



Sales Performance Management

**SALES
ANALYSIS**

**DEMAND PLANNING
& MANAGEMENT**

**SALES
PLANNING**

**SALES & OPERATIONS
PLANNING**

**ACCOUNT
MANAGEMENT**



Value
9,179.53
11,426.60
9,611.01
e 7,189.65

Increased customer service requirements, expanding distribution channels, and informal sales and demand planning processes are some of the biggest challenges facing sales organizations today.

To meet these challenges and improve overall sales effectiveness, today's demand-driven enterprise needs detailed insight about when, how often and which products customers are purchasing; real-time knowledge of sales rep and channel performance; and, a collaborative framework from which demand forecasts and sales plans can be easily created and managed.

Stratum Sales Performance Management (SPM) was expressly designed to provide supply chain businesses with such insight and planning capabilities. We invite you to discover how its 150+ sales reports and KPI metrics, built-in sales planning toolset, and optional (yet totally integratable) statistics-based forecasting engine can benefit YOUR business, as well.

Sales Analysis

Stratum SPM provides the key analyses and reports you need to gain a solid understanding of sales by any customer, product, geographic and organizational perspective. As a result, you can isolate trends and relationships and arm your salespeople with the customer information they need to sell more, and sell smarter, into their accounts.

Flash Reporting

Gain ongoing visibility to sales performance vs. objectives at any time by viewing Stratum's daily flash reports based on sales and open orders data.

Open Orders Analysis

Use Stratum SPM to balance inventory with open orders and to allocate inventory to the right orders at the right time ... ensuring improved fulfillment rates and better capacity assessment.

Sales Scorecarding

With Stratum SPM, you can easily generate scorecards that analyze sales, returns, pricing, discounts, revenue and gross profit to isolate trends and relationships. Gain a better understanding of those customers and products that drive the business in terms of revenue and profitability. Improve the way you manage returns. And discover how you can have greater insight into your pricing and discount performance.

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	SAMPLE MEASURES/REPORTS (included in Stratum)	BENEFITS
Flash Reporting	Sales & Open Orders	MTD, YTD Sales	Ongoing visibility to sales performance vs. objectives
Open Orders Analysis	Backlog Analysis Open Orders vs. Inventory (w/IPM)	Backlog by Customer, Product Open Orders on Credit Hold Sales Potential by Rep, Geo, Customer, Product Open Orders by Customer Priority Open Orders by Warehouse, Product	Improved customer fulfillment Capacity assessment
Sales Scorecarding	Customer & Product Sales Returns Pricing & Discounts Revenue & Gross Profit	Top/Bottom Products & Customers Sales Scorecard by Channel, Geo, Organization Detail Sales by Rep, Geo, Customer, Product MTD, YTD Sales Profit by Rep, Geo, Customer, Product MTD, YTD Sales Revenue by Rep, Geo, Customer, Customer Revenue and Profit Growth Revenue and Profit Rank Average Selling Price Average Selling Price Trending Revenue and Profit Trending	Better understanding of customers / products that drive the business Improved returns management Better pricing & discount management Increased understanding of gross margin drivers

Demand Planning & Management

Stratum SPM lets you work collaboratively with your key stakeholders to produce an accurate, statistics-based forecast using a single, enterprise-wide repository of current, historical and external (e.g., point-of-sale) data.

Forecast Generation

- Use Stratum SPM's statistical models to generate forecasts at ship-to / SKU or customer account / product line levels and to disseminate that forecast to all other levels within your business through its top-down, bottom-up or middle-out planning functionality.

• Multiple variations of forecasts can be created to allow for best pick and what-if scenarios.

• Forecast results can be adjusted or overridden for conditions that are not captured by statistical models.

• You can even use Stratum SPM to forecast and plan for new product introductions where no

history exists, model after existing products for history, or to plan for the sunset of older products.

Forecast Analysis

- Stratum SPM gives you the ability to manage demand through the use of pricing what-if scenarios to understand the impact on sales revenue using forecasted demand, as well as event schedules that can be used to impact demand where known business activities like promotions and holidays affect sales.
- Stratum SPM also includes powerful analyses and reports to track and analyze forecasts in order to better understand and improve your demand planning accuracy.

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	BENEFITS
Forecast Generation	Forecast Statistics Forecast Bias	Improved forecast accuracy Decreased inventory Increased customer service
Forecast Analysis	Forecast Error Events, Pricing & Promotions	Improved forecast accuracy
Collaborative Forecasting		Drives a consensus-based forecasting process

Sales Planning

With Stratum SPM, you can easily manage sales plans and budgets in a collaborative manner to ensure that everyone has the right data - in the right place - at the right time.

Sales Target Planning

- Stratum SPM leverages any historical data that you may have, providing a basis from which realistic, accurate budgets can be created.

• Budgets can be defined at a high, medium or low level of detail and then "rolled" up, down or out to accommodate your planning process.

• Edits are automatically propagated to appropriate levels and recalculated, streamlining the planning process.

• "Working" budgets can be compared to "frozen" budgets to track and reference changes and to maintain flexibility in the planning process.

• Optimal pricing strategies can be determined by evaluating pricing effects on expected revenue and gross margin.

• Plus, hypothetical "What if" plans can be created to determine the effects of changes in your planning information.

Performance Analysis

Once your sales plans have been created, Stratum SPM lets you compare your plans to actual sales to gain a clearer picture of your company's sales performance. During this process, the system automatically flags variances that may require your attention and assists you in quickly determining their root causes.

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	BENEFITS
Sales Target Planning	Multiple Sales Plans Open Orders & Historical Sales	More accurate sales budgets Better category planning
Collaborative Sales Planning	Sales Plan vs. Actual Sales	Improved visibility to performance variances
Flash Reporting	Customer & Product Sales	Fosters a consensus-based planning process

Sales & Operations Planning

Looking to garner a better understanding about how your Sales and Operations Plan will be covered in terms of supply? Stratum SPM can help!

With Stratum, you can pull all of your sales plans, demand forecasts, open orders, shipments, production plans and inventory into a single repository. And through its analyses and alerts, it provides the visibility required by your planners to determine the supply needed to meet both your projected demand requirements and your actual needs based on demand variances.

The end result? Improved production forecasts, fulfillment rates and capacity utilization.

Account Management

Stratum SPM offers several analyses and reports for analyzing and better managing your accounts, too.

Accounts Receivable (AR) Analysis

- Quickly evaluate how much is due from your customers and when, along with the value of overdue and high-risk accounts. Plus, use Stratum SPM to evaluate days sales outstanding, what's causing it, and its impact on revenue.
- Analyze collections now and over time to determine how cash receipts are trending.
- Use SPM to better understand the extent to which your customers take advantage of early payment discounts and the effectiveness of your AR discounting programs.
- Evaluate the current credit status of your customers, including their credit limits, open AR by aging, and payment history. Then, use this information to alter their status and systematically notify account managers of the changes.
- SPM can also be leveraged to evaluate expected cash inflow, including payments with or without discounts, so you can plan for future internal spending and expenses.

Account Analysis

For even greater account management, employ Stratum SPM's built-in analytics to assess the open orders, actual sales, sales potential and gross margin tied to each of your accounts. Then explore the results to find new revenue opportunities and areas in which you can improve account profitability!

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	SAMPLE MEASURES/REPORTS (included in Stratum)	BENEFITS
S&OP Analysis	Supply Plan vs. Demand Plan Plan vs. Resource Capacity	Improved production forecasts Better fulfillment rates Improved capacity utilization	Performance to Plan Days Sales Outstanding Cash-to-Cash Cycle Time Forecast Accuracy

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	SAMPLE MEASURES/REPORTS (included in Stratum)	BENEFITS
AR Analysis	AR Aging Collections History Discounting Credit Status	AR Aging by Customer and Rep AR Aging Trends AR Past Due Days Sales Outstanding AR Average Invoice AR Collections History AR Terms Discount Analysis Customer Account Status Customer Credit Status Cash Inflow Analysis	Increased collections Decreased days sales outstanding (DSO) Improved profitability
Account Analysis	Open Orders Sales Sales Potential Gross Margin	Open Orders YTD Sales Sales Potential Customer Gross Margin	Improved account management New revenue opportunities Increased gross margins

The Multiple Planning, Analysis & Reporting Options of Stratum

Leverage Pre-Defined Analysis & Reporting

Stratum lets you gain an immediate return on investment by providing hundreds of pre-built business views and reports that are easily configured to your business. Plus, it's ready to accommodate you with a modular approach that lets you extend its analyses and reports across the enterprise as you need them.

Powerful Planning Applications

Stratum reaches beyond the capabilities of other analysis and reporting solutions by letting you to model out and predict sales forecasts, pricing, inventory replenishment and more, using a collaborate budgeting and forecasting function.

Inquiry

You can leverage Stratum's powerful inquiry capabilities to drill down into a specific area to pinpoint the answers you need. Plus, you can view the data in graphical format, making the process of analyzing the performance of your business faster and easier.

Quick KPIs

Stratum includes more than 500 pre-defined sets of Key Performance Indicator (KPI) measurements. These KPIs give executives and managers the ability to quickly identify your company's strengths and weaknesses and provide a starting point for performance improvement by showing whether or not your business is in line with its strategic objectives.

Alerts

With built-in alerts, you gain crucial monitoring, proactive notification, and automation capabilities that help your company adapt to changing conditions and avoid alarming scenarios pertaining to payables, receivables, budgets, sales, and inventory. Pre-set any number of business rules and let Stratum protect you from failing to respond to deviations from acceptable levels by automatically sending alerts to those people who can take immediate action.

Dashboards

Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators, and expenses by category, to name just a few. We've also made it easy for you to include Stratum dashboards on portal pages.

Flexible Information Delivery

The options you have for delivering Stratum analyses and reports to the corporate office, plant floor, remote sales reps, customers and supply chain partners are virtually endless. You'll find that it's an ideal solution for power users who require the ability to plan, forecast and drill deeply into your organization's performance data ... and that it's perfect, too, for more casual users who simply require browser-based access to their performance metrics!

Flexible Reporting

When you wish to send static reports of your operational analyses to internal users, customers or suppliers, Stratum lets you automate the entire process of creating, generating and distributing great-looking reports. The reports can be saved in numerous formats like Adobe PDF and Microsoft Excel. Plus, they can be systematically scheduled for regular distribution by email to any user you desire, whether internal or external to your business.

Robust Data Repository

Stratum protects your current technology investment by integrating with and leveraging the data you already have in your ERP, CRM and other business systems. Our enterprise connectors allow you to easily extract, transfer and load your data into an enterprise data repository that ultimately becomes the "single version of the truth" for your entire business.



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