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Using OLAP and Data Mining Technologies for Trending, Knowledge Discovery, and Collaborative Commerce
Companies face an increasingly volatile and competitive business environment. So how do you keep up with the this ever evolving tide and insure that our information is true and accurate?

- Can our information be certified?
- Where do we have revenue leakage?
- Fast decision making, based on facts not on guessing
- Flexibility and product and customer focus are key.
- Transparency of Cause and Effect (e.g. What is the reason our cash flow is going down? How can we react upon this trend? …)
- Aligning Performance and Pay: make Business Units responsible for results and reward them for good performance
- Gain indicators for future performance (not just history based)
- Realizing the importance of Intangible Assets
Monitoring & Validating Performance

Customer segments to target

Customer profitability per segment is not always the one we think to be.

New services to develop and market

Voice may be the killer application for the 10 years to come. Moving in the value chain might prevent ARPU to take up.

Distribution channels to use

Distribution channels may experience a shift towards an increase of independent channels.

Costs to manage

Customer retention costs must be lower than customer acquisition costs to maintain EBITDA margin.
Stay Awake Issues

Do you have accurate information to make decisions?

Profitability

Sales Opportunities

Gross Margin

Sales

Profitable customers, profitable products

Customer Satisfaction

IT Performance

Retention

Productivity

Training

Headcount
Information Principles

- **LINKED**
  - To strategy
  - To the daily activities of the company

- **INTEGRATED**
  - All levels of organization are involved in the process

- **DYNAMIC**
  - Information on request
  - Take decisive action

- **RELIABLE**
  - Accurate, complete and precise data provided at the right time, i.e real-time or daily

- **BENCHMARKABLE**
  - Performance measures compared to the best practices

- **BALANCED**
  - Between the different activities of the company
  - Between the financial and the non-financial indicators

- **SUPPORT COMMUNICATION**
  - Share success
  - Identify new opportunities
  - Identify opportunities for improvement

- **INTUITIVE**
  - Mine data for opportunities or issues that remain hidden
Right Architecture

ON-THE-NET
WEBSITE OR WAP PORTAL OR E-APPLICATION ENVIRONMENT

OFF-THE-NET
TRADITIONAL ENVIRONMENT

Enterprise Data Sources

Direct Dashboard Feeds

External Dashboard Feeds

ODS / Staging Area

Data Warehouse

e-Business Datamart

Customer satisfaction
Sales
Call Center
Legacy Systems
Employee Satisfaction

Web-site server
WAP logs
Application logs
WAP Portal
Application-server

Customised / Configured Web logs

Customised / Configured Web logs

Datamart Management
Datamart Sales
Datamart Finance
Datamart Marketing
« e-team »

Sales & Mkng
Dashboard
Finance Dashboard
Other Dashboards

PERFORMANCE DASHBOARD
KNOWLEDGE MANAGEMENT
REAL TIME MONITORING

KPMG Consulting
CONSUMER + INDUSTRIAL MARKETS
Questions

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