

What Keeps You Up At Night?



Revenue Mapping® is a predictive business process tool for managing and forecasting all aspects of an organizations business development activity to achieve and sustain revenue goals. Revenue Mapping is designed specifically for B2B organizations that are operating in complex sales environments.

[For more information contact SalesCue Corporation 828.894.8884].

Here's an excellent example of what is keeping c-level executives up at night and the relevance that Revenue Mapping will play as a predictive business process tool for achieving and sustaining revenue goals:

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A recent survey of business executives published in a study by **IBM's Institute for Business Value** reveals (the following excerpts):

"A survey of business executives published in a study by IBM's Institute for Business Value reveals one in two business leaders say they don't have access to the information in their organization they need for their job."

"The survey also showed that eight out of ten business leaders make major decisions with missing or untrusted information."

"Our clients understand they're operating in a competitive environment where more than ever before, in addition to being fast, they have to be right."

[1] Source: Harris InfoSource, A Division of D&B
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more, next page...

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FIGURE 6.
Most organizations recognize the opportunity for analytics, but are still very early in the adoption process.

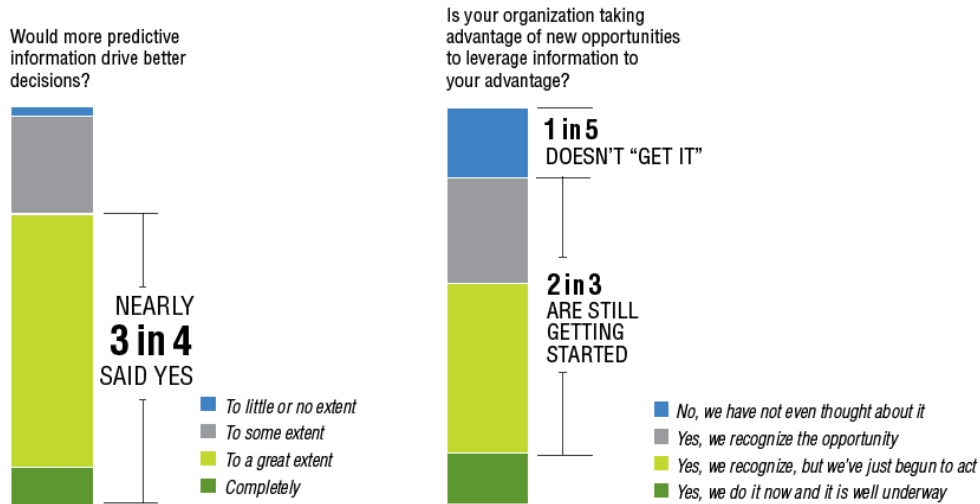
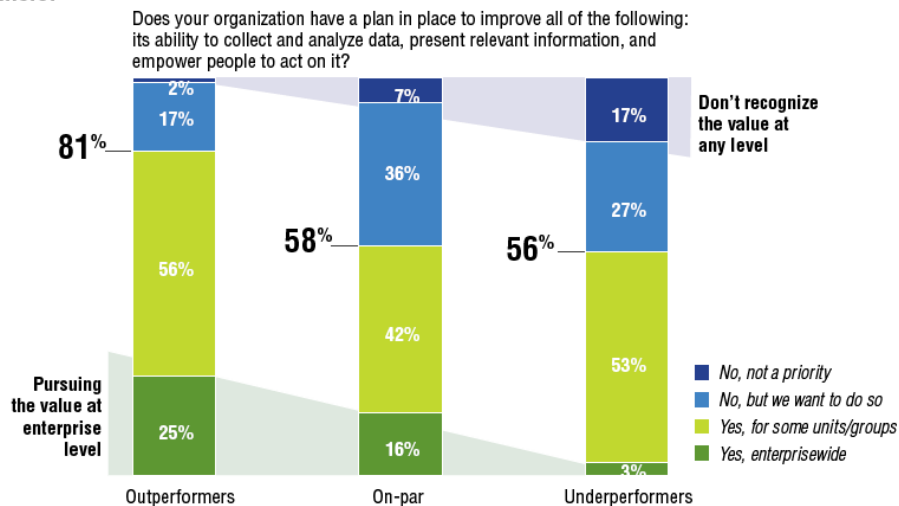


FIGURE 8.
Outperformers recognize and pursue the value from information much more than on-par and underperformers.



Note: Out-, on-par and underperformance is relative to peers.

Source: For more information about this study, you may contact the IBM Institute for Business Value at iibv@us.ibm.com, or visit our Web site: ibm.com/gbs/businessanalytics