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Strategies to Increase Revenue Discussed in New White Paper for CFOs from Pragmatek

Learn how to look above the gross margin line at sales and margin analytics

MINNEAPOLIS, Minn. (October 11, 2011) – Predictive analytics are part of the new frontier that CFOs are exploring as discussed in a new white paper – “Key Strategies to Increase Revenue and Net Profit by 25 Percent or More” – from Pragmatek Consulting Group, an enterprise performance management firm.

“From a cost-cutting perspective, there simply isn’t much left to do,” according to the Pragmatek authors, Tim Allen and Michael King. “Lean programs, outsourcing and other cost-reduction strategies to impact below the gross margin line – the operational side – have been the CFO mindset. Now it’s time to look above the gross marketing line at sales and margin analytics to identify trends and other indicators...”

The following strategies are included:

- reducing cost-to-serve metrics, an often overlooked cost-reduction strategy that can positively impact revenue by looking at profitability by customer;
- tracking profitability via dashboards, which can automate the customer stratification process using a capable business intelligence solution, such as IBM Cognos or SAP Business Objects;
- driving revenue based on predictive analytics, where executives can draw from the same data and operate on information prior to its impact on the business to create positive change.

The white paper includes brief case studies, including one company that reduced its SG&A by \$7 million annually by diving deeper into its data and a manufacturer that increased gross margins by weeding out customers with high cost-to-serve and low margins.

To obtain a copy of “Key Strategies to Increase Revenue and Net Profit by 25 Percent or More,” visit www.pragmatek.com.

As Pragmatek’s chief operating officer, Allen helps companies to identify and prioritize a self-funding portfolio of projects to attack ERP inefficiency using an exclusive ROI-driven methodology called Business Process Technology Alignment.

Michael King is vice president of Pragmatek’s Enterprise Performance Management Practice, which helps companies to deepen their skills sets in financial planning activities, including budgets, forecasts, dashboards, and scorecards.

Based in Minneapolis, Pragmatek offers SAP implementation services, enterprise performance management and management consulting. Pragmatek works with clients to design and implement operational, supply chain and business intelligence strategies to gain and sustain a competitive advantage. For more information, visit www.pragmatek.com.

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