

*demarq-alp*

**ACCOUNT  
LEVEL  
PROFITABILITY**

Understanding and Forecasting

Customer Profitability

powered  
by *demarq*

# Why should you analyse profitability at account level?

## Unlock the potential in your customers

There's never been a better time to truly differentiate yourself by being more targeted and more profitable.

In a crowded and ever-changing marketplace, your strategy needs to be as refined and streamlined as possible to deliver maximum profitability.

Demarq-ALP gives you access to a detailed, granular view of your most profitable and unprofitable accounts at-a-glance transforming your data into precise profit information.

Demarq-ALP can help you to identify and stop focusing on unprofitable accounts, and start concentrating your activity in areas that will get results.

## Profitability is not a nice to have.

Profitability is the number one purpose of every business.

Understanding the profitability of your customers, your products, and your processes at a granular level and over the customers lifetime is absolutely mission critical

## Be more strategic



Bring together individual account data from your financial, credit management, and transactional systems and work with account-level data instead of averages – better informing your strategic decisions and increasing your agility.

## Increase profitability



Drive profitable account behaviour. Analyse, identify, and eliminate unprofitable activities to become more targeted, streamlined, and profitable.

## Stay ahead of your competitors



The market is crowded - you must take every opportunity you can to get your nose in front.

Get the insight and the strategic intelligence you need to stand out, stay ahead, and outperform the competition.

## Design better marketing & risk campaigns



Design risk and marketing strategies based on individual account performance characteristics to optimise results.

Eliminate unprofitable campaigns.

# Why Demarq-ALP?

## Get a trustworthy, single view of the truth

Eliminate the risk of regulatory non-compliance from inaccurate data. Data is combined from all product systems at account-level, reconciled with the general ledger and displayed within a single platform.

## Enhanced analytics

High performance distributed analytics processing of account-level data gives you access to granular detail.

## User-friendly

The intuitive user interface gives you access to out of the box report templates with configurable drill-downs based on dynamic and changing business hierarchies/cohorts, optional bespoke reports to get all the information you need at-a-glance.

## Seamless implementation

Demarq-ALP is hosted on a secure private cloud environment, requiring limited input and resource from your internal IT team.

## Take your forecasting to the next level

The forecasting capability leverages machine learning and advanced analytics to give you visibility of future performance of accounts giving you insight to inform your strategies and grow profitability.

## Closing the loop

ALP output data is provided to you for ingestion into your operational systems and, BI and analytics tools.

## Who benefits from Demarq-ALP?

### Product Owners

Understand who your profitable customers are, design better products to target them and avoid designing products that serve unprofitable customer demographics.

### Decision Makers

Demarq-ALP provides you with a single view of the truth, reconciling your data back to the general ledger and giving you a trustworthy view of cost and profitability.

### Finance

Understand the true costs of service and acquisition amongst your customer base. Which customers bring you profit? Which cost you the most?

### Marketing

Build campaigns to nurture profitable customers and cross sell products. Understand the unprofitable customer and design campaigns to increase their profitability or churn them.

### C-Suite

Obtain reports from a single, reconciled, and trustworthy data repository ensuring a consistent and standardised view is achieved across the business.

Demarq-ALP is a powerful analytical platform hosted and delivered in a highly secure private cloud. The intuitive UI is underpinned by high performance distributed analytics processing enabling you to get an at-a-glance view of your most profitable accounts with granular detail.

## Features

### Profitability Analysis

Detailed analysis of profitable and unprofitable accounts with cohort, time series and snapshot reporting either within your BI tool of choice or through the ALP platform

### Program Tracking for Risk and Marketing

Accurate monthly program tracking giving you a view of how effective your risk and marketing strategies are.

### ALP ETL Engine

Consolidated data from multiple sources in a scalable and high-performance database offering rapid response times.

### ALP Database

Aggregated data from financial, credit management and transaction systems, automatically reconciled to the general ledger and operational systems providing a trustworthy single version of the truth for reporting and analysis.

### Interactive Visual Analysis

Presenting analytics in an easy-to-use interface which allows you to get all the information you need at-a-glance.

### Advanced Reporting

Out-of-the-box high performance reports, including dynamic cohort reporting, historical tracking, time-series reporting. Measures and metrics derived across hierarchical elements and driven by configurable and extensible allocation rules.

### Forecasting Module

Using machine learning and advanced analytics techniques to give you a forward view of profitability down to account level.

### Full Support

You can expect full support from initial engagement through to ongoing BAU activities. Our support team and developers are constantly working with our customers to ensure you can focus on driving your business outcomes.

## CONTACT US

Speak to one of our experts today to  
find out more about Demarq-ALP

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