



# RPMG Revenue Planning Analytics

*Self-service revenue planning and analytics on cloud for greater speed, agility and foresight*



## Highlights

- Automates manual, spreadsheet-based planning, budgeting, forecasting, reporting and analysis
- Uncovers predictive insights automatically from CRM, marketing and other data
- Links operational tactics to sales, marketing and financial plans, synthesizes information, infers trends and delivers insights
- Enables dimensional analysis and calculations for in-depth sales, margin, profitability and scenario analytics
- Retains the familiar Microsoft Excel interface where needed to accelerate adoption
- Facilitates rapid on-cloud deployment across the organization

## Overview

Volatility, uncertainty and risk around revenue creation have been increasing for years — and they're not going away any time soon. In response, leading CFO's and finance organisations are seeking analytics solutions to help them help their sales and marketing operations drive greater efficiency, deliver stronger foresight and steer revenue performance more effectively.

But most Finance teams still spend an inordinate amount of time in manual, spreadsheet-based processes - collecting, consolidating and trying to validate marketing and sales data. Because of that, these finance professionals are often unable to deliver plans, budgets, forecasts, reports and value-added analysis in a timely fashion – and sometimes at all. So, they are seeking more flexible, agile solutions that can provide fast, reliable results with deeper insight and greater foresight.

Finance teams often believe they have to compromise between the ease of use and fast deployment of a cloud solution and the flexible, powerful analytics capabilities traditionally reserved to on-premises solutions. But no more. Now they don't have to compromise. Now they can have it all with RPMG's Telemetry Revenue Planning Analytics solution.

## Speed, agility and foresight in a cloud-based performance management solution

Telemetry Planning Analytics is a fast, easy, flexible and complete planning and analytics cloud solution. It helps Marketing, Sales and Finance organizations drive greater process efficiency and deliver the foresight they need to steer business performance. The solution not only automates manual tasks, but takes you beyond automation by providing self-service analytics that can help you uncover new insights directly from your revenue-related data. It speeds decision making and improves decision quality.

# RPMG

Telemetry Revenue Planning Analytics gives you:

- **Speed** — You can start instantly and grow your deployment quickly wherever needed. Automate plans, analyses and reports to drive efficiency.
- **Agility** — Adapt plans and analyses to changing market and business conditions. Align sales and marketing plans with corporate objectives, linked to operational tactics and market events.
- **Foresight** — Make analytics available to everyone — so they can explore and visualize both internal and external data, and anticipate the future.

With a dynamic planning and analytics workspace that lets you link marketing, sales and financial plans with operational tactics, Telemetry Revenue Analytics helps you synthesize information, infer trends and deliver insights to improve decision quality. The solution is designed to allow individuals, groups and enterprise leaders to break free of the constraints of previous generations of siloed marketing and sales planning and linear analytic tools and become more agile and prepared for the inevitable volatility, uncertainty and risk that they face every day.

### Interactive planning and analytics workspace

Telemetry Revenue Planning Analytics offers a customizable workspace that can be deployed to all cost center owners and business managers. It provides a single, consistent view into KPIs and enables users to evaluate plans, identify gaps and diagnose root causes. Users can test business assumptions and scenarios and immediately see the future revenue, margin and profit impacts of alternative courses of action.

Intelligent queries allow quick analysis and report creation based on common business terms. And powerful multi-dimensional expression-based (MDX) queries allow data analysis for any combination of hierarchies and dimensions. Power users can quickly build sophisticated queries to deliver stronger insight, such as through asymmetrical nested reports. But users don't need to be experts in order to deploy multi-dimensional analyses and reports to all the right people faster than ever before.

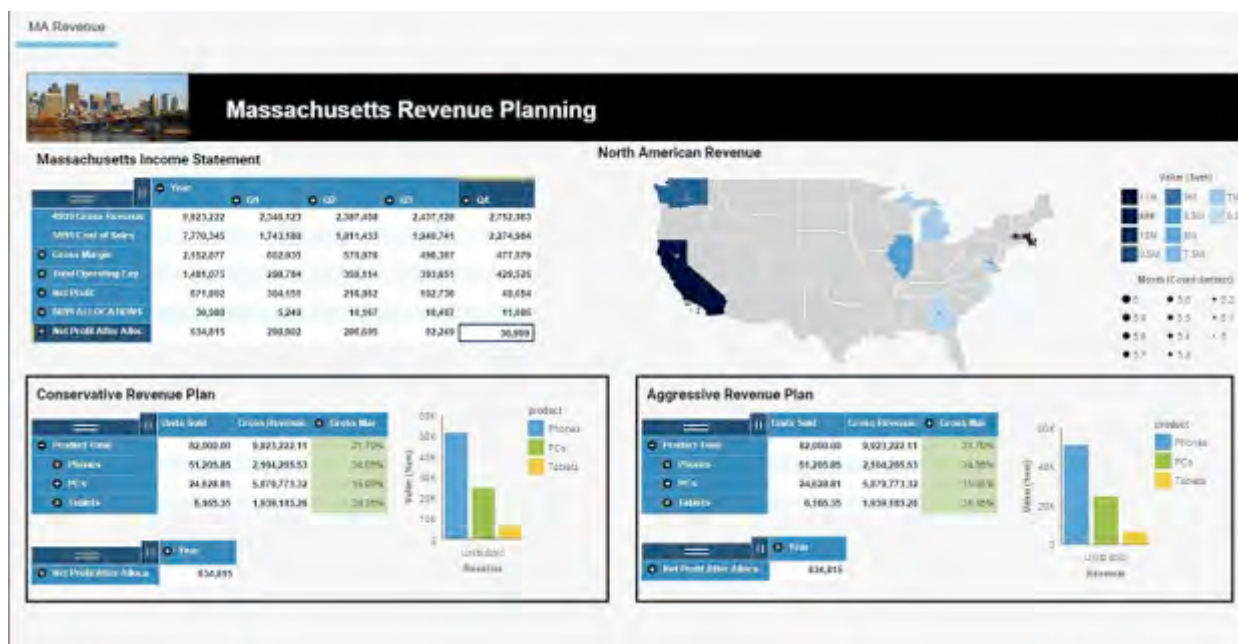


Figure 1: Telemetry Revenue Planning Analytics provides an interactive, customizable workspace.

### Multi-dimensional analysis

Built on the powerful IBM Cognos® TM1 online analytical processing (OLAP) engine, Telemetry Revenue Planning Analytics enables multi-dimensional analysis of large, historical and future-oriented data sets. It integrates multiple data sources and enables comparative analysis of information from all relevant systems. Users can perform complex dimensional calculations and analysis of, for example, marketing campaign effectiveness, revenue, margin and profitability by product, customer, period, region or rep, lead conversion or marketing ROI.

Telemetry Revenue Planning Analytics simplifies the maintenance and administration of planning models and scenario-based hierarchies. In addition, its distributed administration enables all geographies and departments to participate in an integrated, well-managed process. The result is a more reliable, forward-looking view of marketing and sales structures such as product families and sales territories. It also helps define targets for planning and forecasting as well as for profit and growth initiatives.

### Advanced self-service modeling

Self-service modeling capabilities in Telemetry Revenue Planning Analytics enable everyday financial and business analysts to create and maintain sophisticated marketing and sales plans and forecasts with little to no IT support. Owned by Finance and built on mature, multi-dimensional technology, Telemetry enables dimensional analysis and calculations for even the most demanding pipeline conversion, profitability and scenario models.

Analysts can build models integrating virtually any revenue and margin drivers into plans, budgets and forecasts. Models can reflect company structures, sales processes, business rules and relationships, and then be revised as structures, rules and relationships change. Users can define and link operational marketing and sales drivers with financial outcomes throughout the organization's entire planning process. The solution provides visibility into leading indicators of revenue performance and shows the likely impact of different strategic and operational revenue drivers on plans and forecasts, increasing the lead time available to assess alternatives.

Telemetry also helps you eliminate the errors common to manual, spreadsheet-based processes and reduce planning cycles. The result is that marketing, sales, financial and business analysts can spend more time on value-added analysis, and less time maintaining spreadsheets.

### Data discovery and predictive power

Telemetry helps you discover new revenue insights automatically, directly from your data.

Guided data exploration and natural language queries based on common business terms enable you to work with your data easily and perform fast, thorough marketing and sales analysis. Automated visualizations with clear and compelling graphics then help you share the results with decision makers. The statistical analysis and prescriptive capabilities of Telemetry help you see what's likely to happen next and what you can do about it.

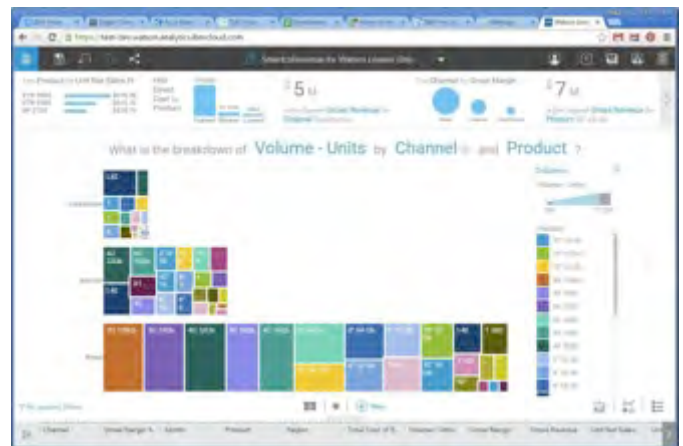


Figure 2: With guided data exploration, prescriptive analytics and automated visualizations, Telemetry helps you formulate and evaluate plans

### Scorecards and dashboards

Telemetry supports a full range of reporting capabilities including scorecarding and dashboarding. You can develop and deploy role-based dashboards and scorecards linked to plans, budgets and forecasts and share them across the enterprise.

Scorecards and dashboards help business users measure and monitor performance in the context of their specific roles and functions, which in turn helps drive strategy management and execution by aligning initiatives, resources and actions with corporate objectives.

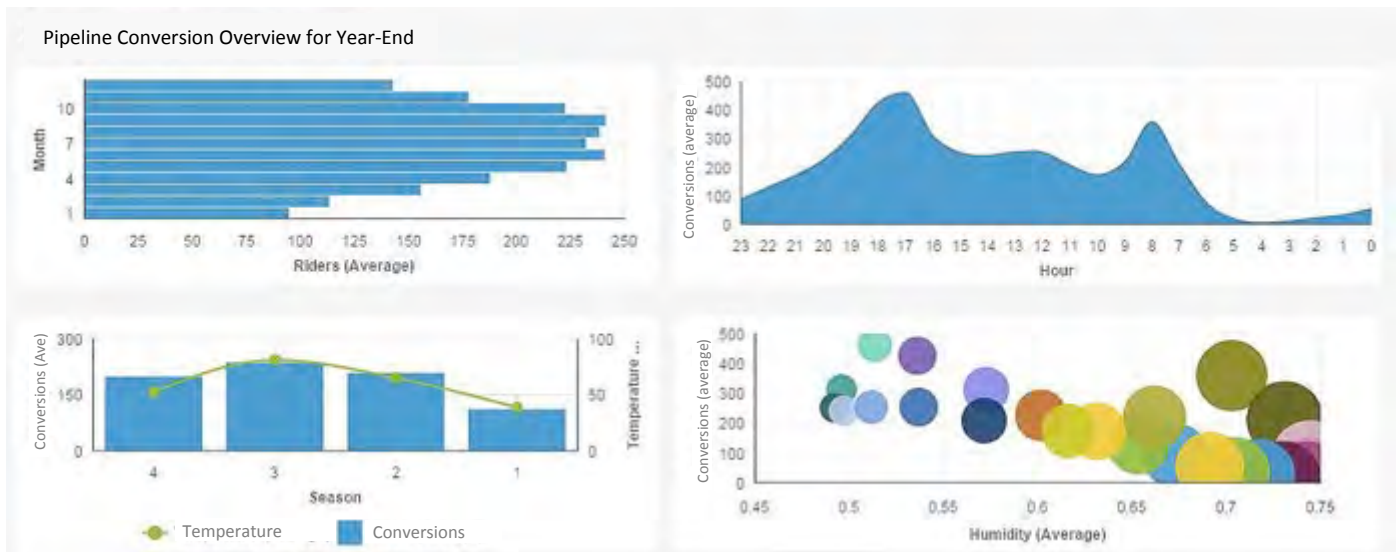


Figure 3: Scorecards and dashboards offer fast, intuitive insight into progress toward organizational objectives.



**Access to familiar Microsoft Excel interface**

Spreadsheets are among the most popular software tools available, despite their limitations. That’s why Telemetry enables users to embrace – and enhance, rather than replace their Microsoft Excel spreadsheets.

Telemetry retains full Excel functionality and formatting, including Excel capabilities such as graphing and built-in functions. Analysts and users can continue working in the Excel interface where needed while enjoying all the capabilities of a modern revenue planning and analytics solution. Users can explore and analyze data sourced from multi-dimensional planning and analytics models within the familiar spreadsheet format, while the organization can extend analysis capabilities to more users to support faster, better informed decisions.

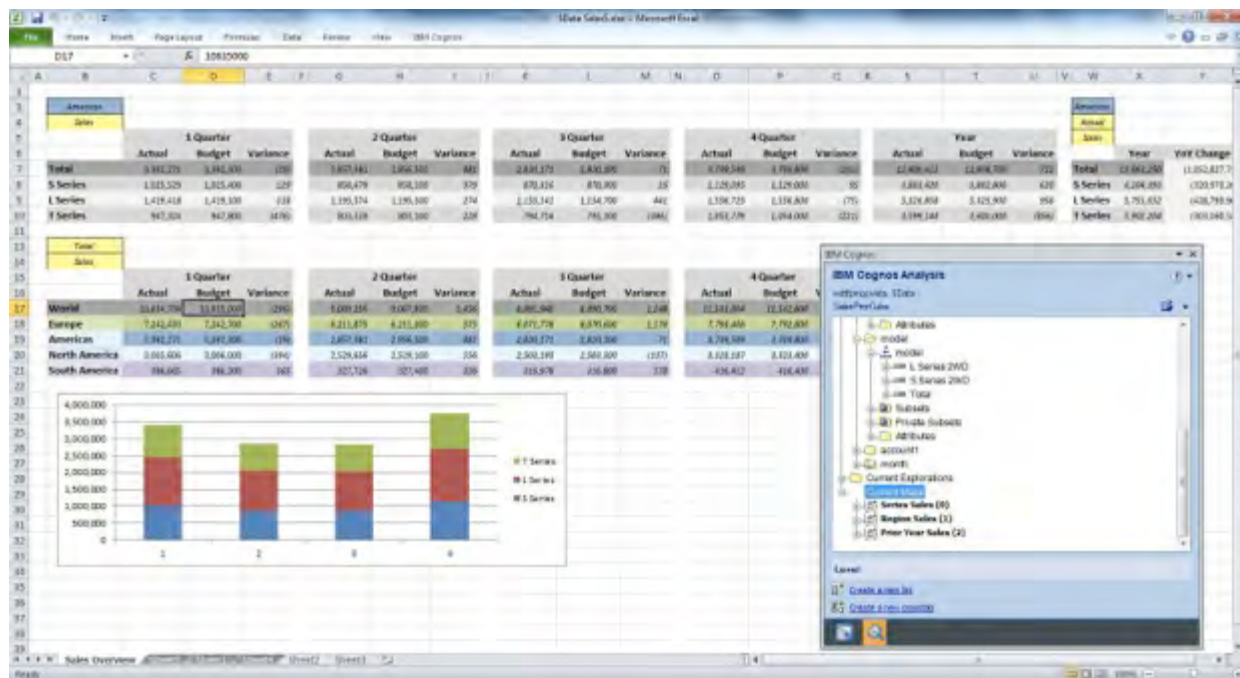


Figure 4: Telemetry allows users to retain the familiar Excel interface.

**Revenue accelerators—RPMG Telemetry Revenue Performance Blueprints**

Telemetry enables organizations to accelerate their implementations and drive faster return on investment (ROI) by leveraging the extensive solution catalog of RPMG Revenue Performance Blueprints.

The Performance Blueprints are pre-configured data,

process and tactical marketing and sales models that encapsulate the collective best-practice knowledge in revenue execution, planning and performance improvement of RPMG’s consultants and clients around the world. Blueprint models address a number of essential functional areas as well as the unique needs of specific industries. Blueprints help organizations jump-start their revenue optimisation projects, implementations and to streamline project schedules.



**Integrated Revenue Planning & Forecasting**

An integrated, overall marketing and sales plan helps companies establish guidelines for developing departmental level operational and financial plans. A long-range strategic.....



**Channel / Customer / Product Sales and Profitability Analytics**

Test drive our forward-looking sales, margin and profitability modeling Blueprints. Start your free 10-day trial.....



**Risk Adjusted Revenue Planning**

More than ever before, effective Planning and forecasting needs to take uncertainty and risk into account. Indeed according to our 2014 Revenue Performance Index.....

Figure 5: RPMG Revenue Performance Blueprints accelerate time to results by encapsulating pre-modelled best-practice revenue performance planning and execution in a variety of functional and industry-specific processes.

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### RPMG Revenue Planning Analytics benefits

- Aligns marketing, sales and financial plans with corporate objectives linked to operational tactics and market events
  - Enables finance and business users to create timely, reliable plans, budgets and forecasts
  - Discovers insights automatically from the data, and drives fast, forward-looking decision-making with predictive capabilities of RPMG Telemetry
  - Creates effective visualizations automatically
  - Provides customizable planning and analytics workspace with full Microsoft Excel functionality.
  - Incorporates scorecards and dashboards to monitor key performance indicators (KPIs) and communicate operational and tactical results
  - Supports natural language searching and multi-dimensional expressions-based (MDX) queries for fast, powerful analysis.
  - Delivers self-service analytics and process administration
  - Enables all geographies and departments to participate in a collaborative planning process owned by Finance
  - Enables rapid ROI with solution accelerators in the form of RPMG Revenue Performance Blueprints
  - Facilitates flexible, secure cloud deployment.
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### Conclusion

In an selling environment of heightened volatility, uncertainty and risk, RPMG Revenue Planning Analytics provides the speed, agility and foresight your organization needs to compete successfully. Starting from a dynamic planning and analytics workspace, this cloud-based planning and analytics solution enables Marketing, Sales and Finance users alike to synthesize information about revenue drivers and performance, infer trends and deliver insights. It supports your essential planning, budgeting and forecasting processes, but goes beyond basic automation to improve decision making throughout the enterprise. RPMG Revenue Planning Analytics takes you further to help your organization become more agile and prepared for whatever the future brings.

### About RPMG Analytics

RPMG Analytics software delivers data-driven revenue insights that help organizations market and sell smarter and out-perform their peers. This comprehensive portfolio includes solutions for marketing, sales, finance, predictive and prescriptive analytics and decision management, performance management, and revenue risk management.

RPMG Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on sales and margin performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work collaboratively to meet revenue targets. By making revenue performance analytics widely available, organizations can align tactical and strategic decision-making to achieve marketing and sales goals. For further information please visit [www.rpmgi.com](http://www.rpmgi.com)

### Request a call

To request a call or to ask a question, go to [www.rpmgi.com/analytics/contactus](http://www.rpmgi.com/analytics/contactus). An RPMG representative will respond to your inquiry promptly.



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Produced in Australia in October 2016

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