



crimson[®]
DataInsights

PROFITABILITY OPTIMISATION

Gain the actionable intelligence you need to sustain healthy profits

When you close the books each month are you confident that you have a real grasp of your product and customer profitability? Can you pinpoint sources of profit and loss?

Perhaps decisions being made across the business are based on flawed, missing or conflicting data points that lead you to rely on intuition or professional guesstimates rather than the facts.

Does your organisation suffer from these symptoms?

Without scrutiny, weak profitability analysis has repercussions that can include these symptoms:

- A lack of accountability across the organisation.
- A lack of insight into the true value of your customers.
- Overly generous discounting with key accounts.
- Disadvantageous deals with suppliers.
- A weak and ageing product portfolio.
- Eroding profit margins that lead to a vicious circle of decline.



Introducing Crimson's *Data Insights* practice, a team of data and management experts with over 800 man years of expertise in line-of-business processes and IT applications that gives you a true insight into measuring business value. Crimson uses a proven bottom-up methodology to gather the facts together in a timely, disciplined and manageable way, that drives effective decision making across your organisation.

Using Microsoft's world-leading cloud platform, featuring reporting and integration technologies, *Data Insights* creates a common information model that can strengthen your corporate performance management and provide you the actionable insight needed to give you sustainable profitability.

THERE ARE **FOUR STEPS TO CREATING AN EFFECTIVE INFORMATION MODEL**, AND IT WORKS BEST WITH ORGANISATIONS ALREADY HANDLING LARGER DATA VOLUMES:

STEP 1



Build the platform

First Crimson architects a robust data platform. Choosing Microsoft's Cloud now makes the solution more scalable, powerful and affordable than ever.

STEP 2



Create one version of the truth

Using Microsoft's world-class suite of tools, data from a range of disparate sources are assimilated and cleansed into a single version of the truth.

Additionally, we clarify how to interpret data across the organisation. For example, different systems and teams may report on profit and have slightly different definitions which lead to multiple sets of figures, a lack of clarity, and confusion around seemingly simple questions such as 'what do daily sales figures include?'.

STEP 3



Create meaning and insight from the data that everyone can own

Crimson not only builds corporate-level reporting dashboards but enriches the insight at a team and department level to help drive day-to-day decisions. Going one step further, Crimson's profitability reporting can include Materials Price Variance, Stock Age/Provision, Gross Profit Variance, and Sales Discount Gross Margin, and Contribution Before and After Marketing, giving insight into the real value of customers.

Measures to support key performance indicators are gathered across the business, analysed by product, customer, hierarchy, segment, market sector, bought in/manufactured, branded and own label.

STEP 4



Embed transformative behaviour

Crimson's training and adoption services help your team achieve the change you want, with clear lines of governance and ownership, so that continual improvement can flourish.

OUTCOMES CRIMSON'S *DATA INSIGHTS* DELIVERS

WORKING WITH CRIMSON, YOU CAN EXPECT TO GAIN THESE BENEFITS:

- A common language across the organisation where **individuals, teams and departments** are more accountable and more **empowered to make more effective decisions**.
- A healthy **portfolio of profitable products** that can better fit the expectations of the business and its budgets.
- A **modern data platform** that can scale and flex to meet a range of information sources.
- A rich foundation that can be used to build a **360-degree view of your entire business**.
- The **training and education your staff** need to make informed decisions.

TAKE THE ZERO-RISK APPROACH TO GETTING STARTED WITH PROFITABILITY ANALYSIS

Crimson invites your team to an introductory Profit Workshop to explore the pinch points in your current processes and to explore how Microsoft Cloud technology can enrich and integrate your data silos.

Without further obligation, you will receive an illustrated report outlining your current gaps, with recommendations, actions and suggested priorities to help you move forward successfully.

To get started call **Crimson today on 01675 466 477**



DATA INSIGHTS GIVES YOU A 360-DEGREE VIEW OF YOUR BUSINESS.

You can read more about how else we can optimise your business performance:

**Profitability Optimisation | Supplier Performance Optimisation | Customer and Campaign Optimisation
Contact Centre Optimisation | Supply Chain Optimisation | Data Quality Management**



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Crimson helps organisations better exploit Microsoft cloud technologies. We take an iterative and agile approach that gives you the confidence to move forward.

www.crimson.co.uk