

## Customer Profitability mini-app

Spend more time with your most profitable customers—not just the high-maintenance ones

### The problem:

Most companies assume their best customers are their largest. But invoiced dollars are only part of the picture. When you compare sales figures to actual delivery costs—including discounts, returns, invoice changes, and dedicated reps—you may find that your most profitable customers are not your largest. You may even find that your best customers are being under-served.

### The answer

Advantenon's Customer Profitability mini-app can help you identify your most profitable customers by comparing pipeline and closed deal data from your CRM system with comprehensive delivery costs from your installation and customer service systems.

### Mini-app Highlights

- Compare sales figures with actual delivery costs
- Break down data by customer, vertical market, sales rep, or region
- Get accurate, detailed information and meaningful analysis with drill-down ability
- See actionable, real-time data to make better-informed decisions
- See colorful, easy-to-read charts and graphs
- Access data on any platform, even mobile devices

### Reports & dashboards included

- Gross profit by customer tier
- Gross profit by customer vertical market
- Gross profit by sales rep, sales region, geographic region
- Gross profit vs. delivery costs by customer, customer tier, customer vertical market and sales rep



View gross profit by customer tier or grade, vertical industry, delivery method or region/rep.



See your 10 most profitable customers—by dollars and gross profit percentage.



# advantenon

MINI-APPS FOR NIMBLE BI

Learn more online at [www.advantenon.com](http://www.advantenon.com)

## Data sources we can connect to

- Invoice data from accounting system
- Pipeline info from CRM system
- User-created spreadsheets
- Call center management systems
- Customer service management systems
- Project management data

## What customers say

*"I tried for months to get this data from our internal systems, but without any luck. Advantenon did it in less than a week. The dashboards are easy-to-read, they show actual data, and they allow me to drill down into the data for detailed analysis."*

## Price

\$7,450

This price includes the mini-app, all reports and dashboards, and integration to your custom data sources.



View and interact with the same data on your mobile device.