



Add business intelligence to your sales and marketing mix

Provide the information tools managers need to improve sales and profits

In today's rapidly changing business climate, it's more important than ever for sales and marketing leaders to recognize and react to trends in their market. Whether you're measuring the effectiveness of your customer relationship efforts, tracking product sales, comparing sales promotion effectiveness, or evaluating strategies for success in a new market, you need fast access to relevant, up-to-date information.

That's what you get with ShowCase business intelligence software solutions. ShowCase® STRATEGY™ helps sales and marketing executives like you pull together all the information you need, without requiring direct involvement from your IT staff. STRATEGY is a suite of integrated business intelligence solutions that allows you to find, report, analyze, model, plan and share critical information, right from your desktop. For example, STRATEGY:

- Enables you to leverage all of your organization's data to gain insight into the many factors that affect your ability to compete in existing and potential markets
- Ensures accurate evaluations of sales revenues, marketing response rates, customer purchase patterns, economic and demographic trends, and more

- Allows you to evaluate the effectiveness of advertising or promotional campaigns as they unfold

Better ways to access the information you need

STRATEGY gives you the tools you need to develop and implement marketing strategies, uncover and manage sales opportunities, and contribute to the success of your organization. By providing sales and marketing executives and their teams with advanced, yet easy-to-use tools for accessing and manipulating critical business information, STRATEGY gives your company an advantage over your competitors.

STRATEGY supports ShowCase business solutions, such as our customer relationship management solution, the Customer Focus Suite,™ which strengthen your company's ability to improve performance and profitability.

