

# RPMG

## Measurable, Predictable, Sustainable Revenue Growth!

One of the biggest challenges haunting companies today is ‘sub-optimal or poor revenue’ delivery. Getting people to think about revenue creation as a process and adopting a ‘measurement and analysis’ philosophy to revenue operations remains a cumbersome task. More importantly, businesses need to understand that solutions to these problems can’t be the same in every situation. In most cases, when something goes wrong nobody knows what to fix, and when things go right, they don’t know what to do to make it happen more often. Australia-based RPMG addresses this challenge by applying proprietary algorithms to marketing and sales data from a multitude of sources to help its clients understand how the pieces of their revenue production machinery fit and work together. “RPMG is doing for revenue production what Money Ball did for baseball. As Brad Pitt’s character Billy Beane says in the movie, we’re card counters at the blackjack table, and we’re going to turn the odds on the house,” says Craig McKell, Managing Partner at RPMG.

Revenue is perhaps the most important process in any company and believing that ‘revenue is the lifeblood of a company,’ RPMG offers a range of specialised revenue improvement solutions such as diagnostics, blueprints and data analytics. The revenue diagnostics help in getting a suitable solution to be deployed keeping in mind the needs of the clients. It provides the base line or foundation through which a company can measure their improvement. Blueprints, on the other hand, are

simply a logical next step from the diagnostics. RPMG’s revenue diagnostic identifies the changes required to drive the marginal gains, and then prepares a revenue blueprint for the same.

According to McKell, the revenue diagnostics are like visiting the doctor, while blueprints are the prescription received from the pharmacy or drug store or surgeon. With the motto, ‘fixing what needs fixing,’ RPMG’s solutions and processes enable companies to identify and make incremental and sometimes invisible changes to its clients’ marketing and sales functions, usually yielding dramatically disproportionate results.



Craig McKell  
 Managing Partner

The average year-on-year revenue performance of companies has witnessed 24 percent improvement after adopting RPMG’s solution

Since its genesis in 2005, RPMG has worked with 148 organizations of different sizes and industries. The average year-on-year revenue performance improvements across those companies have been 24 percent after adopting RPMG’s solution. Appreciating the solutions deployed by RPMG, Stuart McLean, CEO of Google Enterprise said, “RPMG’s

solutions completely changed our outlook on the way we engaged with our market and customers. The ability of RPMG to engage our team and get them switched onto ‘the buyers’ journey’ was fantastic.”

Recounting the company’s experience of over a decade in the industry, McKell believes that the challenges faced by the RPMG team are precisely the same as the ones Billy Beane encountered in Moneyball. “Even when you can prove what you say works, whenever you’re challenging hundreds of years of status quo, you’re threatening people. Persuading marketing and sales people that they needn’t be frightened of data, numbers and process has been our biggest challenge,” adds McKell.

RPMG’S value proposition lies in getting predictive and prescriptive about revenue analytics. The team at RPMG employs a multitude of sources to help its clients accurately forecast the future, identify holes in future revenues before they occur and aid them in taking the most insightful decisions to fix those loopholes in the revenue system. Continuing with their legacy to challenge the set ‘norm,’ RPMG’s future releases will incorporate machine learning into its accumulated consulting IP software. The aim is to transform RPMG’s system into an expert system that not only diagnoses current issues but predicts future ones to generate relevant advises on the most appropriate corrective tactical interventions. **ACQ**