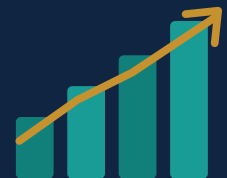


CASE STUDY · ANALYTICS & BUSINESS INTELLIGENCE

Ithena

Launching a new category of customer value analysis — an ROI go-to-market campaign integrated with solution-selling sales kits.



CASE STUDY

First

CUSTOMER VALUE
ANALYTICS APPLICATION

Fortune 50

PERSONALISED ROI
ANALYSES DELIVERED

2

VERTICALS — FINANCE &
TELECOMMUNICATIONS

Overview

Ithena, a division of Business Objects, launched the first customer value analytics application. Business Objects was subsequently acquired by SAP.

The engagement launched a new category of customer value analysis, through an ROI go-to-market campaign integrated with solution-selling sales kits.

Business Issue

A new application category offered enhanced functional customer value management analytics. A category with no precedent gives buyers no reference point — users needed clear guidance on its business use before they could adopt it with confidence.

Solution

- ▶ **ROI models built on Dynamic Value Management.** Models that quantified the value of new profit opportunities, positioning Ithena as a practical operational solution supporting strategic decisions.
- ▶ **A Solution Selling sales kit, tailored by vertical.** Sales kit and ROI models built specifically for finance and telecommunications.
- ▶ **Training and post-sales coaching.** Delivered alongside the kit to ensure effective adoption.

Results

- ▶ **Tactics quantified and tied to strategy.** The Ithena application's tactics were quantified and linked to the strategies they served, in terms of improved earnings.
- ▶ **Personalised ROI analyses for Fortune 50 companies.** Early adopters were shown tangible economic value.

Contact Anthony Sarno at 728-230-5573 to learn how AI ROI GTM programs can impact your bottom line.

Visit the ROI Value Learning Center for free tools and educational resources. valuelogics.ai