

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
Pricing 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 Marketing Analytics™ - measures the effectivity and efficiency of various leads and marketing channels - social, brick & mortar, omni and other

Features/Functions

- Visibility into various marketing channels
- Web presentation of business dashboards and analytics
- Ad-hoc analytics capability
- Definition and tracking of key performance metrics for daily operational decision making.

- Dynamic reports and charts by market, by product, by function, by timeframe
- 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

Marketing effectiveness and efficiency

Columns (Labels)	Associate	Media				SC				Store				Blank				Total
Raw Leads	Agent Scorecard	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Raw Leads	Duplicates	Total
2016	32,204	31,803	1,421	100,470	92,015	11,455	156,218	154,877	1,341	157,511	138,145	19,366	1,493	982	41			
#1	3,686	3,192	254	20,985	18,118	1,867	11,778	11,778		2,416	1,943	473	110	110				
#2	4,027	3,616	411	19,722	17,843	1,879	11,956	11,956		6,120	5,222	898	157	157				
#3	4,104	3,827	277	6,168	5,712	456	16,973	16,973		24,882	20,915	3,967	104	104				
#4	2,661	2,530	131	4,609	4,267	342	13,443	13,443		13,175	12,063	1,112	48	48				
#5	2,489	2,139	350	6,921	6,266	655	757	10,695	10,695	11,062	10,381	681	773	17				
#6	3,394	3,129	265	7,983	7,209	774	15,748	15,742	2	14,111	13,054	1,057	36	33				
#7	2,642	2,482	160	6,138	4,917	1,221	11,316	11,316		7	11,256	10,579	677	39	29			
#8	2,788	2,485	303	6,577	5,536	1,041	11,828	11,718	108	12,895	11,258	1,637	46	44				
#9	3,364	2,935	369	8,741	7,886	855	11,387	11,603	184	18,179	15,029	3,150	67	65				
#10	600	580	20	1,251	1,178	73	2,813	2,811	2	3,391	2,971	420	12	12				
#11	599	548	51	1,687	1,327	360	2,311	2,783	48	3,666	3,005	661	20	20				
#12	705	611	94	1,520	1,404	116	2,754	2,754		3,273	2,980	293	13	13				
#13	708	591	117	1,754	1,386	368	2,697	2,656	41	4,033	3,043	1,050	11	9				
#14	832	585	247	1,529	1,099	430	2,712	2,659	53	3,456	2,570	886	11	11				
#15	2,444	2,243	201	6,073	5,297	776	10,665	9,916	749	11,129	11,567	1,782	54	54				
#16	2,817	1,814	1,003	3,776	3,385	391	8,463	8,182	281	10,341	8,917	1,424	60	56				
#17	3,668	3,101	567	6,115	5,479	636	11,918	11,402	516	16,675	12,428	4,247	207	176				
#18	13,938	12,411	1,527	45,179	41,469	3,710	95,748	94,466	1,282	154,510	145,599	8,911	2,194	1,676	518			
#19	2,083	2,087	118	4,466	4,051	415	4,713	4,611	102	15,811	14,991	820	161	148				
#20	2,429	2,119	310	4,811	4,514	297	8,852	8,484	368	16,641	15,677	964	139	116				
#21	4,502	4,126	376	7,175	6,518	657	11,129	10,318	811	19,816	18,489	1,327	455	488				
#22	3,842	3,736	106	4,165	3,911	254	8,411	8,411		15,487	14,197	1,290	114	105				
#23	3,074	2,958	116	3,164	3,076	88	8,889	8,889		14,175	13,616	559	438	396				
#24	7,849	7,606	243	11,176	10,446	730	14,618	14,242	376	17,245	16,449	796	119	108				

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