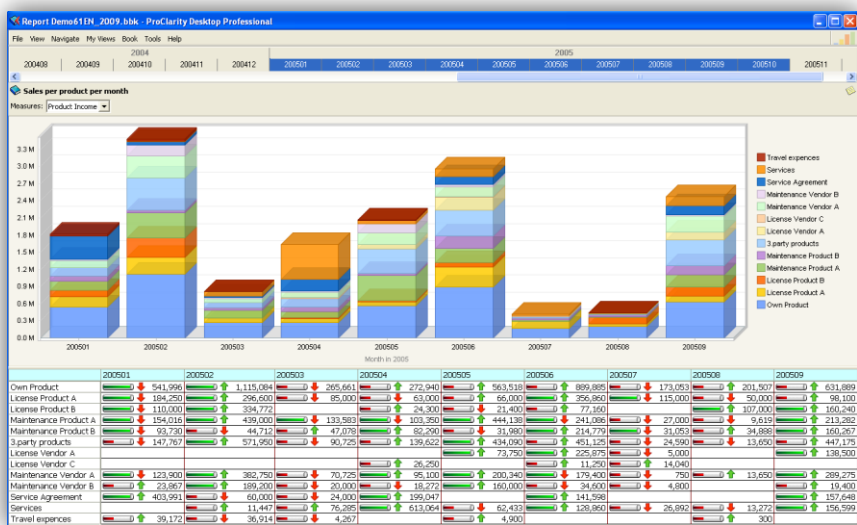
Negotiating deep discounts to get the order can have a detrimental effect on overall margins and the bottom line. Sales Analytics provide sales management with the ability to monitor margin and discounting trends and to take action when appropriate.

Understand and Compare Performance

Sales and product management are able to compare current performance of regions, sales reps, and product lines against prior year, quarter, and month performance or against other divisions, products, stores or any other criteria that makes sense for the business. Understanding how and why sales performance is changing is critical when making decisions on product mix, pricing strategies, discounting policies, promotions and production.

Benefits

- Daily updates enabling fast response
- Identify strong and weak sales performers
- Monitor and control margins
- Identify low margin products
- Optimize product mix
- Motivate your sales staff
- Compare performance of products, regions , sales reps, this year versus last year



Example Product Sales Report

Profitbase Sales Analytics includes a comprehensive set of dimensions, measures and key performance indicators (KPIs) that are ready to use. New dimensions, measure and KPIs can be added or existing ones modified to meet unique requirements. Dimensions are the contextual information workers use to filter and analyze information. Sales Analytics provides the following dimensions, KPIs and measures:

Dimensions

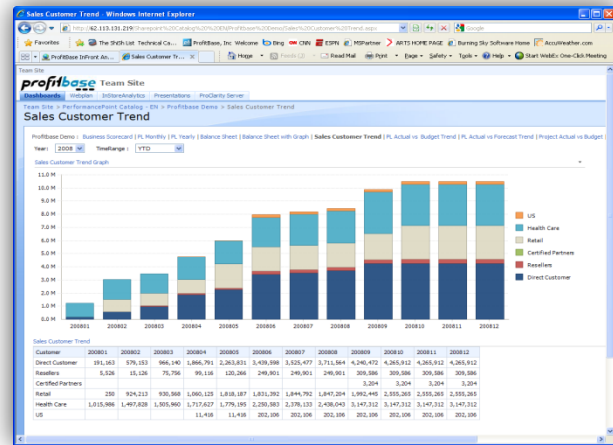
- Legal Entity
- Customer
- Dataset
 - o Actual
 - o Last Year
- Department
- Company
- Market
- Product
- Project
- Sales Order
- Sales Person
- Time Range
 - o This Period
 - o Balance
 - o YTD
 - o Last 12 Months
- Units of Measure

KPI / Measures

- Sales
- Sales EC (Exchange Currency)
- COGS
- Gross Sales
- Product Quantity
- Discount
- Gross Profit
- Sales Margin
- Gross Margin
- Gross Margin %

	This Period		YTD	
	Product Income	Product Margin	Product Income	Product Margin
Own Product	631,889	100	4,655,531	100
License Product A	98,100	100	1,314,810	100
License Product B	160,240	100	834,872	100
Maintenance Product A	213,282	100	1,765,072	100
Maintenance Product B	160,267	100	740,777	100
3-party products	447,175	54	2,320,694	57
License Vendor A	139,500	39	443,125	35
License Vendor C			51,540	52
Maintenance Vendor A	289,275	60	1,355,890	57
Maintenance Vendor B	19,400	73	470,139	80
Service Agreement	157,648	100	986,284	100
Services	156,599	100	1,088,851	100
Travel expenses			85,553	100

Example Sales KPI Report



Example Sales by Region Report