



GRAND Dimensional Paths™

Business Dimension (Customer)

- **Sales Growth** - report and seize (profitable) growth opportunities for each customer and manage (profitable) sales growth by customer
 - **Gross Margin** - report customer (gross margin) profitability and understand the impact of Cost of Goods Sold on Customer Profitability
 - **Profitability** - report customer (NOI) profitability and make customer decisions based on profitability impact
 - **Lifetime Value** - manage the impact of Lifecycle activities (i.e. Acquisition, Care, Retention, Cross/Up-Sell, Rewarding, and Churn) on Customer Value and overall Value Creation
- Gradient Fill represents our capabilities in-progress
- **Churn** - report and manage the churn rate, retention rate, number of new customers, sales growth rate, and so forth
 - **Segmentation** - identify the profitability profiles for various customer segments and/or profitability impact of each characteristic and profile for customer segmentation
 - **Salesperson** - identify the profitability profiles for each salesperson and/or profitability impact of each characteristic and profile as well as salesperson performance review
 - **A/R** - report and manage the whole cycle of AR (i.e. AR Totals, Customer Aging, Bad Debt Exposure, Aging Trends, AR Days Trends, Dunning Letters, Old Unpaid Invoices, Watch List, Alerts, etc.)