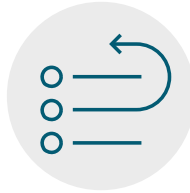


Explorer

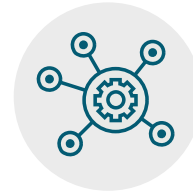
Strategic Planning & Resource Allocation



Identify revenue opportunities/risks



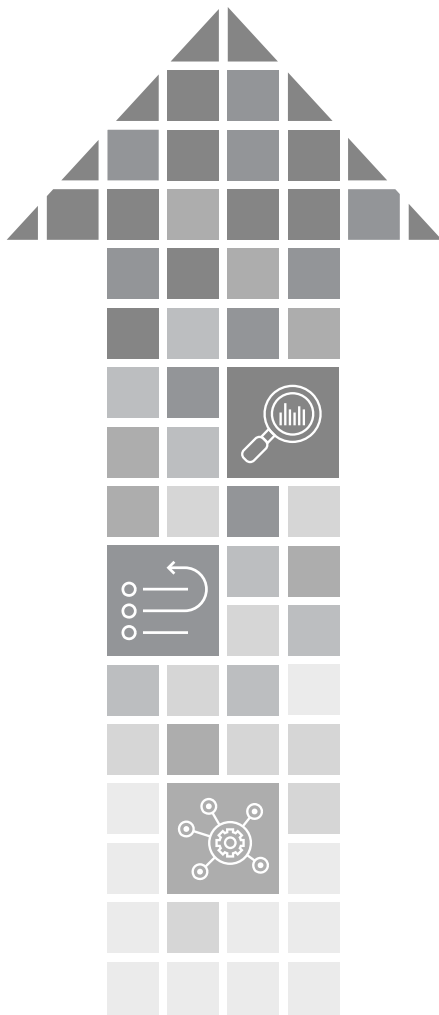
Prioritize growth strategies



Optimize resource allocation

Quickly identify your most attractive opportunities and largest risks to create a winning strategy

Improve Strategy Formulation



Do you have the information you need to:

- Identify which of your markets offer the best opportunities to increase revenue
- Allocate resources and investments to capitalize on revenue opportunities efficiently
- Understand where your revenues are most at risk
- Quantify how much of your customers' total wallet you earn to focus on the clients with the greatest upside
- Evaluate market size and growth potential across markets, products and competitive positions



Our business intelligence tool gives executives strategic insights into:



Identifying revenue opportunities

- Quantify market share and growth potential across customizable regions and sales segments
- Size target markets with revenue opportunity by product and channel
- Evaluate which regions, segments, products, and channels offer the best growth opportunities



Prioritizing growth strategies

- Engage prospects or deepen current relationships
- Increase wallet share, optimize your client list or increase targeting efficiency
- Capture competitors' dissatisfied clients



Optimizing resource allocation

- Prioritize markets by size of revenue opportunity and revenue at risk
- Position relationship managers to capture incremental revenue
- Ensure resources are focused on the optimal growth strategies

