



Quantum Profit Gram #13

Most distributors' ERP software systems don't provide enough information to get the strategic insights or to begin using QPM (Quantum Profit Management) principles covered in my Quantum Profit Grams. The promise of early BI ("Business Intelligence") software has been largely unfulfilled, delivering only the potential to create the right reporting -- potential that can only be realized with the addition of:

- the in-house expertise to program the BI system to deliver actionable analytics
- the expertise and experience to know what analytics matter and are actionable (like that suggested by the questions posed in past QP-Grams and in "Exhibit 58" offered below).
- the capability to act on new insights by:
 - designing new tactical plays to be pursued.
 - re-orienting and re-educating all employees to implement new plays.
 - creating progress-tracking reports for the new plays so that every employee can answer key questions like:

"How am I improving on what's now important?", and, "What's in it for me?"

Fortunately, 2009 brings the first of a new breed of systems that can deliver the precise information needed by an owner-operator CEO-generalist or a distribution chain Branch Manager to significantly boost their profit-center's IQ. New systems like WayPoint Analytics are purpose-built to deliver the exact information needed in a quick-to-implement, internet-delivered, flexible and affordable way.

Progressive distributors are boosting their "Corporate IQ Effectiveness" by using WayPoint as bridge between business-as-usual and strategic optimization and profitable growth. With the right information-driven action, they can improve the economics for all four stake-holder groups: customers, employees, suppliers and shareholders.

How can you check out QPM/WayPoint quickly?

- Sign up for a QPM webinar (Register your senior team for the Oct 29 Seminar — it's free).
- Request an interactive, on-line demo for your management team whenever you like. (Call WayPoint at 623-434-8931)
- Read about both Corporate IQ Effectiveness and QPM while scoring your company's current IQ with 16 pairs of short-answer questions. The team's answers can then be totaled and averaged to serve as a discussion agenda. For the Corporate IQ Audit document, go to: www.merrifield.com/exhibits/ex_58.pdf

The "Great Recession" will force us to do more with less, which will require next-level, strategic insight, focus and total team buy-in. How will you do this? Do the audit exercise as a start.

**QUANTUM
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MANAGEMENT**

Score and Boost Your Corporate IQ



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Learn more about WayPoint Analytics at www.waypointanalytics.com
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