

Becoming a Customer Company



Personal Business Analytics™

 FirstRain

Table of Contents

- 3 Introduction
- 4 Follow to lead
- 6 What does it mean to be a customer company?
- 8 Using customer intelligence to predict trends
- 10 How to harness big data to become a customer company
- 12 Conclusion

The world is changing quickly.

Consumers are leading an economic revolution with mobile devices and social feeds on hand. The customer has always been right, but never before has she had such power.

It's no different with B2B buyers. Enterprises have a constant stream of knowledge at their fingertips, and their employees are now able to engage only with companies and data streams that are pertinent to their needs. This means that enterprise teams have an unprecedented opportunity to develop relationships with clients that go beyond the traditional boundaries of meeting rooms and sales pitches.

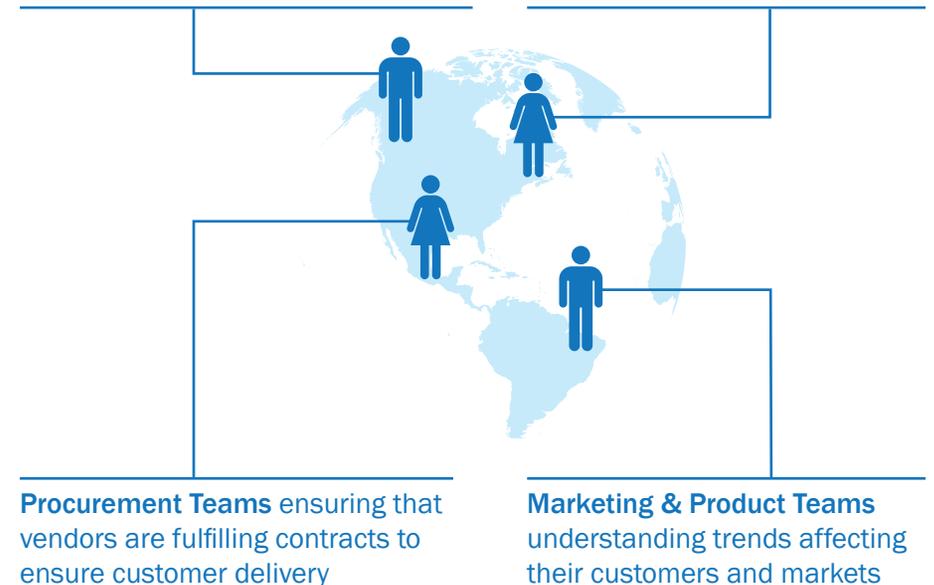
With myriad other vendors available to them, customers can and will quickly abandon a solution that fails to live up to their expectations. And with the ability to communicate quickly and easily, their dissatisfaction isn't likely to remain a secret for very long. Enterprises can make sure they help their customers solve their business problems and grow revenue by using Personal Business Analytics™ to get real-time insights.

Your World. Through Your Customer's Eyes.

Regardless of where you sit in your organization, having insight into your customers and the business challenges you can help them solve is necessary to increase revenue.

Sales Team using personalized views to truly understand their customers and their customers' customers

CEOs and exec team monitoring top customers against key indicators and growth goals



A photograph of two men in white shirts and ties sitting at a table, looking out a window. The image is overlaid with a purple gradient. The text 'Follow to Lead' is written in white on the left side, accompanied by a speech bubble icon.

 Follow to Lead

According to Economist Intelligence Unit Survey, 89% of top performers said they responded to emerging market conditions by coming up with new strategies to improve the customer experience.

An Economist Intelligence Unit survey of more than 1,000 companies worldwide found that creating customer intimacy is a much greater priority now than it was even just three years ago.* Businesses are starting to realize that creating a better relationship with customers will help them create better services and generate greater customer satisfaction.

Three Ways to Use Big Data Insights to Engage with Your Customers:

1. Anticipate your customer's needs
2. Start the sales journey earlier by finding clients who could use your products before they know it themselves
3. Claim your clients before they even enter a new market by understanding new entrants into existing or new markets

The data is clear.

Predicting customer markets leads to revenue growth.

So what's holding you back?

64%

Of companies are already gaining customer insight from big data*

32%

Of companies are having difficulty making a case to invest in the kind of technology that would make such insight possible*

92%

Of FirstRain customers feel that FirstRain keeps them better informed on developments in their business and their customers' businesses.

* The rise of the customer-led economy; © The Economist Intelligence Unit Limited 2013



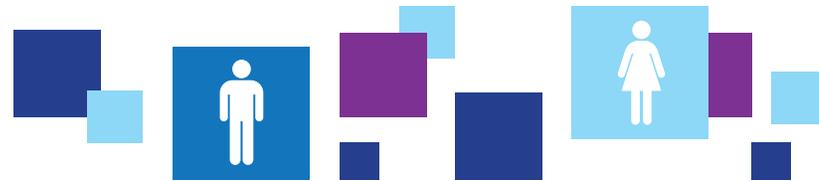
What does it mean to be
a customer company?



The no. 1 thing to remember when learning about your customers is that they aren't just data points.

Most companies ignore this crucial fact, to their detriment. Your clients are companies run by real people with genuine concerns and goals. Remembering this is what will truly put you ahead of your competitors. Customer intelligence can help you to understand your clients as individuals, and learning the state of the market can help you understand what their biggest concerns may be. Knowing what's at stake for a business can help marketers and salespeople reach out to them on an individual level. In the end, salespeople need to use big data to forge a more intimate relationship with current and potential clients.

To gain this kind of understanding, you first need the knowledge that only customer intelligence can provide. Never before have businesses had the ability or the opportunity for this kind of up-to-date, firsthand knowledge. Be a part of the big data revolution and enter the universe of your customers.



Use this information to strengthen your own business by:

- Providing superior service by demonstrating intuition about your client's marketplace—keeping you ahead of your customer's needs.
- Finding new opportunities to sell and cross-sell. Claim your clients before they even enter the market.
- Becoming a strategic business partner. Don't just work for your clients, work alongside them. With your insight, you will be in the unique position to help them strategize. Creating such a partnership is one way to ensure that customers will stand by your company.



Using customer intelligence to predict trends



Businesses that use customer intelligence can predict trends before they take over the marketplace.

Making use of data in this way isn't just useful in assisting clients, but in keeping your own business afloat, as well. Staying one step ahead of industry happenings can give your company key insight that will keep you on top of the competition.

THE CHALLENGE: Identifying Strategic Opportunities in a New Market



THE SOLUTION:

Rambus needed to bring forth the most relevant and precisely tuned mix of market drivers, insights and influencers, particularly in new market opportunities, such as the emergence of the Internet of Things (IoT). Personal Business Analytics™ delivers to Rambus two unique views of the changing market dynamics—one is a composite picture of the drivers for the IoT; the second gives insight into the views of influencers, competitors and partners. FirstRain is helping them expand their overall vision of a dynamic market in which they are developing a collaborative approach to the ecosystem.



THE OPPORTUNITY:

McKinsey Global Institute report “Disruptive technologies: Advances that will transform life, business, and the global economy,” published in May 2013, predicted the “potential economic impact of the Internet of Things to be \$2.7 trillion to \$6.2 trillion per year by 2025” through use in a half-dozen major applications that they have sized.



How to harness big data to become a customer company



What kind of information can a business use to better understand its customers? The short answer is: any.

The more you know about your customer base, the more effective you will be in helping them accomplish their goals. These days, clients have particularly high expectations for the businesses they partner with, and understandably so. At the very least, clients will assume you have conducted research into their market. However, preliminary research is just the bare minimum of what you can accomplish with access to customer data analytics. With superior information, you can do better. Using your access to big data to immerse yourself in your client's market can enable you to know the business of your clients as well as they do themselves—or even better.

In real time, you can see exactly what is happening in your customer's market. With this data all contained in one place, it becomes easier to keep your eye on emerging trends, impending disasters or anything else that may affect your current and prospective clients.



When you plug yourself into your customer's realm, you have access to:

- Market shifts and changes
- Commodity prices and availability
- News updates, including those regarding geopolitical events and natural disasters
- What's trending on social media and the Web
- The activities of competitors
- Regulatory changes
- Consumer behavioral trends
- Any changes that may affect how your client does business

With thousands of news articles, blogs and social media updates posted every second, the stream of data is constant.



Nearly every day, something happens in the world that will affect your clients. The question is, are you there to see it? If so, do you know how to use this information effectively? There's no end to what you can do with access to a continuously up-to-date flood of knowledge. By streamlining vital market statistics and news items, FirstRain helps businesses gain access to the most important industry details without getting mired in a flood of irrelevant information.

By using data to understand industries and consumers both on a market-wide and personal level, you too can become a customer company. Create relationships that matter. Don't just be a business partner; be a trusted colleague. Guided by the insight of big data, you can deal in conversations rather than sales pitches.

The ability to develop a mutually beneficial alliance with clients is what it truly means to be a customer company.



FirstRain Headquarters
1510 Fashion Island Blvd.
Suite 120
San Mateo, CA 94404

 650-356-9040
 650-571-5367
 FirstRain.com
 [@FirstRain](https://twitter.com/FirstRain)