



RPMG Telemetry

*Enterprise revenue performance forecasting
planning, budgeting and analysis*



Highlights

- Reduces revenue planning cycles by as much as 75% and reporting from days to minutes
 - Owned and managed by Finance and lines of business
 - Provides exceptionally fast performance for large, sophisticated revenue models and data sets
 - Features personalized forecasting, planning and analysis – within a managed planning process
 - Aligns marketing, sales, financial and operational targets in one connected, dynamic solution
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In today's challenging sales world, the answers to four rudimentary performance questions are more important than ever:

- How are we doing?
- Are we going to make target?
- Why are we on or off track?
- What should we do to address performance gaps quickly?

To answer these questions and to anticipate the best course of action for better revenue outcomes, your company needs to plan, forecast and budget effectively. You must also get the right information to the right people in the form they need it - and be able to make changes quickly. Such a coordinated approach requires a highly flexible enterprise planning solution that aligns marketing, sales and other financial and operational targets in one connected, dynamic solution.

RPMG Telemetry® provides a complete planning, budgeting and analysis environment for critical marketing and sales performance management programs and activities. Telemetry supports a full range of business requirements: from high-performance, marketing, sales and financial analytics and flexible modeling to enterprise contribution for a broad range of users—from sales, marketing, finance, product and service management to human resources and operations.

Telemetry addresses all of these interrelated needs with:

- On-demand analysis
- Data and user scalability
- Data integrity
- A multi-dimensional database and data tools
- Automated workflow
- A choice of interfaces: Microsoft® Excel®, web and a contribution interface for managed participation

Your marketing, sales and financial executives, planners, controllers and line of business managers can change input values and recalculate them in on demand. With a consolidated view of plans and forecasts, they can reset details to attack shortfalls and other problems immediately, rather than wait hours or days to make changes.

RPMG

RPMG Telemetry: Marketing and Sales Intelligence Unleashed. Smarter Decisions. Better Results.

Telemetry delivers a revolutionary user experience bringing high-performance business intelligence (BI) to revenue performance - with planning, scenario modeling, real-time monitoring and predictive analytics. With the ability to interact, search and assemble all perspectives of your marketing and sales operations, Telemetry provides a limitless BI workspace to support how people think and work.

Telemetry enables organizations to outperform by providing:

Analytics that everyone can use in a BI workspace that sharpens individual skills to answer key marketing, sales and related business questions

Collective intelligence with built-in collaboration and social networking to connect people and insights to gain alignment

Actionable insight everywhere in mobile, real-time and business processes to instantly respond at the point of impact

Built on a proven technology platform, Telemetry is designed to upgrade seamlessly and to cost-effectively scale for the broadest of deployments. Telemetry provides you and your organization the freedom to see more, do more—and make the smart decisions that drive optimum revenue performance and output

Features and benefits of RPMG Telemetry

Analyze

With the deep analytics capabilities of Telemetry, you can validate your planning assumptions and meet the dynamic needs of your organization with a fact-based approach to the planning and forecasting processes. You can create any number of personalized scenarios - in Excel, the Web or the Contributor interface - and send them out to individuals or teams for their responses. With one more key stroke, you “commit” your preferred scenario to the marketing or sales plans.

Thanks to the high-performance OLAP engine at the core of Telemetry, you can analyze rapidly-changing marketing and sales data for millions of items including leads, opportunities and closed sales. For example, you can:

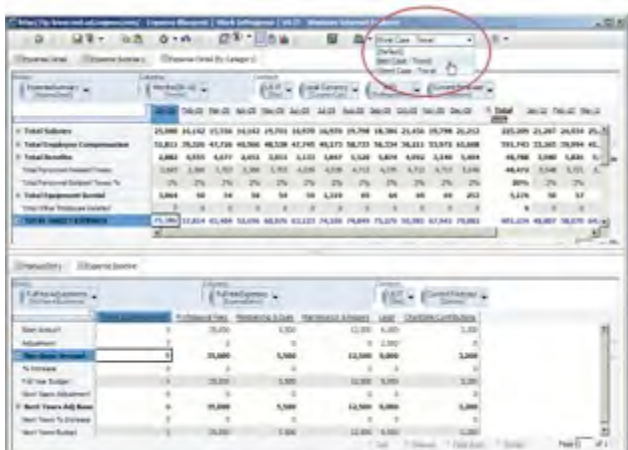
- Review your sales pipelines daily, or even hourly, by location, product, campaign or representative.
- Analyze day-by-day or minute-by-minute progress of leads and opportunities through the pipeline.
- Track trends in operational marketing and sales performance over days, weeks or months

The OLAP 64-bit technology of Telemetry meets even the most complex, multi-dimensional analytics needs of large-scale operations, so you can query data whenever you need to - no matter how vast the data sets may be. In addition, you can view instant updates from streamed data and drill through to your CRM, marketing automation or other operational systems systems for added context and thus greater accuracy in decision making.

Advanced personalization with managed workflow

Telemetry blends advanced personalized analysis, adapted to each contributor’s particular plans, with the workflow activities of planning. While you’re planning, you’re not just viewing plans, but you’re dynamically building your own alternatives, updating them for actual results, sharing them with your team and using the best scenarios to make informed decisions. Available in all Telemetry interfaces and dashboards, advanced personalization provides:

- Personalization for hierarchies and dimensions
- Personalized scenarios with extremely fast *what-if* response times
- Planning without IT intervention but consistent with IT’s data governance



For improved simulation in planning and forecasting, users can work privately to build any number of personal scenarios such as multiple product sales budgets (best and worst case) for comparison. At any point they can share preferred scenarios with teams for review and rework as necessary.

Model

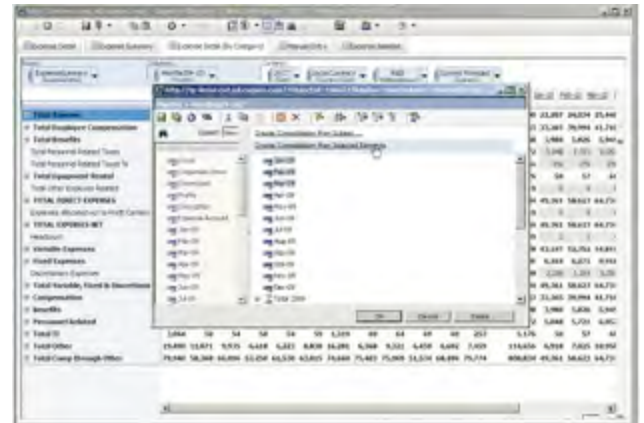
Telemetry adapts to your revenue planning and forecasting processes and rapidly incorporates best practices such as driver-based planning and rolling forecasts. Owned by your finance organization and the lines of business, Telemetry provides the self-sufficiency that enables financial and business analysts to build and apply business models and rules to marketing and selling - and define security to ensure data accuracy and integrity.

Telemetry provides a single high-performance revenue modeling environment, where every component is integrated. All business rules, data and metadata are shared among all applications so your teams work with only one set of rules and data for linked models. With the addition of Telemetry Viewpoint, you can add centralized dimension management, which enables users to capture, maintain, govern and share multiple hierarchies, structures and definitions they can use for marketing and sales planning and forecasting.

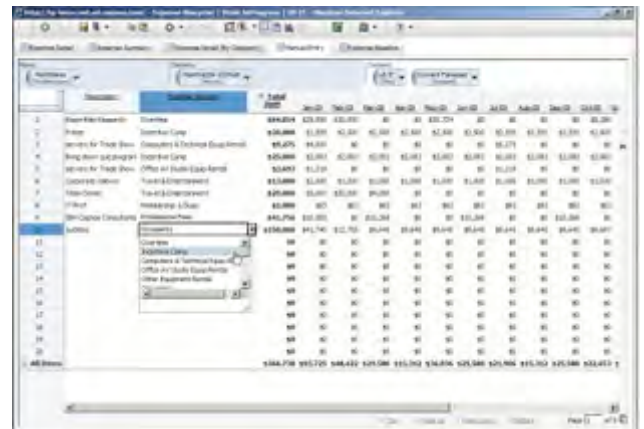
To help you rapidly access valuable information locked away – or hidden, in CRM, marketing automation, ERP and other back-office applications, Telemetry provides shared data connectors to streamline the loading of disparate data into your models. Users can also create their own processes to automate data importation, metadata management and other tasks.

Contribute

Telemetry is readily adaptable for high levels of participation. You deploy your planning activities in Microsoft Excel or a managed application in the contribution interface. These “experiences” enable advanced, on-demand analysis but require minimal training, no programming skills and little if any IT assistance.



Another type of user personalization includes custom consolidations, the consolidation of selected elements in the TM1 contribution interface. Users can create these groupings on-the-fly, without relying on IT to make modifications.



Static, dynamic or conditional pick lists improve the flexibility of what-if scenarios.



Charting and the ability to change entries in the charts dynamically enable informed decisions.

Enterprise Excel-based interface

Telemetry features an enterprise-ready, Excel-based interface providing all the capabilities of enterprise planning and analysis with the familiar Excel interface and personal scenarios, so you can engage hundreds of sales, marketing, line of business and finance managers in the revenue planning process. Users can configure their own planning and analysis solutions using guided applications, test assumptions and generate reports quickly and easily.

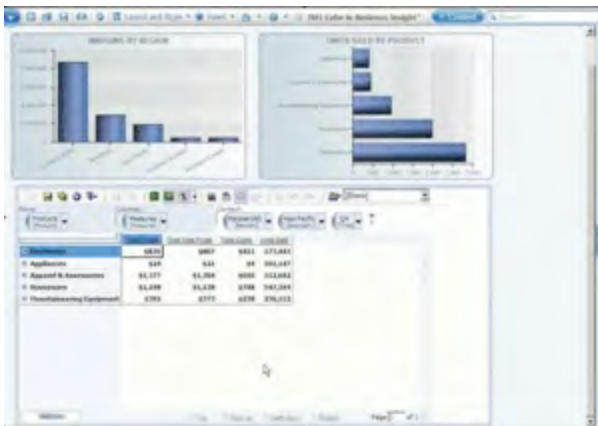
Managed contribution with Telemetry

With managed contribution, you can collect input from systems and staff from all divisions and locations consistently and automatically - and in a form that can be audited. The managed contribution component of Telemetry has an easy-to-use interface that can handle high numbers of participants and analytic processing. You can quickly assemble and deploy

planning solutions for your enterprise while receiving an up-to-the-minute status of every participant in the planning process. The result? You can quickly surmise the maturity of the cycle and eliminate delays in adapting plans and forecasts.

This contribution interface supplies an intuitive and structured planning environment, where managed workflow is blended with analysis. Users not only contribute their own data into planning and review templates, but they can also create their own personalized hierarchies and dimensions. They can roll up data to suit their own business needs, such as adding a new product, distributor or rep, modifying a product mix or removing a territory. Because they can create and test a variety of scenarios and write ad hoc changes back to data sources, your teams can realize immediate business impact with timely revisions to plans and forecasts. In addition, performing on-the-fly scenarios such as these do not necessitate a strain on precious IT resources.

For more finely-grained simulation, your planners can use advanced filtering features, such as hierarchy leveling, attribute values, element names (with aliases) and spelling patterns. As part of the flow of their planning and analysis activities, they can drill, sort, link and even chart data. Sophisticated features such as pick lists, undo/redo, multi-pane docking and color-coded data changes sharpen driver-based plans and forecasts.



With the administrator component, administrators can manage the deployment of planning solutions in a few simple steps because the Telemetry centralized revenue planning and analysis server is a natural extension of its modeling environment. After pre-built models have been refined with your customized dimensions and rules, you assemble the views for users, set the approval hierarchy and rights for users and groups and make the planning application available to users with the client of choice.

RPMG Telemetry features

Enhance your revenue planning, forecasting and analytics and related reporting processes with:

- **Performance.** Patented, 64-bit, in-memory OLAP for enterprise scalability and on-demand scenario modeling facilitates enterprise-wide planning, forecasting and analysis.
- **Security.** Role-based security supports multiple users and user types. Advanced predefined selection options ensure that users see only those portions of the plan that they need to.
- **Contribution interface.** This client interface blends high-performance, personalized analytics with structured workflow for rapid user adoption and greater speed and accuracy in planning and forecasting.
- **Personalization.** Personalized home pages, workflow and context-driven reports enhance your planning processes and require no IT intervention.
- **Excel formatting on the Web.** All planners and stakeholders can read, write, perform “what-if” analysis and report with Excel sheets right on the Web.
- **Administrative tools.** Administration is easy with utilities for managing server performance and role-based access.
- **Global support.** Full Unicode support accommodates expanded string lengths beyond 255 characters..
- **Link to external applications.** You can link to enterprise reporting, scorecarding and other desktop applications so users can work with familiar interfaces.
- **Connectors.** You can extend your CRM, Marketing Automation and financial application investments with the built-in data orchestration tool. This tool easily connects to data warehouses, Excel worksheets and to any ODBC-compliant databases.

Expanding planning and insight

The revenue planning and forecasting process is also scalable with Telemetry. Companies can start with a single planning application and then expand it for use in the entire enterprise. Combining a broad range of user experiences with on-demand analysis translates into a clearer, more comprehensive and integrated view of your marketing and sales operations, time-frame appropriate plans, high-participation and large data sets - all for increased accuracy in resource allocation and revenue forecasting.

Conclusion

Telemetry's design enables you to link your entire company revenue strategy with your marketing and sales planning, analysis and forecasting as well as extend existing CRM, marketing and other systems. The result is a consistent scorecarding, reporting and analysis environment - the complete revenue picture across all of your marketing and sales operations from goal setting and planning, to measuring progress, reporting and decision making. Without compromising high standards in IT for conformance, compliance and cost effective scalability, you can drive best-practice planning, performance management process excellence across marketing and sales and, by doing so, revenue optimization.

About Revenue Performance Management Group

Since 2005 RPMG has helped more than 130 organisations on four continents improve their year-on-year revenue growth by an average of 24% by using business process and data analytics to turn their suboptimal marketing and sales operations into high-performance revenue producing machines.

For more information

For further information or to reach a consultant:
www.rpmgi.com

Request a call

To request a call or to ask a question, go to www.rpmgi.com/contact_us. A consultant from RPMG or one of our accredited partners will get back in touch with you promptly.



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October 2016
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