ReMAP Customer Analytics™

ReMAP
Software for the Digital Enterprise

ReMAP™ is a SaaS portfolio of solutions designed to transform a business into the Digital economy. It has three basic tenets – **BUILD**, **OPERATE** and **MEASURE**

ReMAP BUILD establishes a company's digital infrastructure with the setup of products and services, master data, campaigns and commerce online.

ReMAP OPERATE, covers all aspects Lead acquisition, Lead Management, Sales Presentation , Pricing and Selling and Fulfillment of Materials and Labor to complete projects. It addresses entire business operational workflows.

ReMAP MEASURE facilitates ongoing measurement of business performance through specific metrics and dashboards.

PORTFOLIO

Build

Master Data Management
Digital Presence
Product Catalog
Campaign Management
Product Advisor
Visualizer/Designer
Ecommerce Framework

OPERATE

Lead Management
Sales Management
Pricer And Configurator
Fulfillment Management
Foreign Trade Management

MEASURE

Operational Analytics
Marketing Analytics
Loyalty Management
Customer Segmentation
Predictive Modeling

BENEFITS

DRIVE LEAD FLOW
INCREASE CONVERSION
GROW SALES
FULFILL EFFICIENTLY
ANALYZE BUSINESS

www.remapweb.com

ReMAP Customer Analytics™ – provides customer segmentation and a measure of customer life time value.

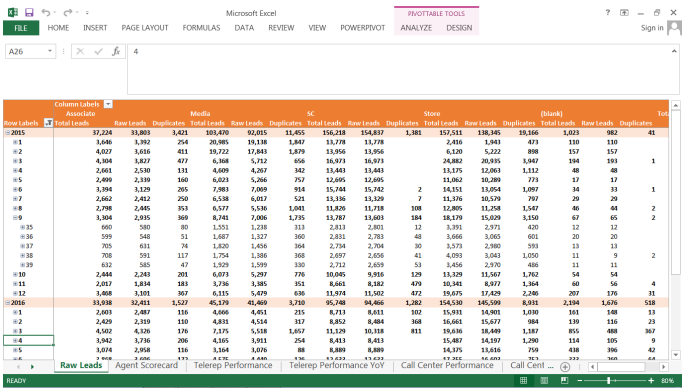
Features/Functions

• Visibility into customer purchase patterns
• Definition and tracking of Customer Lifetime Value (CLV)
• Web presentation of business dashboards and analytics
• Ad-hoc analytics capability
• Definition and tracking of key metrics for daily operational decision making.

• Dynamic reports and charts by market, by product, by function, by timeframe
• Integrated data warehouse model to provide end-to-end visibility
• Mobile and tablet capable
• Extension of the Analytics platform to external data sources
• Expansion to provide financial insights
• AI driven insights into top line and bottom line opportunities.

Value

Targeted marketing of promotions to customers based on needs and value, customer retention and repeat buys



from
Nathan Research
17110 Dallas Pkwy, Ste. 201
214.452.8427
www.nathanresearch.com
info@nathanresearch.com