

The Little Known ‘Sure Bet’ for Generating Quick, Low-Cost Revenue Growth

Most businesses fall short of their revenue growth targets; in fact, studies indicate success rates as low as 20%. Why is revenue growth so elusive? Because most businesses consistently neglect to invest in the one ‘sure bet’ for achieving quick, low-cost revenue growth: effective support for key business decisions.

What’s the fastest, lowest-cost and most reliable strategy for achieving sustainable revenue growth? Developing successful new products or services? Entering new markets? Providing exceptional customer service? Launching a popular advertising or promotional campaign?

No, no, no, and no, none of these strategies. All involve significant risk, considerable expense, and long, if not purely guessed-at, payback periods. New products, for instance, have a failure rate of 25 to 45 percent.¹ Hardly an inspiring figure.

Achieving sustainable revenue growth depends on one thing and one thing only: effective decision-making. According to a 2006 study by Bain & Company, this is the single most important factor in determining market success.² Makes sense, right? Effective decision-making is at the heart of any winning business strategy, whether it’s launching a new product or developing a new distribution channel. The key to sustainable growth is ensuring that effective decision-making is reasonably distributed throughout your organization.

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a business makes, the greater it’s competitive advantage and ultimately, its revenue growth and profitability.

The essential logic at work here is very simple. If a standard business decision yields an X% return on investment and an optimal decision yields an X+% return on investment then the more optimal decisions

It’s all about that niggling plus. It represents the incremental revenue that separates consistently high performing companies from their less successful peers. Just imagine the heights your business could attain if your managers were equally capable of making optimal decisions.

Most businesses lack the decision support platform necessary to realize ‘the plus.’ The same Bain & Company study found that only about 15% of businesses have the ability to make and implement important decisions effectively.³ There are a number of reasons for this failure, chief among them, an inability to access relevant data in a timely fashion.

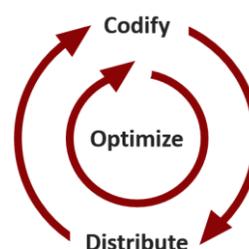
The problem is that most managers can’t readily access the information needed to make the best decisions. And even when they can access data, it’s not necessarily the best or right information to address the decision at hand. At root what’s missing is a decision support platform that reflects desired best practices in making key business decisions.

An ideal decision support platform has three key elements: (1) it identifies the organizations’ most important business decisions and aligns key data with those decisions; (2) ensures decision-makers leverage the data in accordance with best practices; and (3) provides ready access to discrete insights rather than large documents. With these three elements, companies can ensure they deliver the ‘right’ information to the ‘right’ decision-maker at the ‘right’ time.

More specifically, the platform...

- **Codifies** — identifies and formally defines the business decisions or issues used to organize information;
- **Distributes** — propagates and reinforces the best practices for using that information to make decisions; and
- **Optimizes** — refines decision-making practices in light of key business results.

Decision Support Optimization



Together, the related decision support platform features ensure you have the potential to turn every manager into a peak performer and in short order, improve business performance.

Developing a decision support platform along these lines is the focus of our work here at ICI. Our platform goes beyond conventional knowledge management and business intelligence solutions. Unlike those solutions, our platform links insights to key business decisions and corresponding best practices. It not only delivers anytime, anywhere access to relevant data, but more importantly, provides the guidance necessary for decision-makers to turn insights into effective action.

How, exactly, our decision support platform does that will be the topic of future articles and associated webinars. Sign up today to make sure you don’t miss out or to schedule a free, no-obligation demo. Because when it comes to quick, low-cost ways to accelerate revenue growth, investing in better—more data-informed—decision-making is your surest bet.

About ICI

Integrated Cloud Intelligence (ICI) helps market leading companies improve their decision-making effectiveness and ultimately, improve business performance. Our premiere software release, DecisionPoint Platform, ensures the ‘right’ information is always available to the ‘right’ decision-maker at the ‘right’ time. This self-optimizing platform supports better—more data-informed—decision-making and accordingly, facilitates revenue growth.

Contact Us

For more information or to request a free, no-obligation demo of our DecisionPoint Platform, visit icintel.com, email info@icintel.com or call +1 800.592.5167 to speak to an ICI representative.

Further Reading

For a complete description of our DecisionPoint Platform, see this downloadable [data sheet](#).

Endnotes

¹ Cooper, Robert G., *Winning at New Products: Accelerating the Process from Idea to Launch*, Perseus, 2001.

²⁻³ Rogers, P. and Blenko, M, “*The High-Performance Organization: Making Good Decisions and Making Them Happen*,” *Handbook of Business Strategy*, Vol. 7, No. 1, 2006.

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