

# Customer Intelligence Trends & Insights

January 2009 - Vol. 2, Issue 1

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### From the team at Hypatia:

**May 2009 be a year of peace, good health & economic stability to all.**

We are excited to embark on our next survey-based research study scheduled to publish in early 2009:

### **Enterprise Feedback Management to Customer Insight: Converting Information into Actionable Intelligence**

How successful are organizations in systematically capturing, managing, analyzing and applying customer intelligence throughout the enterprise? What tangible benefits are realized by those who invest in customer knowledge?

Our research will benchmark the current state of the market, as well as future plans for selection and investment in technologies or service providers. Moreover, we will assess the processes, organizational expertise and key performance indicators that set top performers apart. In short, What do successful companies do differently?

**End-user customer and vendor briefings** are now being scheduled. Contact: [Info@HypatiaResearch.com](mailto:Info@HypatiaResearch.com) to arrange a briefing.

[Leslie Ament](#)

Managing Partner  
Hypatia Research, LLC

[New Research Study: Collaborative Planning, Forecasting & Replenishment \[CPFR\] as a Service](#)



## MARKETING ANALYTICS

### How to effectively utilize Advanced Analytics Techniques

This Conference is designed for all those in Marketing, Customer Insight, Market Research and Database Analysis.

A whole host of mathematical and statistical methods are available to help you plan and take actions most efficiently and effectively.

This day is designed to brief delegates on these advanced analytics techniques, linked to the business problems that they can help solve.

Leslie Ament will present actionable insight from her research findings on how successful companies convert customer insight into actionable intelligence.

#### One Day Workshop for Professional Marketers

February 23, 2009  
Avenue Hotel,  
Chicago, IL

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**Hypatia**

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### Building the Business Case for Investment

Hypatia found CPFR usage more dominant in industries that rely on complex demand, supply and distribution channels such as retail, grocery, consumer goods, or food & beverage—these enterprises have adopted and benefited from collaboration practices most often. [Liz Claiborne](#), [Motorola](#), [The Hillman Group](#), and of course [Wal-Mart](#) currently use CPFR as a service.

Conversely, in industries such as manufacturing, healthcare, defense, telecommunications, pharmaceuticals or energy and natural resources, collaboration is more likely to focus on processes such as:

- Sales & Operations Planning
- Demand Planning & Forecasting
- Vendor Managed Inventory
- Just in Time Manufacturing [contract]
- Advanced Planning & Scheduling

Because trading partner collaboration has never been a "one size fits all" type of solution, many point solutions that enable and automate CPFR processes were developed [ex. Demantra acquired by [Oracle](#), [Sterling Commerce](#) acquired by AT&T or Manugistics and I2 acquired by [JDA Software](#)] and later consolidated as the market matured.

#### **Vendor & Service Providers Covered:**

- **Management Consulting Firms:** [Accenture](#), [BearingPoint](#), [Cap Gemini](#), [Deloitte](#), [EDS](#), [Hitachi Consulting](#), [IBM](#), [Infosys](#), Satyam
- **SCM Boutique Consulting Firms:** [Archstone Consulting](#), [Planet Award Consulting](#), [PRTM](#)
- **Managed Services Providers:** [Agentrics/GNX](#), [GXS](#), [Inovis](#), [JDA/I2](#), Prescient, [R.R.Donnely/Banta](#), [Sterling Commerce](#).

[An abridged copy of this new vendor selection guide for CPFR as a Service is available now.](#)

To purchase the complete report or to license it for syndication, contact [ZGR@HypatiaResearch.com](mailto:ZGR@HypatiaResearch.com)

#### ***New Study in Early 2009***

### **Business Intelligence Technologies, Tools & Services in the Healthcare Industries**

Healthcare organizations in the U.S. are suffering financial strain. In the case of healthcare providers, such as hospitals, those financial pressures are particularly severe. While the



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current economic crisis has certainly made things worse for healthcare providers, the problems that beset them have been in the making for several years. Declining admissions, rising costs for medical supplies and services, and less generous reimbursements from the insurance industry.

Payer-side health insurance companies, are also feeling the pinch of rising costs and lower employer contributions.

To survive the fall out and make the most of hair-thin profit margins, many are re-evaluating their approach to using business intelligence technologies and services.

Senior analyst [Sue Hildreth](#) and I will share our "prognosis for BI usage in healthcare" in our next newsletter... will president [Barack Obama](#) and his team be reading it?

Hypatia delivers high impact market intelligence, industry benchmarking, best practices, technology vendor selection, ROI assessment, and consulting services that reduce cycle-time and influence customer management, product strategy and channel development goals. Since 2001, clients have relied on our industry insight, expertise and independent research for guidance in assessing various technology, solution and service options. Like our namesake, Hypatia, we are committed to *Calculating Results™* for our clients.

***Hypatia of Alexandria*** (c.370-415 AD), invented several scientific devices--the astrolabe, planesphere, and hydroscope (hydrometer). These instruments were used to calculate the distance between planets, the position of visible stars at any time of the year, and the gravity of liquids respectively. Hypatia was the first woman to make substantial contributions to the development of mathematics, astronomy & philosophy.

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