Turning Data into Dollars – A Case Study in Technology Competencies

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#RV2011
Turning Data into Dollars: *A Case Study*

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B2B B.I. – A Definition

Information that enables stronger business performance and empowers the company, sales force, and retailers with actionable, relevant information.

Business Intelligence aims to support better business decision-making to drive sales.
B2B B.I. – A Definition

State Of The Industry

Changing business needs

Solutions available
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Identifying the Problem

– Access to timely and reliable DATA: *Where does it come from and how do you use it?*
  * Order accuracy, speed of entry, account information
  * Usually one person is the gate keeper to it all!

– Diverse customers and changing product lines
  * Sales reps: no forecasting, account history, and performance tracking
  * Marketing: Catalog and product details that change, segmented product line by customer, line drops/adds, and price changes

Questions?
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The Partner Selection Process
- Identifying solution needs and "wants"
- Interview and ask for references
- See examples in action: similar process?
- Create selection team: stakeholders and users
- Data compatibility…..who will put it all together?
  Ask a professional!

What Timbuk2 Chose and why Brandwise?
- Retailer: Order Pad
- Rep: Visual Merchandiser and Sales Optimizer
- Management: Sales Optimizer and dashboard
A look at the process of choosing a Business Intelligence partner:

– Understanding the Impact on the Organization
– The Implementation Process
– Sharing the Outcomes to Date
– Lessons Learned
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Timbuk2 understanding the Impact on the Organization

– Who is the champion?
– Who will implement it...the real work!
– Who is on the receiving end? Service and ops.
– Who is on the front end? Reps.
– Make it a part of the fabric and process
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The Implementation Process:
Provider

– Set the expectation
– Buy in from top management!
– Detailed business discovery
– Identifying resources on both sides
– Nothing is cookie cutter…
– Timelines and milestones
– Escalation on both ends
– Communication
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The Implementation Process:
Customer
- Clear the plate!
- Look outside the organization
- What does the company “promise” and subtract reality!
- Add some extra weeks
- Adjustments will have to be made
- Be flexible - working with and without
- Training and “not optional” approach
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Sharing the Outcomes to Date

- Excitement, exploration, reality, challenges, and... time... extra time
- Commitment and stakeholder buy-in make it successful
- Education and examples
- Mandatory or voluntary?
- Incentivize sales force to use it and then... follow up!

75% of all orders written on the system with some reps at 100%
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Lessons Learned

– There will be moments of doubt...
– Providers always over promise!
– It is never “easy”....
– How it uses YOUR data
– Use your champion and have reliable workers
– Be flexible!
Online Session:
10 Questions to Ask When Considering a B.I. Solution

Tues. Nov. 1\textsuperscript{st} 2011
2:00 p.m. MST

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