



Knowledge Solutions LLC
721 Routes 202/206
1st Floor
Bridgewater, NJ 08807
(908) 231-7911

Knowledge Solutions LLC

Helping you make informed business decisions!

Introducing: “InCYTE” Interactive Customer Yield Tool



Table of Contents

SECTION A – Knowledge Solutions – Who are we?	3,4
SECTION B – Business Intelligence	5
• <i>Is there such a thing as too much information?</i>	6
• <i>Knowledge Solutions can help you translate data into smart management tools.</i>	6
• <i>Are you crunching the numbers, or are they crunching you?</i>	6
• <i>Business Intelligence enables you to integrate technology with business processes and policies to make timely and informed business decisions.</i>	6
• <i>Understanding yield.</i>	7
• <i>Knowledge Solutions can help you improve your return on investment.</i>	7
• <i>Using Business Intelligence to optimize sales and decrease churn.</i>	8
• <i>The Integration Imperative.</i>	8
SECTION C – Business Intelligence Case Study	9
• <i>Sales and Marketing Business Intelligence.</i>	10
- <i>Challenge</i>	
- <i>Our Solution</i>	
- <i>Values & Benefits Delivered</i>	
• <i>Case Study Summary.</i>	11
- <i>Major Telecommunications Firm</i>	
- <i>Business Need</i>	
- <i>Built a Customized Tool as a Solution</i>	
SECTION D – Introducing InCyte	12
• <i>InCyte Product Capabilities.</i>	13
• <i>InCyte Architecture.</i>	13
• <i>Forecasting and Sensitivity Analysis.</i>	14



KNOWLEDGE SOLUTIONS

Who are we?





Knowledge Solutions - Who are we?

Knowledge Solutions LLC is a leading provider of Information Management Services

- **Business Intelligence**
- **Professional Services**
- **Lawson ERP Solutions**
- **Managed Care Services and Complete IT**

- ❖ Deliver strategic solutions that address complex business needs.
- ❖ Integrate technology, business processes and policies.
- ❖ Deliver business-driven and user-centric capabilities that add continuous and measurable value.

Knowledge Solutions LLC has extensive experience in designing and managing BI organizations and processes, specializing in Information Management Services. Providing companies access to well-organized and actionable information is the basis of our Business Intelligence practice. The goal is to deliver what you need to know when you need to know it and in a format that is easy to understand. The BI practice provides our customers a complete set of services designed to help them manage their business data and access that data in meaningful and useful ways.

Knowledge Solutions LLC has teamed with the leading providers of business intelligence software to help summarize our clients' business information in a rational and concise format.

Knowledge Solutions LLC has multiple Fortune 100 Clients with significant, long term contracts to manage their Business Intelligence and Data Warehouse platforms. This includes the full lifecycle of the BI process including gathering business requirements from the process owners, report development and analysis. We have a thorough understanding of all BI Tools, including Cognos, Business Objects, Crystal, MicroStrategy and SAS. Most of our solutions include management of the work intake process and participation in vendor management. In addition, KS manages data warehouse production support with a 24X7 helpdesk. Our solutions include both co-sourcing and outsourcing arrangements.

For additional information visit the company's website at www.ksols.com



BUSINESS INTELLIGENCE





Business Intelligence

Is There Such A Thing as Too Much Information?

Data overload is a common problem most companies face, especially due to the Internet revolution and wireless innovations. Today, companies are finding themselves inundated with terabytes of new customer information every year.

Knowledge Solutions Can Help You Translate Data Streams into Smart Management Tools.

Knowledge Solutions builds and maintains business intelligence platforms utilizing our experience in finance, customer risk management, billing, marketing, customer support, and operations.

We deliver enterprise-wide information management solutions that enable executives and decision makers to make timely and informed business and strategy decisions by integrating technology with business processes and policies.

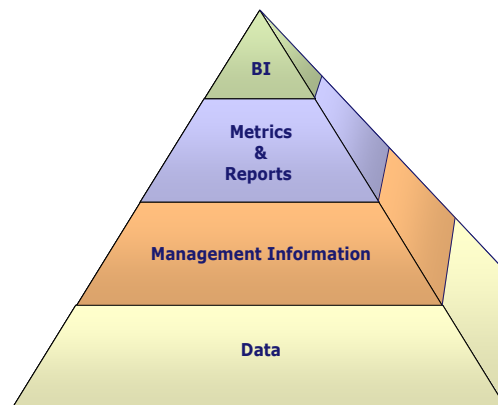
Are you crunching the numbers, or are they crunching you?

Key disciplines include:

- ❖ Customer risk management
- ❖ Capturing, consolidating, and mining data
- ❖ Data warehousing
- ❖ Convergence of multiple databases/data sources
- ❖ Providing focused analytics utilizing Cognos™, MicroStrategy™, and other tools

Business Intelligence enables you to integrate technology with business processes and policies to make timely and informed business decisions.

- ❖ Provide access to well-organized and actionable information.
- ❖ Ensure that information is accurate, complete and actionable.
- ❖ Establish a coherent strategy for storing and sharing information.
- ❖ Avoid the **Information overload** associated with having *too much* information to make a decision or remain informed about a topic.
- ❖ Use information to enable the management of the day-to-day business.





Understanding Customer Yield

Customer acquisition is the largest and most significant discretionary investment made by most service-based firms. Sales and ordering performance directly impact the bottom line. Synergies can be leveraged to enable, understand, and influence the overall company performance.

The return on investment (ROI) of a customer acquisition can be understood very early in the customer's lifecycle. Linking data from across the value chain enables business process improvements that can optimize customer value.

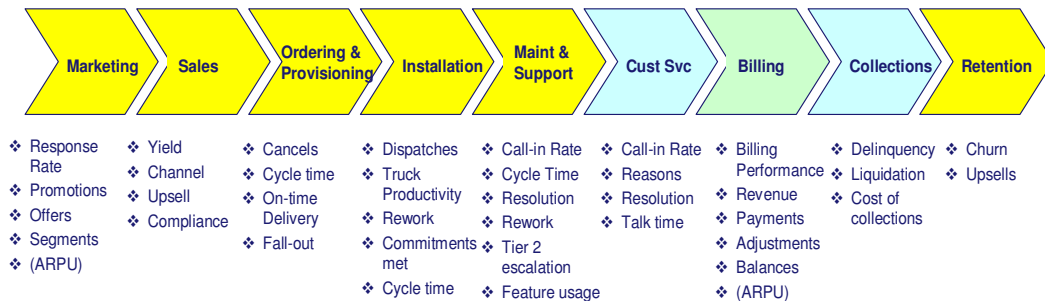
Knowledge Solutions can help you improve your Return on Investment!

If you have a need to:

- ❖ Maintain a standardized view of sales quality and sources of new customers.
- ❖ Monitor risk mitigation and assess adherence to marketing strategy.
- ❖ Understand the impact that sales quality and marketing strategy have on business performance.

Customer Experience Management

To effectively manage the customer experience, it is necessary to maintain an end-to-end view of the customer experience. By gathering data from across the customer value chain, you can assess the effectiveness of your business strategy, operations and policies.





Using Business Intelligence to Optimize Sales and Decrease Churn

The Problem

In a highly competitive market, our Telco clients have been looking for ways to sustain market share and increase profitability. Their goal has been to optimize sales by targeting profitable customers while implementing retention programs that ensure these customers remain with the carrier. In order to accomplish this, improved business intelligence has become a key component of their strategy.

The Solutions

Knowledge Solutions has provided its clients with a multi-dimensional view of their customers, products and sales channels delivering insight into buying trends, product profitability and channel performance. This has enabled clients to make simple policy and process modifications allowing reductions in churn and more profitable sales.

Improved business intelligence also enabled detailed churn models to be developed that have allowed clients to implement proactive retention programs for customers that had the propensity to churn. By interfacing with the customer at a critical point in the relationship, customer retention improved significantly.

In addition, Knowledge Solutions continues to provide our clients with detailed insight into the entire "Customer Order to Cash Process". By identifying defects and process breakdowns, clients have been able to reduce bad debt and churn and increase profitability.

The Integration Imperative

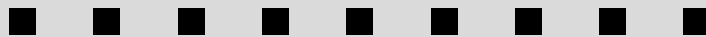
Our customers ask us:

- ❖ Are we targeting the right customers?
- ❖ What are the drivers of customer churn?
- ❖ Am I maximizing the return on my marketing investment?
- ❖ What is the cost of ordering defects?
- ❖ What are our biggest cost drivers?
- ❖ How well are we liquidating our receivables?
- ❖ What is the true profitability of our products?
- ❖ How effective are my business policies?
- ❖ How can we optimize our inventory?



BUSINESS INTELLIGENCE

Case Study





Case Study

Case Studies - Sales and Marketing Business Intelligence

Company Challenge

A major Telecommunications Firm was preparing to deploy a new ordering platform. In conjunction with the deployment, they wanted to refine their consumer credit policies and drive greater adherence throughout their sales channels.

The firm lacked a consistent vehicle for tracking the quality and sources of new customers and was unable to demonstrate the impact that credit and sales quality have on the profitability of different products and offers.

The firm was looking to develop a self-contained business intelligence solution that would provide the analytic capabilities required to support the deployment of the new ordering platform while avoiding the complexities associated with an integrated data warehouse.

Our Solution

Knowledge Solutions understood the firm's business problem and responded with a proposal to deliver a client based version of its InCYTE™ tool which provides a detailed understanding of sales quality, return on investment and policy adherence.

Knowledge Solutions Professional Services partnered with the firm's finance and marketing teams in developing a comprehensive understanding of costs for all products and channels. Order-level data was collected and linked across the enterprise to develop a holistic understanding of the value created by every sale. Knowledge Solutions assisted the firm in establishing a comprehensive set of metrics that assess the sources and quality of new customers and profitability throughout their lifecycle. Knowledge Solutions also developed a compliance scorecard that measures adherence to policy and provides order-level detail on all non-compliant sales to support process improvement.

Values & Benefits Delivered

With the help of the InCYTE™ tool, the firm has successfully deployed their new platform and has implemented a set of credit policies that has enabled sales to a greater number of customers while increasing profitability. The firm has an improved understanding of the value associated with new sales and improved partnerships between the marketing, finance and credit teams. In addition, adherence to policies has improved within the channels and uncollectible expenses have been reduced.



Case Study Summary

Major Telecommunications Firm

- ❖ Deploying a new ordering platform.
- ❖ Need to refine their credit policies and drive greater adherence throughout their sales channels.
- ❖ Lacked a consistent vehicle for tracking the quality and sources of new customers.
- ❖ Unable to demonstrate the impact that credit and sales quality have on profitability.
- ❖ Looking for a self-contained business intelligence solution that provides analytic capabilities.

Business Need

- ❖ Maintain a standardized view of sales quality and sources of new customers
- ❖ Monitor risk mitigation and assess adherence to marketing strategy
- ❖ Understand the impact that sales quality and marketing strategy have on business performance

Built a Customized Tool as a Solution. Capabilities include:

- ❖ Order level data that links detailed information about marketing programs, sales channels, and offers
- ❖ Policy simulator that provides a perspective of the required mitigation and adherence to policy
- ❖ Billing and performance data that measure the impact that the sale had on churn, revenue and payments
- ❖ Integration of product and channel cost information that provide insights into profitability of newly acquired customers
- ❖ Reports that reflect sales quality, return on investment and policy compliance

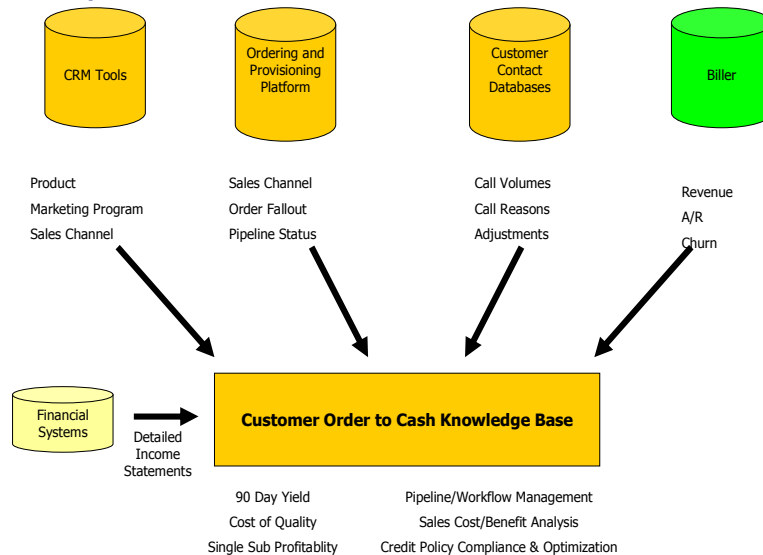


INTRODUCING InCYTE



The InCYTE Knowledge Engine

By linking data from across the customer value chain, creating the appropriate analytic and measurement tools and establishing the appropriate management processes, we directly impact profitability.



InCYTE Product Capabilities

- ❖ Order level data that links detailed information about marketing programs, sales channels, and offers.
- ❖ Policy simulator that provides a perspective of the required mitigation and adherence to policy.
- ❖ Billing and performance data that measure the impact that the sale had on churn, revenue and payments.
- ❖ Integration of product and channel cost information that provide insights into profitability of newly acquired customers.
- ❖ Reports that reflect sales quality, return on investment and policy compliance.

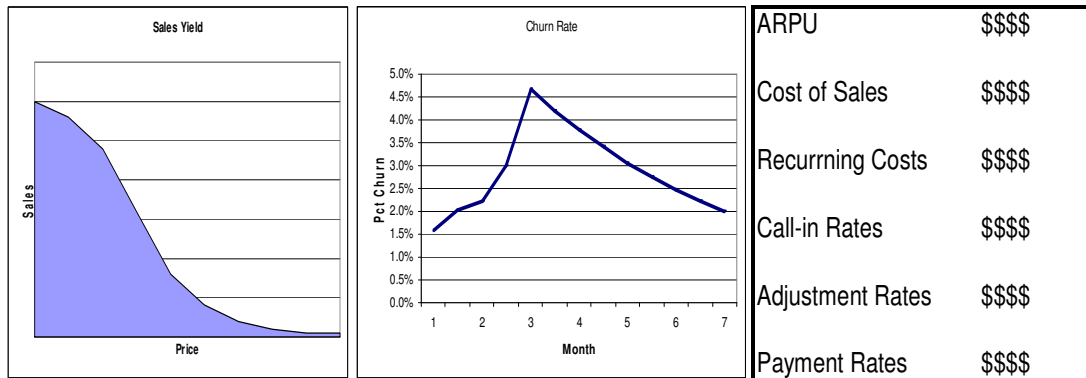
InCYTE Architecture

- ❖ InCYTE supports different architectures to meet the customer's individual needs:
 - PC
 - Networked PCs
 - Client-Server
 - Hosted web-based server
- ❖ Contain costs through the use of Microsoft Access database with monthly data refresh
- ❖ Pivot-table driven Excel spreadsheets link to data cubes provide ease-of use and support integration with standard Office environment



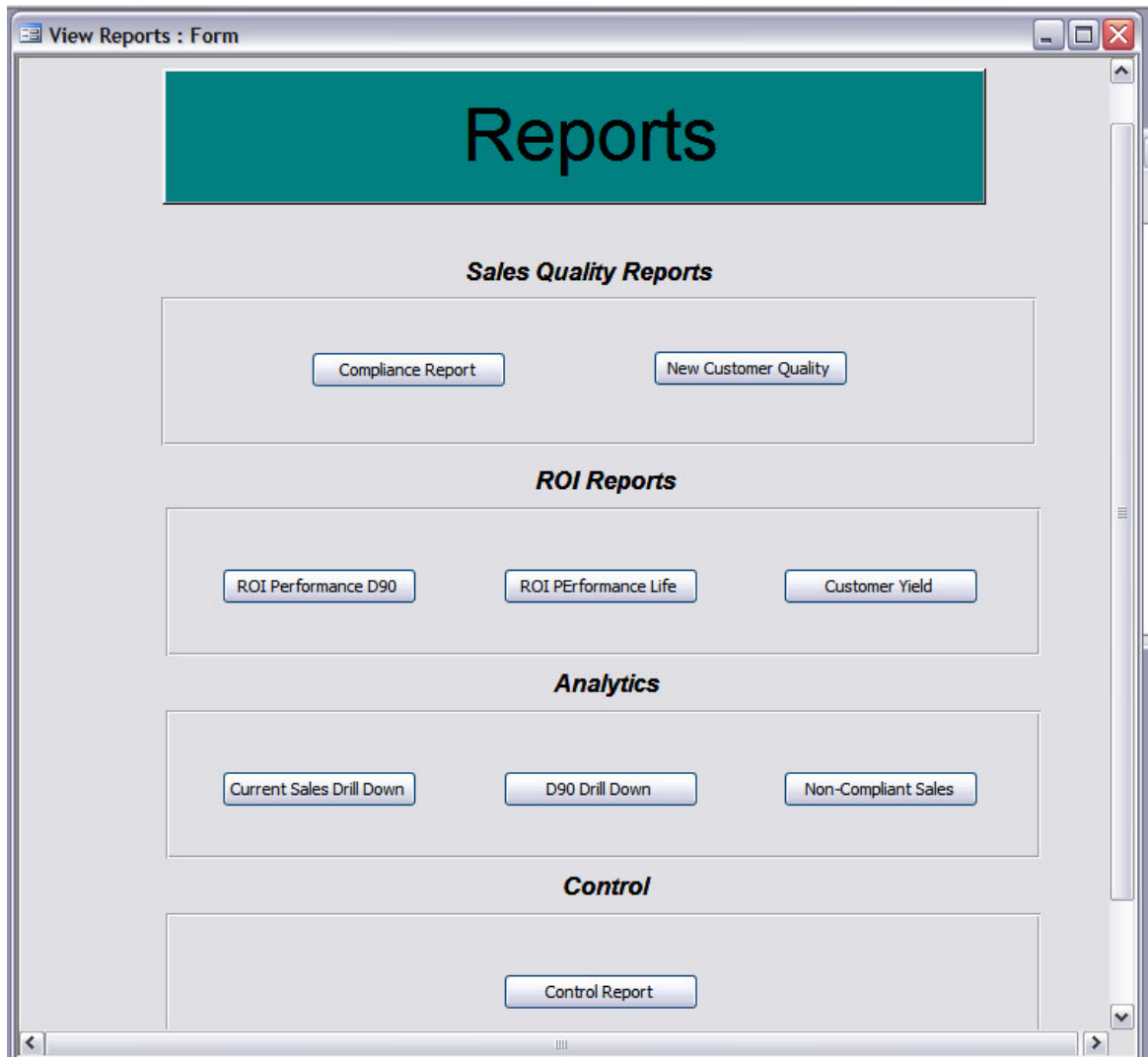
Forecasting and Sensitivity Analysis

InCyte provides detailed reporting on the key performance metrics to assess the effectiveness of your marketing programs. By linking sales yield reports, retention curves and key cost elements, it is possible to assess the potential impact of policy shifts and develop forecasts at a very granular level.





InCYTE



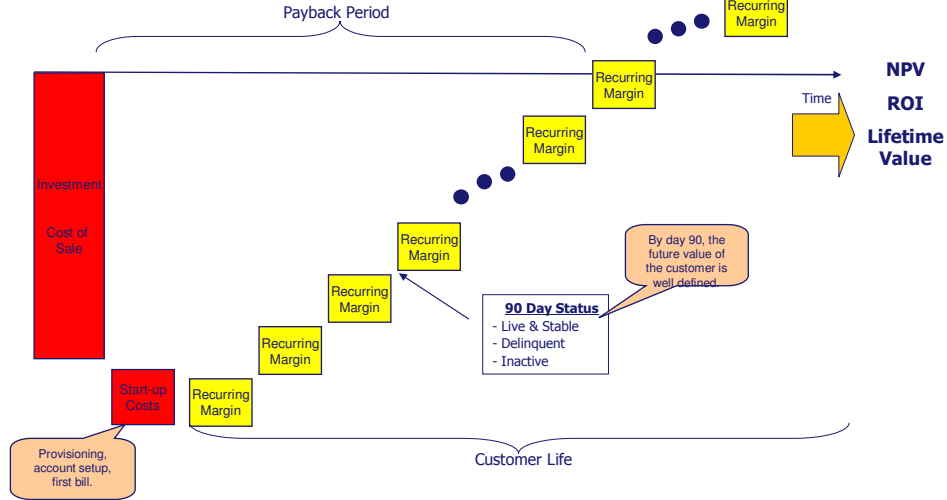
To request a demo of InCyte, please contact John Vizzotti at 908-380-3640 or send an e-mail to jvizzotti@ksols.com



BACK-UP

Acquisition Investment

InCyte allows you to view customer acquisition the same way as other business investments. By making the correct investment decisions and ensuring that value is not lost during implementation, it is possible to maximize your return.



First 90 Day Net Cost

InCyte can measure events and "value leakage" that occur over the first 90 days after a sale is made directly affect the lifetime value of a customer acquisition.

