

## Intelligence:

Gather and synthesize all the firm's operational transactions so we can understand how each type of customer, product, facility, channel & process are driving work across the enterprise.

### Eyeris Case Studies

#### Leverage Existing Cost Research

A company had done extensive time & motion research to determine the economies of scope in a sales call between a customer and a CSR, quantifying the marginal rep time involved in selling additional products in a single call. Eyeris embedded this research in a costing model that applied unique unit sales costs to each product in a sales transaction based upon the other products also sold in that specific transaction.

### Data Integration

A client had grown through acquisitions and had difficulty understanding the nature and extent of its relationships with large customers because those relationships were housed in numerous separate billing systems. Eyeris created a solution that unified a single view of each customer across all billing platforms, providing convenient and powerful analysis of customer value and customer behavior.

### Automated Casuality Analysis

A Provisioning department tracked all operational and expense data by 10 products that were orthogonal to Marketing's 100 products. Since no provisioning SME's had any exposure to marketing's product concepts, even ABC surveys were impossible to use. The company used Eyeris Open Intelligence's patent-pending matrix causality workbench to analyze historical data and quantify the unit costs in Provisioning of each unit of demand in each Marketing product.