

ArcherPoint

EMPLOYEE-OWNED

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Corporate Performance Management

You've heard of the 80/20 rule when it comes to engaging with customers, but how do you put it into practice—and how can you extend it to your entire business?

Re-thinking the Way You Look at Your Business

Every business knows about the business management axiom to the Pareto principle, or the 80/20 rule: 80% of your sales come from 20% of your clients. We know that the focus should be on the top 20 percent of your customers—those that have the most potential. However very few businesses actually put that theory into practice. It takes reliable analysis to identify that 20 percent, and then, once identified, you have to actually know what to do with them.

That's where Corporate Performance Management (CPM) steps in. ArcherPoint believes in the power of responsible CPM, which is why we not only practice it ourselves, but we also offer it as a service to our clients.

**Implementing
80/20 Provides
the Foundation for
Growing Revenues
Exponentially**

**BI is Now Affordable...
How Do You Get
the Most Out of It?**

**Can You Imagine How
Much You Can Grow
Your Business with
80/20? We Can!**

Microsoft
Partner

Gold Enterprise Resource Planning
Silver Cloud Platform
Gold ISV



**GOOD CORPORATE PERFORMANCE MANAGEMENT
CAN TRANSFORM ANY BUSINESS FROM
“GOOD ENOUGH” TO “EXCEPTIONAL”**

CPM Starts with Data

Corporate Performance Management (CPM) is the overarching umbrella term that leverages business intelligence technologies to monitor and manage an organization's performance according to KPIs, such as revenue, ROI, overhead, and operational costs. Most companies stop at BI, but BI can only describe a past or current state: It does not tell us what to do; it merely tells you what was and what is.

The key to successful CPM is prescriptive analytics. ArcherPoint helps you with your CPM by expanding your business intelligence into prescriptive analytics. Prescriptive analytics allows you to use your data, coupled with industry benchmarks, to gain actionable insights and prescribe your future business outcomes.

Using prescriptive analytics, you can pinpoint that invaluable 20 percent—those customers that offer the most potential—then cultivate your relationship with them, becoming not just a vendor or supplier or service provider, but a strategic partner—an asset that will help them succeed. In turn, you get customers that deliver more return on your investment in them.

Identifying the right customers, by itself, will not make you more money. Successful CPM involves focusing on customers that align with you. Do their business practices and goals align with yours? Good alignment will determine the success of your customer relationships.

80/20 begins with customers because they are the reason your company exists. With your "Ideal" customers identified and their alignment with your company, you can then begin to change how you do business in order to maximize their potential, which then leads to changes throughout your business.

ArcherPoint's CPM Services At A Glance

ArcherPoint's CPM Services are designed to take you to optimum corporate performance in well-defined, logical steps that are based on tangible data. This is not just another endless "consulting service"; it has a clear goal, with clear steps to get there. And importantly, we understand that every business is unique and that subjectivity plays a role in most business decisions, so our process allows for the flexibility you need to properly fit to your industry, business, and customers. Our services can:

1. Provide plug-and-play dashboards in Power BI for core business areas: Sales, Finance, Inventory, Manufacturing, and Warehouse
2. Provide consulting to implement prescriptive analytics
3. Provide consulting services to integrate 80/20 into your business model

Why Does ArcherPoint Do CPM? Because We Know Business

For nearly twenty years, ArcherPoint, as a Gold certified Microsoft Partner, has designed and implemented technology-based business solutions, primarily ERP. We decided to get into the world of CPM for three reasons:

- The 80/20 rule applies to any business that wants to be more successful—which aligns to our purpose: Easier Work, Smarter Decisions.
- We follow the 80/20 rule ourselves, and we know it works.
- The technologies we already work with, from ERP (Microsoft Dynamics Business Central) to BI (Power BI), play an integral part in delivering the foundation required to derive responsible CPM data. It is not necessary to purchase or possess any of the technology we offer. We can still deliver value because we're not just technology experts—we're business experts.

The ArcherPoint Difference

Our clients see their business systems as unique and important to their competitive position. They prefer software and technology to support their business processes, not the other way around. Our clients are looking for a strategic partnership with the company that implements their software, not just a vendor. They demand the most talented, experienced professionals who understand how to quickly, efficiently solve their business issues. If this describes you, we invite you to contact us to learn more about our people, company and solutions.



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