

A Reseller's Guide to Selling DataSelf Analytics

Who Buys Analytics & Why

Analytics solutions have two audiences; executive/managerial staff who experience the business pains of “not knowing” or “not knowing soon enough”, and IT staff – who are currently tasked with writing/modifying reports and are concerned with the ease, power, and flexibility of any new technology.

It's typically the executive/managerial staff who realize the need for an Analytics solution, and (once convinced of the ability of such a solution to address their business pains), it's the job of the IT/technical staff to determine the feasibility of potential solutions.

Take a look at the table on the following page:

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	Buyer	Business Pains	Analytics Solution Feature
PRIMARY BUYERS	CEO	<ul style="list-style-type: none"> Standard reports not allowing 'drill-down' for deeper insight. No predictive analysis; all reports are historical. Unable to run their own analytics; need IT help for new requests. 	<ul style="list-style-type: none"> "Slice & dice" enables real-time investigation into trouble spots. Past performance is used to forecast future activities. Natural Language Query (NLQ) lets non-technical staff run analytics.
	CFO	<ul style="list-style-type: none"> Bad debt (A/R write-offs). Stock outages. Too many past-due clients. Unpredictable cash flow results in cutbacks. Year-over-year sales variances. Potential shipping delays. 	<ul style="list-style-type: none"> A/R "risk assessment" dashboards. Predictive inventory planning. Dynamic open receivables console. Consolidated view of projected income vs expenses. Dynamic variance tracking. Shipper performance dashboards.
SECONDARY BUYERS	Sales Manager	<ul style="list-style-type: none"> Salesrep performance issues. Seasonal/geographic/product trends. No real-time monitor of open sales orders. 	<ul style="list-style-type: none"> Performance tracker with variances Graphical (including geographic) sales distribution dashboards. Control panels showing 'late', 'today' & 'future' orders.
	Production Manager	<ul style="list-style-type: none"> Supply chain delays and quality issues. Stalled projects. Budget vs actual projections. 	<ul style="list-style-type: none"> Dynamic supply chain forecasting based on historic performance. Project status dashboards. Real-time monitors highlighting budgetary overruns
	IT Manager	<ul style="list-style-type: none"> The time it takes to establish database connectivity & security Excessive report runtimes and their impact on source systems. Always called upon when an existing report needs modification No time to create new analyses. "Silos" of data – each using a different reporting solution Inability to analyze data across multiple apps or entities. Don't have the technical expertise to create sophisticated analytics 	<ul style="list-style-type: none"> Automated set-up via data 'extract', 'transform' & 'load' (ETL) tool. Average report runs < 10 seconds & has no impact on source system. Flexible filtering & drill-down lets viewers modify their own results. Wizard report creation. A single reporting solution for all of a business's applications Multi-entity & multi-application support. Best-of-breed BI technologies enable easy report creation.