

# DataKey Project Overviews: Business Intelligence



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## DataKey Project Overviews: Business Intelligence Projects

### Customer Insight to Drive Company Strategy

#### Challenge

Fortune 500 financial services company with 40,000+ customers retained DataKey to enhance position in marketplace. Market intelligence required prior to developing near-term and long-term plans.

#### Actions

- Designed Customer Intelligence questionnaire, conducted field intelligence gathering consumer sentiment for a new name for an associated spin-off.
- Created and facilitated a series of focus group sessions in Chicago and NYC.
- Delivered an executive summary of the results and comprehensive transcripts of the events.

#### Results

- **President and Executive Management team on-site to view focus sessions and gained valuable customer insights. Results and recommendations approved by Board of Directors.**
- **Client next asked DataKey to facilitate corporate strategy, marketing strategy and research projects for several years following the initial projects.**



### Business Intelligence

Focus Groups

#### Industry

Consumer Products, *Financial Services*

#### Company Size

Fortune 1000

*“The entire team was a pleasure to work with. We utilized every aspect of the customer research from the focus groups. Very professional team and very effective results.”*

– Marketing VP

### Industry Projection Profiles for Strategic Planning Process

#### Challenge

\$15 billion Fortune 500 tradeshow management and publishing firm turned to DataKey to assist with comprehensive industry research needed to complete their strategic planning process.

#### Actions

- Provided in-depth market research and analysis, profiling 15 industries within requested rapid timeframe.
- Designed custom 10-dimension industry profile including growth projections, emerging trends, pending legislation, and macro & micro analysis areas.
- Partnered with Executive Vice President and VP owner of each investigated industry to disseminate significant findings and develop strategic proposals.

#### Results

- **Corporate strategic go-forward plan built around DataKey research and recommendations.**
- **Standard format and process was created for future industry profiles.**
- **Findings provided catalyst for key actions and solutions to increase sales revenues.**



### Business Intelligence

Market Research & Analysis

#### Industry

Media, *International Tradeshow*

#### Company Size

Fortune 1000

*“The work completed by DataKey is exactly what we wanted. Extremely high quality. We are very pleased. Our Industry Vice Presidents responded with, ‘WOW, this is superb!’”*

– Director, Strategic Analysis

DK00051, DK00033



## DataKey Project Overviews: Business Intelligence Projects

### Benchmarking Private Brand Progress

#### Challenge

A large industrial distributor with a growing private brand business recognized the importance of understanding best practices for proprietary brand management and tasked DataKey with external benchmarking to assess their progress.

#### Actions

- Researched best practices and thought leadership around private brand management including brand rationalization, master branding strategies, and brand positioning.
- Documented the current state of the client's private brand management through extensive internal interviews with executive-level management.
- Provided an assessment of opportunity gaps to bring the client from the current state to a desired future best practice state.

#### Results

- **Identified the marketing, organizational, and selling priorities needed to achieve private brand best practice.**
- **Achieved consensus among the Executive Management team on private brand best practices and next steps.**
- **Private brand development was designated as one of the client's major strategic initiatives for the next fiscal year, \$100M+ opportunity identified.**



### Business Intelligence

Market Research & Analysis

#### Industry

Industrial Distribution, *Industrial Products*

#### Company Size

Fortune 1000

*"DataKey continues to provide very insightful and fresh thinking on our challenge. DataKey is clearly unveiling a huge growth opportunity for our business."*

– Chief Operating Officer

### Competitive Compensation Design to Drive Culture

#### Challenge

A well-known consumer fashion brand was facing multiple consecutive years of negative profitability in retail stores and realized that a true sales culture would be needed to improve the customer experience and expand revenue. After failing in the past to implement a commission-based compensation structure, outside help was needed to design a plan in 30 days that would drive the necessary cultural change while minimizing financial risk.

#### Actions

- Undertook an accelerated-pace competitive study to benchmark industry compensation structure and the brand's competitive positioning.
- Distilled complex strategic best practices into a nuts-and-bolts commission plan designed to reward individual performance while building a collaborative sales-driven team environment.
- Modeled in-depth financial projections and evaluated 50+ outcome scenarios to find the optimal balance of risk and reward.

#### Results

- **In one month, achieved four major milestones delivering commission structures at increasing levels of granularity, enabling client to improve the Board's confidence while setting realistic expectations for change.**
- **Board approved the launch of a 5-month pilot program projected to net an additional \$2M in revenue while reinforcing a sales culture..**



### Business Intelligence

#### Industry

Consumer Products, *Retail Fashion*

#### Company Size

Fortune 1000

*"DataKey, you did a FANTASTIC job pulling this together. You accelerated your deliverables to meet our time demands without sacrificing quality at all. We are ready to move forward - thank you for your team's efforts."*

– President of Retail Sales for nearly 1000 US concept stores

DK00198, DK00228

## DataKey Project Overviews: Business Intelligence Projects

### Structuring an Organization for Private Brand Growth

#### Challenge

A large industrial distributor with a rapidly growing private brand business wanted to maintain their high growth rate but had not devoted resources to a strategic plan. DataKey was brought on to create a detailed go-forward plan with private brand organizational structure recommendations based on best practice benchmarking.

#### Actions

- Researched external benchmark data on companies with large, high-growth private brand business and distilled findings into a set of critical success factors and case studies.
- Interviewed key internal stakeholders to determine proper ownership and alignment for initiative success.
- Created a comprehensive project plan from macro level to granular details for executing private brand growth strategy and recommended structures for project management and organization to foster private brand growth.

#### Results

- **Built consensus across departments behind the private brand initiative.**
- **Equipped client with roadmap for continuing 30%+ CAGR on private brand business.**
- **Private brand growth confirmed as a strategic deployment target for upcoming years.**



#### Business Intelligence

##### Industry

Industrial Distribution, *Industrial Products*

##### Company Size

Fortune 1000

*“With the roadmap that DataKey provided, we can really hit the ground running. Our process has been greatly accelerated due to DataKey’s work.”*

– Chief Operating Officer

### Improving Ticket Sales with Data Analysis

#### Challenge

A NY-based theater company was having difficulty maximizing their seat fill rate and desired to increase sales, optimize marketing efforts, and create an effective ticket pricing strategy.

#### Actions

- Performed extensive analysis of 7 years sales data, examining 125,000+ data records to uncover breakthrough correlations.
- Strategic recommendations to advance the company’s ticket sale performance presented to President.

#### Results

- **Board of Directors approved and implemented all recommendations and tactics.**
- **Sales and profitability increased by more than 300% over the previous season.**



#### Business Intelligence

##### Industry

Arts, *Theater*

##### Company Size

Mid-Market

*“We were thoroughly impressed by the practical DataKey recommendations which fit our budget, but even more impressed with their breakthrough, eye-opening findings.”*

– Executive Director

## DataKey Project Overviews: Business Intelligence Projects

### Recurring Survey & Analysis of Economic Environment

#### Challenge

Westchester County NY has a vibrant business economy, comprised of 30,000+ businesses, with a complex mix of industries, from solopreneurs to Fortune 500. DataKey was brought in to design, conduct and analyze the business health of the region.

#### Actions

- DataKey analyzed the business make-up of the region and determined statistical sampling algorithms.
- Designed research and analysis based on a series of critical business health components focusing on leading predictive Key Performance Indicators (KPI's).
- Designed weighting criteria by factoring company size, respondent position, and other variables. Conducted the research, completed analysis, and summarized results.

#### Results

- **Created region's first economic Business Confidence Index.**
- **Consistent process now conducted by DataKey every quarter for the region, now in 3rd calendar year.**
- **Results published regularly in business print and on-line publications.**



#### Business Intelligence

Market Research & Analysis

#### Industry

Economic Development, *Regional*

#### Company Size

Mid-Market to Fortune 1000

*"This is exactly the type of high quality breakthrough data analysis we have come to rely on from DataKey. Keep it up the region needs DataKey!"*

— Westchester County Regional Economic Development Director

### Brand Recognition Research & Recommendations

#### Challenge

Television News Station in highly competitive multi-million viewer U.S. audience base was experiencing brand awareness issues and had an objective to advance station to higher ratings. DataKey was recruited to gather base customer intelligence.

#### Actions

- Designed a customized field study approach, ensuring statistical neutrality and a significant database of input.
- Conducted field research, managing and supervising over 5,000 calls to target demographic market segments.
- Performed extensive analysis of study findings to discover key opportunity areas.

#### Results

- **Identified breakthrough opportunities for station viewership growth and generated industry best-practice approaches.**
- **Strategic recommendations implemented by senior station management to improve brand recognition.**



#### Business Intelligence

Voice of the Market

#### Industry

Media, *Television News*

#### Company Size

Mid-Market

*"DataKey delivered! Their attention to detail and response time for completing the project exceeded our expectations in every aspect of this large undertaking."*

— Senior Research Partner

DK00179, DK00039

## DataKey Project Overviews: Business Intelligence Projects

### Focus Groups Shape New Product Strategy

#### Challenge

A physician network frustrated with the ever-escalating cost of healthcare engaged DataKey to provide strategic recommendations regarding product design.

#### Actions

- Designed and conducted a series of focus group sessions to further shape the company's revolutionary medical service offering.
- Compiled feedback from target segments to determine effective strategies for new product development.

#### Results

- **Delivered key recommendations to advance the group's product, including a comprehensive 50-page market intelligence document.**
- **Product is currently under development with market research feedback fully incorporated.**



### Business Intelligence

#### Focus Groups

#### Industry

Healthcare, *Physicians Network*

#### Company Size

Mid-Market

*"DataKey produced results. They masterfully facilitated the entire focus group process which was instrumental in the design of this breakthrough approach to Healthcare."*

– Director Medical Staff

### Achieving Sales Growth through Benchmarking

#### Challenge

Highly successful pneumatics controls distributor was looking to take the company to the next level and retained DataKey to determine strategies for achieving sustainable sales growth.

#### Actions

- Provided strategic planning and customer intelligence by conducting external field research as well as internal analysis on thousands of data records.
- Presented a targeted list of 10 strategic recommendations to President & VP of Sales.
- Determined benchmark business goals for sales force based on findings of research study.

#### Results

- **Launched immediate implementation based on strategic recommendations and retained DataKey to manage several implementation phases.**
- **Sales increased by over 25%, directly attributable to strategic analyses and planning.**



### Business Intelligence

#### Market Research & Analysis

#### Industry

Technology, *Electronics-Pneumatics Distribution*

#### Company Size

Mid-Market

*"We were extremely pleased with the entire approach and recommendations that DataKey delivered. So much so, that we are utilizing them to assist with the implementation in several strategic areas."*

– President & Chief Executive Officer

DK00037, DK00043

## DataKey Project Overviews: Business Intelligence Projects

### Understanding Customers through Field Research

#### Challenge

Westchester-based media industry leader with circulation in excess of 350,000 turned to DataKey to forge new strategic direction, increase sales, and create ability to identify a customer at risk profile.

#### Actions

- Designed customized field research study and gathered extensive customer intelligence.
- Synthesized findings and facilitated multiple integration sessions with Executive Management team.
- Presented 10 key strategic recommendations to CEO, with follow up to entire management team and sales force.

#### Results

- **Recommendations were integrated into the company's "go-forward" strategy with ongoing implementation.**
- **Several key at-risk accounts were identified and action was taken to retain those customers.**



#### Business Intelligence

Market Research & Analysis

#### Industry

Media, Publishing

#### Company Size

Mid-Market

*"The research was delivered on-time, on-budget, and on the money. After a thorough examination, DataKey made recommendations that were quick to implement and had immediate significant customer impact."*

– Senior Manager, Sales & Marketing

### Enhancing eCommerce and Web Presence

#### Challenge

A janitorial supplies and equipment distributor sought to increase its online presence and e-commerce functionality by bringing a decade-old website into the 21<sup>st</sup> century.

#### Actions

- Studied the competitive landscape of websites and e-commerce capabilities to take full advantage of competitors' strengths and weaknesses.
- Researched customer segments and product lines to develop strong messaging that would resonate with target customers.
- Partnered with a search engine optimization firm to assist in the development of the structure and content of the website and drive the messaging.
- Assisted in the production of the website by guiding the design vendor.

#### Results

- **Created a modern online presence for the company that both impressed customers and improved their use of e-commerce.**
- **Optimized the content of the website to grow hits and rank the client higher among the major search engines, including many #1 Google hits.**
- **Facilitated the potential improvement of margins by making it easier to transition the client's customers from phone orders to e-commerce.**



#### Business Intelligence

Market Research & Analysis

#### Industry

Industrial Supply, Janitorial Supplies & Equipment

#### Company Size

Mid-Market

*"DataKey did an amazing job of transforming our old website into a commerce site that we are proud of. We are now eagerly promoting our website to our customers, which will improve our margins."*

– President

DK00035, DK00192



## DataKey Project Overviews: Business Intelligence Projects

### Improving Sales Forecasting of Consumer Products

#### Challenge

A major CPG company was relying heavily on its Field Sales team qualitative information to forecast unit sales. This method resulted in significant inefficiencies and error rates, ranging between 50 to 100 % on the SKU/product level, wreaking havoc on supply chain business processes and inventory management.

#### Actions

- Worked with SVP Sales, SVP Marketing, SVP Operations to address shortcomings of current forecasting methodology.
- Compiled a database to collect historical sales data and retail market drivers (e.g., price, distribution, promotion) over the last several years.
- Created comprehensive data-driven multivariate regression models to more accurately predict sales.
- Conducted comprehensive research on variables that drove sales.

#### Results

- **Compiling extensive market-drivers saved the company \$200,000 it had planned to commit to a marketing-mix research study.**
- **Implemented marketing-mix analytics to determine sales drivers.**
- **Demonstrated to Executive Management that in-store trade promotions proved a more effective way to spend marketing dollars.**

### Revealing Insights with In-Depth Customer Research

#### Challenge

Faced with an aging audience base, a NY theater company was anticipating a decline in future ticket sales and was undecided on how to grow their customer base over the next several seasons. The Board had generated ideas for marketing to a broader and younger audience, but was lacking an effective strategy.

#### Actions

- Designed an in-depth research study to uncover the perceptions, preferences, satisfaction, and demographics of a 7,000 person database.
- Analyzed survey results including nearly 5,000 open-ended responses and developed patron segmentation methodology to illuminate further insights into emerging trends and patterns.

#### Results

- **Extremely high response rate of over 15%.**
- **Discovered clear patterns in income, spending habits, and show/schedule preferences amongst segments of newer and younger patrons, enabling the Board to select the marketing strategies most likely to attract this segment.**
- **Revealed new insights into elements of the experience most valued by patrons and the theater's overall economic impact, giving the Board a powerful position when negotiating with partners and vendors.**



#### Business Intelligence

Market Research & Analysis

#### Industry

Consumer Products, *Paper Goods*

#### Company Size

Mid-Market

*“Can we hire the analyst from DataKey as a full-time employee? This work is extraordinary!”*

– Chief Executive Officer



#### Business Intelligence

Market Research & Analysis

#### Industry

Arts, *Theater*

#### Company Size

Mid-Market

*“We could never have understood our patrons to the degree we now do without DataKey’s mastery of research design and relentless analysis of the data. These findings have had a direct impact on our marketing strategy.”*

– Managing Director

DK00198, DK00164



## DataKey Project Overviews: Business Intelligence Projects

### Evaluation of Strategic Expansion Possibilities

#### Challenge

A regional economic development company had an opportunity to expand their service area for small business micro-loans. To ensure the success of the possible expansion, a better understanding was needed of local market demands, competitive factors, business systems and target marketing.

#### Actions

- Leveraged DataKey and client contacts to conduct extensive primary interviews with VIPs familiar with the small business environment and business networks in the expansion area.
- Accumulated data-centric secondary market research to assess potential gaps in small business lending and the socio-economic conditions in the area.
- Thoroughly processed and analyzed the information collected to develop realistic, concrete recommendations for expansion.

#### Results

- **Designed an expansion strategy for near-term and long-term, including immediate resources and contacts for the company.**
- **Recommended clarified market positioning and a network of strategic partnerships that would rapidly accelerate the expansion plans.**



### Business Intelligence

Market Research & Analysis

#### Industry

Economic Development, *Not for Profit*  
Financial Services

#### Company Size

Mid-Market

*“DataKey delivered more than we expected. Not only did they give us clear, concise and accurate directions for the future, they promoted our business and clarified our messaging along the way.”*

– Executive Director of Small  
Business Lending