

Customer Intelligence Trends & Insights

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Greetings!

Since publication of "Business@ the Speed of Thought", organizations have sought to attain greater economies of scale, reduced costs or TCO, persistent and reliable communications networks, operational flexibility and agility, and industry expertise from vendors and service providers. Software as a service [SaaS] or software + managed services enables organizations to focus on core competencies while reducing implementation and internal resource expenditures. Not surprisingly, the ability to scale standard collaboration processes without incurring costs for additional resources, operational down-time, or training was found to be a compelling value proposition. [Wal-mart](#), [Liz Claiborne](#), [Motorola](#), [Best Buy](#), [BJ's](#), [CVS](#), [Dell](#), Proctor & Gamble, Tyson Foods, Walgreens, and General Motors are prominent brands that engage with service providers for [CPFR®](#) solutions.

Whether one approaches collaborative commerce from the perspective of B2B, B2C or through multiple distribution channels as in B2B2C, it is imperative to interact and collaborate with one's trading partners on some level. Large retailers such as Wal-mart, insist their trading partners collaborate at a granular level as a requirement to become a trusted supplier. Taking this one-to-many approach allows Wal-mart to compete on commodity pricing and delivery to order timeframes through a combination of collaborative business practices such as Collaborative Planning, Forecasting, and Replenishment and Vendor Managed Inventory [VMI]. Conversely, automotive manufacturers are more likely to foster one-to-one relationships with major suppliers of certain parts [20% of suppliers providing 80% of parts] while taking a tiered approach with the majority of its trading partners. An abridged copy of this new vendor selection guide for [CPFR as a Service](#) is available now.

Best,

Leslie Ament
Managing Partner
Hypatia Research, LLC

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Leslie Ament will present actionable insight from her research findings on how successful companies leverage "[Customer Insight & Enterprise Feedback Management](#)" to enhance performance through operationalizing Customer Intelligence"

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New Research Study: Collaborative Planning, Forecasting & Replenishment [CPFR] as a Service Vendor Selection Guide

Given the enormous opportunity to profit from the benefits of CPFR, numerous vendors in multiple categories have developed consulting services, software products that automate business processes, packaged solutions and managed services. 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. Several trends and best practices have driven selection criteria for organizations across industries and domains:

- Demand-Driven Networks: Visibility & intelligence matters
- B2B eCommerce: Technology, infrastructure, & total cost of ownership [TCO] leads
- Trading Partner Networks: Domain knowledge & best practice processes provide an advantage

Our assessment: Services that standardize and synchronize key SCM information, automate or facilitate business processes and communications between trading partners, provide product category or industry best practice expertise and support SCM decisions, [such as the key trends detailed below], will continue to be in high demand for the next decade. Packaging, pricing and partnerships will continue to evolve as customers become aware of the various options, benefits and return on investment. Moreover, we predict that global IT consulting firms, providers of B2B trading partner network services, and software solutions will capitalize on the opportunity to supply specific value-added services for the next decade. [\[Abridged report available\]](#)

Greg Belkin Joins Hypatia!

Greg Belkin brings ten years of international research experience covering best-practice process and technology within the retail and consumer products industries. Belkin 's expertise encompasses product marketing for retail-specific software tools as well as research management for Retail Systems Alert Group's **Supply Chain Alert**, and editor of U.K. publications for **Retail Systems Alert** Europe.

An alumni of Suffolk University MBA program, Greg also holds a Bachelors degree from George Washington University. As an intern in the press office during the Clinton administration, Greg met Monica Lewinsky and invited her to a movie... but she said she was currently seeing someone.

Hypatia

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Decision Science & Customer Analysis: Competitive Advantage, or Necessary to Compete?

Research Report

[Wal-mart](#), [American Express](#), [Coca-Cola](#), [Staples](#), [Best Buy](#), [Harrah's Entertainment](#), [Proctor & Gamble](#), [Toyota](#), [Hilton International](#), [AOL](#), [IBM](#), [Oracle](#) are among numerous blue-chip companies that believe leveraging business and consumer data is necessary to compete in today's economy. What used to provide a 'secret sauce' or competitive advantage to companies savvy enough to exploit the value of customer data within their own proprietary databases, has now become a rather lucrative service business.

Two trends have emerged within the last few years. Read more:
[\[Abridged report available\]](#)

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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