

SPEND CUBE ANALYSIS

SPEND CUBE ANALYSIS: UNLOCKING THE SECRETS OF YOUR MARKETING ROI

INTRODUCTION:

ARE YOU DROWNING IN MARKETING DATA, STRUGGLING TO UNDERSTAND WHERE YOUR MONEY IS TRULY GOING AND WHAT'S DELIVERING THE BEST RETURN? FEELING LIKE YOUR MARKETING SPEND IS A BLACK HOLE, SWALLOWING RESOURCES WITHOUT OFFERING CLEAR INSIGHTS? THIS COMPREHENSIVE GUIDE TO SPEND CUBE ANALYSIS WILL EQUIP YOU WITH THE TOOLS AND UNDERSTANDING TO TRANSFORM YOUR MARKETING DATA FROM A CONFUSING MESS INTO A POWERFUL ENGINE FOR GROWTH. WE'LL DIVE DEEP INTO THE INTRICACIES OF SPEND CUBE ANALYSIS, DEMYSTIFYING THE PROCESS AND SHOWCASING PRACTICAL APPLICATIONS THAT WILL REVOLUTIONIZE YOUR MARKETING STRATEGY AND BOOST YOUR ROI. THIS ISN'T JUST A THEORETICAL OVERVIEW; WE'LL PROVIDE ACTIONABLE STEPS AND REAL-WORLD EXAMPLES TO HELP YOU IMPLEMENT SPEND CUBE ANALYSIS WITHIN YOUR OWN ORGANIZATION.

WHAT IS SPEND CUBE ANALYSIS?

SPEND CUBE ANALYSIS IS A POWERFUL DATA VISUALIZATION AND ANALYTICAL TECHNIQUE THAT ALLOWS MARKETERS TO DISSECT THEIR SPENDING ACROSS MULTIPLE DIMENSIONS. THINK OF IT AS A THREE-DIMENSIONAL (OR EVEN HIGHER-DIMENSIONAL) REPRESENTATION OF YOUR MARKETING INVESTMENT. UNLIKE SIMPLE SPREADSHEETS THAT ONLY SHOW SPENDING IN ONE OR TWO DIMENSIONS (E.G., COST BY CAMPAIGN), A SPEND CUBE ALLOWS YOU TO EXPLORE THE RELATIONSHIPS BETWEEN VARIOUS FACTORS SIMULTANEOUSLY, REVEALING INTRICATE PATTERNS AND HIDDEN INSIGHTS. THESE DIMENSIONS CAN INCLUDE:

MARKETING CHANNELS: (E.G., PAID SEARCH, SOCIAL MEDIA, EMAIL, DISPLAY ADVERTISING)

GEOGRAPHIC LOCATIONS: (E.G., COUNTRY, REGION, CITY)

PRODUCT CATEGORIES: (E.G., DIFFERENT PRODUCT LINES OR SERVICES)

CUSTOMER SEGMENTS: (E.G., DEMOGRAPHICS, PURCHASING BEHAVIOR, LIFETIME VALUE)

TIME PERIODS: (E.G., DAILY, WEEKLY, MONTHLY, QUARTERLY, YEARLY)

CAMPAIGN TYPES: (E.G., BRAND BUILDING, LEAD GENERATION, SALES PROMOTION)

BY ANALYZING THESE DIMENSIONS IN COMBINATION, YOU CAN UNCOVER CRUCIAL INFORMATION LIKE THE MOST EFFECTIVE CHANNELS FOR SPECIFIC CUSTOMER SEGMENTS, THE GEOGRAPHIC AREAS WITH THE HIGHEST ROI, OR THE OPTIMAL TIME PERIODS FOR SPECIFIC CAMPAIGNS.

BUILDING YOUR SPEND CUBE: A STEP-BY-STEP GUIDE

BEFORE YOU CAN ANALYZE YOUR SPEND, YOU NEED TO BUILD YOUR CUBE. HERE'S A BREAKDOWN OF THE PROCESS:

1. DATA COLLECTION: GATHER ALL RELEVANT MARKETING EXPENDITURE DATA. THIS INCLUDES COSTS ASSOCIATED WITH EACH MARKETING ACTIVITY, ACROSS ALL CHOSEN DIMENSIONS. ENSURE DATA CONSISTENCY AND ACCURACY; THIS IS CRUCIAL FOR MEANINGFUL ANALYSIS. USE DATA SOURCES SUCH AS MARKETING AUTOMATION PLATFORMS, CRM SYSTEMS, AND ANALYTICS TOOLS.
1. DATA CLEANING AND TRANSFORMATION: CLEAN YOUR DATA, REMOVING DUPLICATES AND INCONSISTENCIES. TRANSFORM THE DATA INTO A SUITABLE FORMAT FOR ANALYSIS – OFTEN A RELATIONAL DATABASE OR A DATA WAREHOUSE.
1. CUBE CONSTRUCTION: USE DATA VISUALIZATION AND BUSINESS INTELLIGENCE TOOLS (E.G., TABLEAU, POWER BI, GOOGLE DATA STUDIO) TO CREATE THE SPEND CUBE. THIS INVOLVES DEFINING THE DIMENSIONS AND MEASURES

(TYPICALLY COST AND RELEVANT KPIs).

1. DIMENSION SELECTION: CAREFULLY CHOOSE THE DIMENSIONS RELEVANT TO YOUR MARKETING OBJECTIVES. STARTING WITH A FEW KEY DIMENSIONS AND GRADUALLY ADDING MORE AS NEEDED IS A GOOD APPROACH.
1. KPI DEFINITION: DEFINE YOUR KEY PERFORMANCE INDICATORS (KPIs). THESE MIGHT INCLUDE RETURN ON AD SPEND (ROAS), CUSTOMER ACQUISITION COST (CAC), CONVERSION RATES, AND WEBSITE TRAFFIC. THESE KPIs WILL GUIDE YOUR ANALYSIS.

ANALYZING YOUR SPEND CUBE: UNCOVERING VALUABLE INSIGHTS

ONCE YOUR SPEND CUBE IS CONSTRUCTED, THE REAL WORK BEGINS – ANALYZING THE DATA TO UNCOVER VALUABLE INSIGHTS:

1. TREND ANALYSIS: IDENTIFY TRENDS IN SPENDING ACROSS TIME, REVEALING SEASONAL PATTERNS OR THE EFFECTIVENESS OF DIFFERENT CAMPAIGNS OVER TIME.
1. CHANNEL PERFORMANCE: COMPARE THE PERFORMANCE OF DIFFERENT MARKETING CHANNELS BASED ON YOUR DEFINED KPIs. IDENTIFY HIGH-PERFORMING CHANNELS AND AREAS FOR IMPROVEMENT.
1. SEGMENT ANALYSIS: EXAMINE HOW DIFFERENT CUSTOMER SEGMENTS RESPOND TO VARIOUS MARKETING CAMPAIGNS. THIS ALLOWS FOR TARGETED MARKETING EFFORTS WITH HIGHER CONVERSION RATES.
1. GEOGRAPHIC ANALYSIS: UNDERSTAND WHICH GEOGRAPHIC REGIONS ARE MOST PROFITABLE. TAILOR YOUR CAMPAIGNS TO OPTIMIZE PERFORMANCE IN SPECIFIC AREAS.
1. PRODUCT/SERVICE PERFORMANCE: ANALYZE WHICH PRODUCTS OR SERVICES GENERATE THE HIGHEST RETURNS ON INVESTMENT, INFORMING PRODUCT DEVELOPMENT AND MARKETING STRATEGIES.

INTERPRETING THE RESULTS AND ACTIONABLE STRATEGIES

SPEND CUBE ANALYSIS ISN'T JUST ABOUT GENERATING NUMBERS; IT'S ABOUT MAKING INFORMED DECISIONS. AFTER ANALYZING YOUR DATA, YOU NEED TO:

1. IDENTIFY OPPORTUNITIES: BASED ON YOUR FINDINGS, PINPOINT AREAS FOR OPTIMIZATION. THIS COULD INVOLVE INCREASING INVESTMENT IN HIGH-PERFORMING CHANNELS, REDUCING SPENDING ON UNDERPERFORMING ONES, OR ADJUSTING TARGETING STRATEGIES.

1. DEVELOP ACTIONABLE STRATEGIES: FORMULATE SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, AND TIME-BOUND (SMART) GOALS BASED ON YOUR ANALYSIS.
1. REFINE YOUR MARKETING MIX: ADJUST YOUR MARKETING MIX BASED ON THE INSIGHTS GAINED. THIS MIGHT INVOLVE SHIFTING BUDGET ALLOCATIONS, ALTERING MESSAGING, OR REFINING TARGETING PARAMETERS.
1. CONTINUOUS MONITORING AND IMPROVEMENT: REGULARLY MONITOR YOUR MARKETING PERFORMANCE AND UPDATE YOUR SPEND CUBE ANALYSIS TO ENSURE YOUR STRATEGIES REMAIN EFFECTIVE. THE MARKETING LANDSCAPE IS CONSTANTLY EVOLVING, AND CONTINUOUS MONITORING IS CRUCIAL FOR LONG-TERM SUCCESS.

SPEND CUBE ANALYSIS: A CASE STUDY OUTLINE

TITLE: MAXIMIZING ROI WITH SPEND CUBE ANALYSIS: A CASE STUDY OF [COMPANY NAME]

INTRODUCTION: BRIEFLY INTRODUCE THE COMPANY AND ITS MARKETING CHALLENGES.

CHAPTER 1: THE MARKETING LANDSCAPE: DESCRIBE THE COMPANY'S EXISTING MARKETING STRATEGIES AND THE DATA AVAILABLE.

CHAPTER 2: BUILDING THE SPEND CUBE: DETAIL THE PROCESS OF COLLECTING, CLEANING, AND STRUCTURING THE DATA FOR ANALYSIS.

CHAPTER 3: KEY FINDINGS AND INSIGHTS: PRESENT THE KEY FINDINGS FROM THE SPEND CUBE ANALYSIS, INCLUDING VISUAL REPRESENTATIONS.

CHAPTER 4: ACTIONABLE STRATEGIES AND IMPLEMENTATION: OUTLINE THE SPECIFIC STRATEGIES IMPLEMENTED BASED ON THE ANALYSIS.

CHAPTER 5: RESULTS AND CONCLUSION: SHOWCASE THE IMPROVEMENTS ACHIEVED AS A RESULT OF IMPLEMENTING THE NEW STRATEGIES.

DETAILED EXPLANATION OF THE CASE STUDY OUTLINE POINTS:

EACH CHAPTER IN THE CASE STUDY WOULD DELVE INTO THE SPECIFICS. FOR EXAMPLE, CHAPTER 3 WOULD SHOWCASE SPECIFIC CHARTS AND GRAPHS ILLUSTRATING THE RELATIONSHIPS BETWEEN DIFFERENT DIMENSIONS (MARKETING CHANNELS, CUSTOMER SEGMENTS, TIME PERIODS) AND KPIs LIKE ROAS AND CAC. CHAPTER 4 WOULD DETAIL HOW THE INSIGHTS WERE TRANSLATED INTO SPECIFIC MARKETING CAMPAIGNS AND BUDGET ALLOCATION CHANGES, AND CHAPTER 5 WOULD QUANTIFY THE IMPACT OF THESE CHANGES, SHOWING IMPROVEMENTS IN KPIs AND OVERALL ROI.

FAQs:

1. WHAT SOFTWARE IS BEST FOR SPEND CUBE ANALYSIS? SEVERAL BUSINESS INTELLIGENCE TOOLS ARE SUITABLE, INCLUDING TABLEAU, POWER BI, AND GOOGLE DATA STUDIO. THE BEST CHOICE DEPENDS ON YOUR EXISTING TECH STACK AND BUDGET.
1. HOW OFTEN SHOULD I CONDUCT SPEND CUBE ANALYSIS? IDEALLY, THIS ANALYSIS SHOULD BE PERFORMED REGULARLY – MONTHLY OR QUARTERLY – TO TRACK PERFORMANCE AND ADAPT STRATEGIES.
1. CAN I PERFORM SPEND CUBE ANALYSIS WITH LIMITED DATA? YES, BUT THE INSIGHTS WILL BE LESS COMPREHENSIVE.

FOCUS ON THE MOST CRUCIAL DIMENSIONS AND KPIs.

1. WHAT IF MY DATA IS INCONSISTENT OR INCOMPLETE? DATA CLEANING IS CRUCIAL. ADDRESS INCONSISTENCIES AND MISSING DATA BEFORE ANALYSIS.
1. HOW DO I VISUALIZE THE RESULTS EFFECTIVELY? USE CHARTS, GRAPHS, AND DASHBOARDS TO PRESENT YOUR FINDINGS CLEARLY AND CONCISELY.
1. HOW CAN I DEMONSTRATE THE ROI OF SPEND CUBE ANALYSIS? BY QUANTIFYING IMPROVEMENTS IN KPIs LIKE ROAS, CAC, AND CONVERSION RATES AFTER IMPLEMENTING STRATEGIES BASED ON THE ANALYSIS.
1. WHAT ARE THE LIMITATIONS OF SPEND CUBE ANALYSIS? IT RELIES ON ACCURATE AND COMPLETE DATA. IT MAY NOT CAPTURE ALL QUALITATIVE FACTORS INFLUENCING MARKETING PERFORMANCE.
1. CAN I USE SPEND CUBE ANALYSIS FOR OTHER BUSINESS FUNCTIONS BESIDES MARKETING? YES, THE PRINCIPLE OF MULTI-DIMENSIONAL DATA ANALYSIS IS APPLICABLE TO VARIOUS BUSINESS AREAS LIKE SALES, FINANCE, AND OPERATIONS.
1. IS SPEND CUBE ANALYSIS DIFFICULT TO LEARN? THE BASIC CONCEPTS ARE RELATIVELY STRAIGHTFORWARD, BUT MASTERING ADVANCED TECHNIQUES AND TOOL USAGE REQUIRES TIME AND PRACTICE.

RELATED ARTICLES:

1. RETURN ON AD SPEND (ROAS) OPTIMIZATION: A GUIDE TO MAXIMIZING YOUR RETURN ON ADVERTISING INVESTMENTS.
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1. BUILDING A MARKETING DASHBOARD: A STEP-BY-STEP GUIDE TO CREATING A COMPREHENSIVE MARKETING PERFORMANCE DASHBOARD.

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1. MARKETING AUTOMATION AND SPEND MANAGEMENT: HOW TO USE AUTOMATION TOOLS TO OPTIMIZE YOUR MARKETING BUDGET.

1. A/B TESTING AND MARKETING OPTIMIZATION: THE ROLE OF A/B TESTING IN IMPROVING MARKETING CAMPAIGN PERFORMANCE.

📖 **spend cube analysis: Spend Analysis** Kirit Pandit, Haralambos Marmanis, 2008-02-15 Spend analysis is a key component of strategic supply management. This book provides in-depth guidance on what spend analysis really is, what it specifically involves, and how to use it to help your organization achieve its full potential.

spend cube analysis: Procurement Analytics Christian Mandl, 2023-12-28 This unique textbook explicitly addresses the intersection of advanced analytics and procurement. It is motivated by one core question: How can firms generate (economic) value from procurement data? It demonstrates that procurement is one of the major functions within a firm where data analytics, artificial intelligence, and operations research can successfully be leveraged to reduce cost and risk and to achieve resilience and sustainability goals. The book provides a methods-based overview of data-driven optimization of purchasing decisions. Besides presenting key concepts and applications, it particularly focuses on implementation, so as to help (future) procurement managers and data scientists quickly evaluate the value generated by a given data-driven solution. What sets this textbook apart is its combination of rigorous, state-of-the-art methodologies from academic research and first-hand experience from various application-oriented consulting projects in a range of industries. Though primarily intended for graduate students with a major in procurement and supply chain management, the book will also benefit purchasing managers with and without specific knowledge of advanced analytics techniques, and data scientists with and without specific experience in procurement.

spend cube analysis: Managing Indirect Spend Joe Payne, William R. Dorn, David Pastore, Jennifer Ulrich, 2021-05-12 Managing corporate spend is far more complex than conducting RFPs. Learn how the most efficient and effective procurement departments operate, control costs, enforce compliance, and manage indirect spend. Managing Indirect Spend provides executives and procurement professionals with the knowledge and tools necessary to successfully reduce costs with

a strong focus on the often-overlooked area of indirect spend. It also offers great value to those procurement and purchasing professionals aspiring to be leaders in the profession, regardless of the spend they manage. It includes an overview of the challenges faced when sourcing indirect spend categories, a detailed dive into the strategic sourcing process, tools that can help drive savings, technologies that drive efficiencies and compliance, and examples of success based on real-world experience. It is a how-to guide that clearly covers sourcing engagements of any complexity and provides the details needed to source effectively. The book is structured into sections covering the sourcing and procurement process, the tools and technologies, examples from the field, walkthroughs of specific sourcing engagements, guidance on building an effective sourcing team, and the information needed to become a best-in-class sourcing organization. Since the initial publication of this book, the procurement profession and the discipline of Strategic Sourcing have matured. Markets have changed, processes developed, trends have come and gone, and technology has experienced leaps and bounds, posing new and interesting challenges for procurement professionals. In addition to covering tried-and-true practices for strategic sourcing, this Second Edition discusses how strategic sourcing has evolved and provides an update on the techniques, tools, and resources available to purchasing groups. This book: Includes updated coverage of everything you need to know to source more effectively Covers the latest trends in procurement and sourcing, including technology, process improvements and organizational design Presents guidance for reducing costs through strategic sourcing, no matter what the economic climate or level of maturity of the existing procurement organization Shows how effectively managing indirect costs can provide a huge impact on bottom line growth Introduces Market Intelligence (MI), including techniques, tools, and resources available to procurement and supply chain management groups With tools, real-world examples, and practical strategies, Managing Indirect Spend provides insider guidance for big bottom-line growth through effective management of indirect costs.

spend cube analysis: Leading Procurement Strategy Carlos Mena, Remko van Hoek, Martin Christopher, 2021-09-03 Delivering successful procurement programs has helped businesses like IKEA, Tesla and Nike maximize the potential of their resources and gain the competitive advantage. Learn how to develop similar strategies, that meet the needs of the business, customers and suppliers, and lead their implementation using insights from the experts in procurement strategy. Leading Procurement Strategy provides readers with a complete overview of the skills, knowledge and tools needed to implement a successful procurement strategy. The expert author team of Carlos Mena, Remko van Hoek, and Martin Christopher present practical advice and guidance underpinned by academic theory and supported by an extensive range of real-world case studies including IBM, IKEA, John Deere, NASA, Nike and Tesla. Readers are shown how to develop, deliver and sustain procurement performance with clear and accessible guidance. The third edition offers the latest insights into the future of procurement and digitalization, updates on green and socially responsible procurement and a revised structure. The key issues affecting the procurement function are covered and tips for developing the best practices in teams are found throughout.

spend cube analysis: Task Force Hearings United States. Congress. Senate. Committee on the Budget, 2009

spend cube analysis: On-Demand Supply Management Douglas A. Smock, Robert A. Rudzki, Stephen C. Rogers, 2007-02-15 This title provides expert advice on enabling the faster adoption of the right strategies, processes and tools and best practices, as well as exploring both new and existing strategies and technology across the entire supplier interface. It also addresses the practical issues surrounding implementation, from planning and training to results tracking.

spend cube analysis: BASICS OF STRATEGIC SOURCING Selvan Athishtaraj V, 2020-06-21 This book is an outline for identifying potential vendors, conducting negotiations and engaging purchasing agreements to provide goods and/or services that meet procurement needs. In the course of time the role and character of purchasing has been changing constantly. Traditionally, purchasing was seen as merely a supportive and supplementary operational activity with little significance on a firm's performance. This approach however conveys a rather reactive strategy of

purchasing where the focus is on transactions rather than on relations and also more on an operational or tactical level rather than on a strategic one. Market trends with respect to price and quality as well as global and local trends are emphasized in this book which gives more sense in the sourcing and procurement activities. This book also explains about listing down the category to analyse the money spend on manufacturing activities.

spend cube analysis: The Role of Procurement Professionals in Industrial Projects Mario Büsch, 2014-04-23 This doctoral-thesis deals with the role of procurement professionals in industrial projects. The role of procurement in industrial manufacturing has attracted considerable attention over the last several years; however, the role of procurement in projects is rather underresearched. From a project management point of view, procurement is mainly considered a transactional task, and remarkably few project management standards consider procurement at all. To overcome this gap, a Procurement Project Involvement Matrix has been developed. Building on this matrix, a Project Procurement Organisation Model for procurement experts involved into industrial projects was developed, too. In general, the project procurement job tasks framework as well as the Project Procurement Organisation Model will help to implement, improve and audit the involvement level of procurement in projects.

spend cube analysis: Supply Chain Management for Humanitarians Ira Haavisto, Gyöngyi Kovács, Karen Spens, 2016-08-03 Supply Chain Management for Humanitarians provides an in-depth insight into the management of supply chains in the context of humanitarian logistics. This accessible and practical book considers humanitarian logistics from a strategic and operational perspective. The overarching theme is collaboration and coordination, one of the biggest challenges in the humanitarian community. Supply Chain Management for Humanitarians takes a problem-based learning approach, featuring real cases and examples from leading organizations including Oxfam, Unicef, and The Red Cross. Each chapter is self-standing, relating the content in each chapter to the supply chain as a whole. This enables the reader to easily dip into different sections. At the end of each chapter, there is a case study written by a leading practitioner currently working in the humanitarian field. Supply Chain Management for Humanitarians fills a much needed gap in the market and is essential reading for humanitarians worldwide.

spend cube analysis: Proactive Purchasing in the Supply Chain: The Key to World-Class Procurement David N. Burt, Sheila Petcavage, Richard Pinkerton, 2012 Resource added for the Business Management program 101023.

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spend cube analysis: Getting Started with SQL Server 2012 Cube Development Simon Lidberg, 2013-09-13 As a practical tutorial for Analysis Services, get started with developing cubes. Getting Started with SQL Server 2012 Cube Development walks you through the basics, working with SSAS to build cubes and get them up and running. Written for SQL Server developers who have not previously worked with Analysis Services. It is assumed that you have experience with relational databases, but no prior knowledge of cube development is required. You need SQL Server 2012 in order to follow along with the exercises in this book.

spend cube analysis: Jumpstart to Digital Procurement Wolfgang Schnellbacher, Daniel Weise, 2020-11-16 This book shows how digital transformation has the power to revolutionize the way procurement operates, and discusses how especially buyer decisions are empowered through artificial intelligence. Depending on a company's strategy all desired outcomes are possible, including doubling savings, innovation, sustainability, quality, speed, and halve the risk. Jumpstart to Digital Procurement is a hands-on guide on how companies can grasp the opportunities offered by digital transformation.

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have a working knowledge of Dynamics and Excel you'll be producing amazing dashboards in hours not days.

spend cube analysis: *Big Data Driven Supply Chain Management* Nada R. Sanders, 2014 Master a complete, five-step roadmap for leveraging Big Data and analytics to gain unprecedented competitive advantage from your supply chain. Using Big Data, pioneers such as Amazon, UPS, and Wal-Mart are gaining unprecedented mastery over their supply chains. They are achieving greater visibility into inventory levels, order fulfillment rates, material and product delivery... using predictive data analytics to match supply with demand; leveraging new planning strengths to optimize their sales channel strategies; optimizing supply chain strategy and competitive priorities; even launching powerful new ventures. Despite these opportunities, many supply chain operations are gaining limited or no value from Big Data. In *Big Data Driven Supply Chain Management*, Nada Sanders presents a systematic five-step framework for using Big Data in supply chains. You'll learn best practices for segmenting and analyzing customers, defining competitive priorities for each segment, aligning functions behind strategy, dissolving organizational boundaries to sense demand and make better decisions, and choose the right metrics to support all of this. Using these techniques, you can overcome the widespread obstacles to making the most of Big Data in your supply chain -- and earn big profits from the data you're already generating. For all executives, managers, and analysts interested in using Big Data technologies to improve supply chain performance.

spend cube analysis: *Procurement 20/20* Peter Spiller, Nicolas Reinecke, Drew Ungerman, Henrique Teixeira, 2013-11-14 How to achieve procurement excellence today and evolve to be ready for tomorrow Procurement entrepreneurship pays. High-performing procurement teams can deliver huge value to their companies—regardless of industry. The best companies are advancing talent-management strategies into the heart of their procurement organizations with huge success. In addition to an estimated \$84 billion in yearly cost savings, companies who give procurement leaders prominence deliver superior returns from their operations as well as lower their costs of goods sold. This book, written by a group of purchasing and supply management practice experts, shares the hard-earned insights of more than ten years of dedicated procurement research conducted with leading academic institutions and practical experience with marquee clients in the field of procurement. It is also a natural successor to the many articles McKinsey & Company has published on the topic. This reliable resource skillfully explains and codifies the best practices that leading companies have pioneered in procurement as well as frames how procurement must evolve to grapple with new global, social, and economic issues affecting business over the next decade. Details the four key dimensions of procurement excellence Showcases the five megatrends that will change the way business is done in the next decade Provides strategies that business leaders can adopt in the face of these megatrends, together with practical advice about next steps and case examples The road ahead will require you to redefine your vision for procurement and implement the required changes. *Procurement 20/20* will show you how.

spend cube analysis: *The Purchasing Chessboard* Christian Schuh, Joseph L. Raudabaugh, Robert Kromoser, Michael F. Strohmer, Alenka Triplat, James Pearce, 2017-04-11 The bestselling Purchasing Chessboard® concept, used by hundreds of corporations worldwide to reduce costs and increase value with suppliers, is the topic of this successful professional book now published in its third edition. The 64 squares on the Purchasing Chessboard provide a wealth of methods that can be applied either individually or in combination. And because many of these methods are not customarily used by procurement, the Purchasing Chessboard is also the perfect tool for helping procurement professionals to think and act outside the box and find new solutions. A well tested concept that works across all industries and all categories in any given situation, it is little wonder that business leaders and procurement professionals alike are excited by, and enjoy strategizing around, the Purchasing Chessboard. It encourages greater rigor and creativity and the building of world class capabilities. The explosive growth in analytics and the rise in the number of specialists in procurement practice have taken the application of the Purchasing Chessboard to new levels. This

third edition of the book includes a rich assortment of case examples to reflect the lessons learned across geographies and industries. Some of the chapters have also been updated to accurately reflect these trends.

spend cube analysis: Strategic Sourcing and Category Management Magnus Carlsson, 2019-05-03 How is it possible to sell a kitchen at 30 per cent below market price? Why are hot dogs cheaper in IKEA than in the supermarket? How can IKEA sell the Lack table at half the price it was when it was launched 35 years ago and how can it be achieved with a substantial profit? Strategic Sourcing and Category Management examines how IKEA - and other cost leading companies - use category management to create advantages with direct and indirect sourcing. With 25 years' experience from IKEA, where he had the responsibility to develop and execute the company's purchasing strategy, author Magnus Carlsson shares his insights on important topics: when category management is profitable and why; how teams repeatedly create value and results; what the main approaches are in different categories; how a company implements category management; the difference between success and failure. In this new edition of Strategic Sourcing and Category Management, Magnus Carlsson has added new themes including examples and references from companies such as Maersk, Carlsberg, P&G and Aldi, illustrating the application of cost leadership that spans far beyond IKEA. Even there, the cost leadership lessons are not limited to home furnishings as the company is sourcing categories such as food, components, materials, transports and indirect materials, with a total purchasing spend of approximately €7 billion. But maybe even more importantly, the book illustrates how teams create value by thinking differently and asking the right questions, allowing an understanding that goes beyond mere tools and processes.

spend cube analysis: Digital Supply Networks: Transform Your Supply Chain and Gain Competitive Advantage with Disruptive Technology and Reimagined Processes Amit Sinha, Ednilson Bernardes, Rafael Calderon, Thorsten Wuest, 2020-07-21 Deliver unprecedented customer value and seize your competitive edge with a transformative digital supply network Digital tech has disrupted life and business as we know it, and supply chain management is no exception. But how exactly does digital transformation affect your business? What are the breakthrough technologies and their capabilities you need to know about? How will digital transformation impact skills requirements and work in general? Do you need to completely revamp your understanding of supply chain management? And most importantly: How do you get started? Digital Supply Networks provides clear answers to these and many other questions. Written by an experienced team comprised of Deloitte consultants and leading problem-driven scholars from a premier research university, this expert guide leads you through the process of improving operations building supply networks, increasing revenue, reimagining business models, and providing added value to customers, stakeholders, and society. You'll learn everything you need to know about: Stages of development, roles, capabilities, and the benefits of DSN Big data analytics including its attributes, security, and authority Machine learning, Artificial Intelligence, Blockchain, robotics, and the Internet of Things Synchronized planning, intelligent supply, and digital product development Vision, attributes, technology, and benefits of smart manufacturing, dynamic logistics, and fulfillment A playbook to guide the digital transformation journey Drawing from real world-experience and problem-driven academic research, the authors provide an in-depth account of the transformation to digitally connected supply networks. They discuss the limitations of traditional supply chains and the underlying capabilities and potential of digitally-enabled supply flows. The chapters burst with expert insights and real-life use cases grounded in tomorrow's industry needs. Success in today's hyper-competitive, fast-paced business landscape, characterized by the risk of black swan events, such as the 2020 COVID-19 global pandemic, requires the reimagination and the digitalization of complex demand-supply systems, more collaborative and connected processes, and smarter, more dynamic data-driven decision making—which can only be achieved through a fully integrated Digital Supply Network.

spend cube analysis: Professional Microsoft SQL Server 2012 Analysis Services with MDX and DAX Sivakumar Harinath, Ronald Pihlgren, Denny Guang-Yeu Lee, John Sirmon, Robert

M. Bruckner, 2012-10-06 Understand Microsoft's dramatically updated new release of its premier toolset for business intelligence The first major update to Microsoft's state-of-the-art, complex toolset for business intelligence (BI) in years is now available and what better way to master it than with this detailed book from key members of the product's development team? If you're a database or data warehouse developer, this is the expert resource you need to build full-scale, multi-dimensional, database applications using Microsoft's new SQL Server 2012 Analysis Services and related tools. Discover how to solve real-world BI problems by leveraging a slew of powerful new Analysis Services features and capabilities. These include the new DAX language, which is a more user-friendly version of MDX; PowerPivot, a new tool for performing simplified analysis of data; BISM, Microsoft's new Business Intelligence Semantic Model; and much more. Serves as an authoritative guide to Microsoft's new SQL Server 2012 Analysis Services BI product and is written by key members of the Microsoft Analysis Services product development team Covers SQL Server 2012 Analysis Services, a major new release with a host of powerful new features and capabilities Topics include using the new DAX language, a simplified, more user-friendly version of MDX; PowerPivot, a new tool for performing simplified analysis of data; BISM, Microsoft's new Business Intelligence Semantic Model; and a new, yet-to-be-named BI reporting tool Explores real-world scenarios to help developers build comprehensive solutions Get thoroughly up to speed on this powerful new BI toolset with the timely and authoritative Professional Microsoft SQL Server 2012 Analysis Services with MDX.

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the task of creating an integrated value chain network for healthcare. The book begins with the patient, and then works its way back down the value chain, all the way to the drug development and clinical trials stage of the value chain. The common thread throughout the chapters is the emphasis on collaboration, strategic alignment, and a focus on delivering value to the end patient. Very simply, all parties in the healthcare value chain network must align their strategic planning to derive innovation solutions. It is only through true collaboration and aligned thinking that the parties in the drug development, distribution, insurance payors, and hospital provider network can deal with the incredible complexity and massive challenges that face the industry. The book provides a compelling maturity model that enables readers to gauge the level of network integration their enterprise is at today, and where they need to move in the future.

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and speed, but also the need to satisfy agility, resilience and sustainability requirements. To face these challenges, an understanding of the basic as well as more advanced concepts and recent innovations is essential in building competitive and sustainable supply chains and, as part of that, logistics and operations. These span multiple disciplines and geographies, making them interdisciplinary and international. Therefore, this book contains contributions and views from a variety of experts from multiple countries, and combines management, engineering as well as basic information technology and social concepts. In particular, it aims to: provide a comprehensive guide for all relevant and major logistics, operations, and supply chain management topics in teaching and business practice address three levels of expertise, i.e., concepts and principles at a basic (undergraduate, BS) level, more advanced topics at a graduate level (MS), and finally recent (state-of-the-art) developments at a research level. In particular the latter serve to present a window on current and future (potential) logistics innovations in the different thematic fields for both researchers and top business practitioners integrate a textbook approach with matching case studies for effective teaching and learning discuss multiple international perspectives in order to represent adequately the true global nature of operations, logistics and supply chains.

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