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I.C.I.S Conference, BPM Business Intelligence Discussion:

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Portland Maine

Doug Bevill – Director, Sales & Product Strategy, Manufacturers Solutions.

I.C.I.S Conference BPM Business Intelligence Discussion: Introduction

Doug Bevill: Director, Sales & Product Strategy – Deltek

Previous experience as:

President & CEO – BIMobject, Inc. – 2 + Years

Chief Economist & Director, Enterprise Solutions – The Blue Book Building & Construction 2Network – 2 + Years

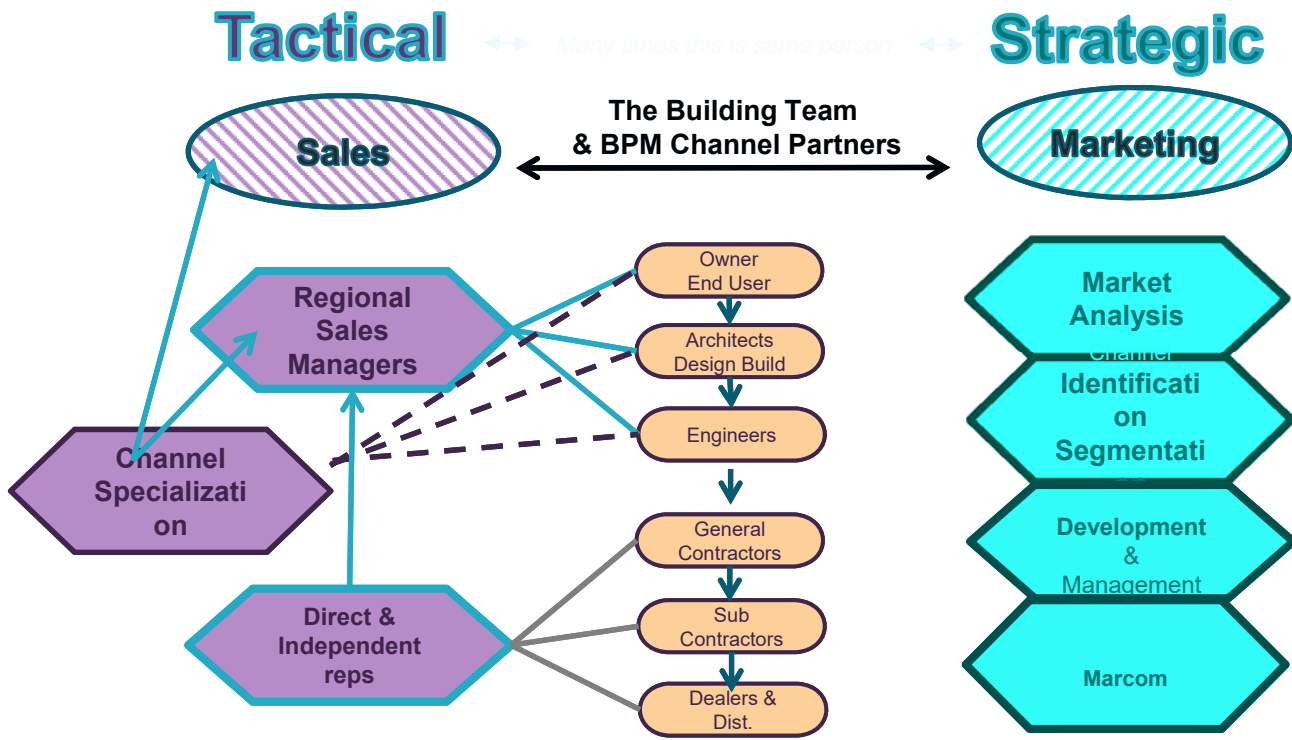
Director of Marketing – Flaktwoods – 2 Years

Executive VP, COO & Chairman of Hager Asia – Hager Companies – 9 Years

Sr. Director of Enterprise Marketing & Product Development – McGraw Hill Construction – 18 Years

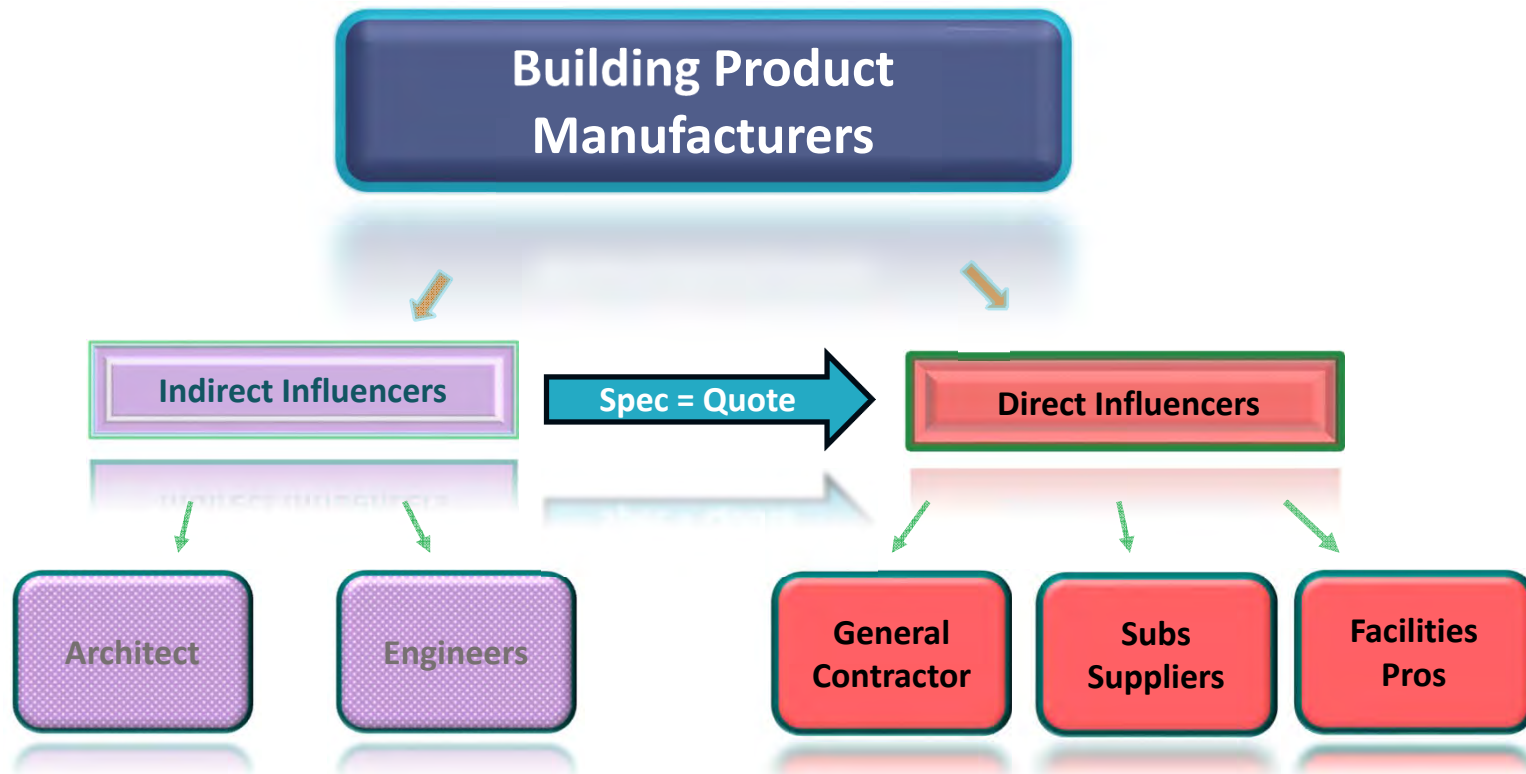
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The Sales & Marketing Workflow for Manufacturers

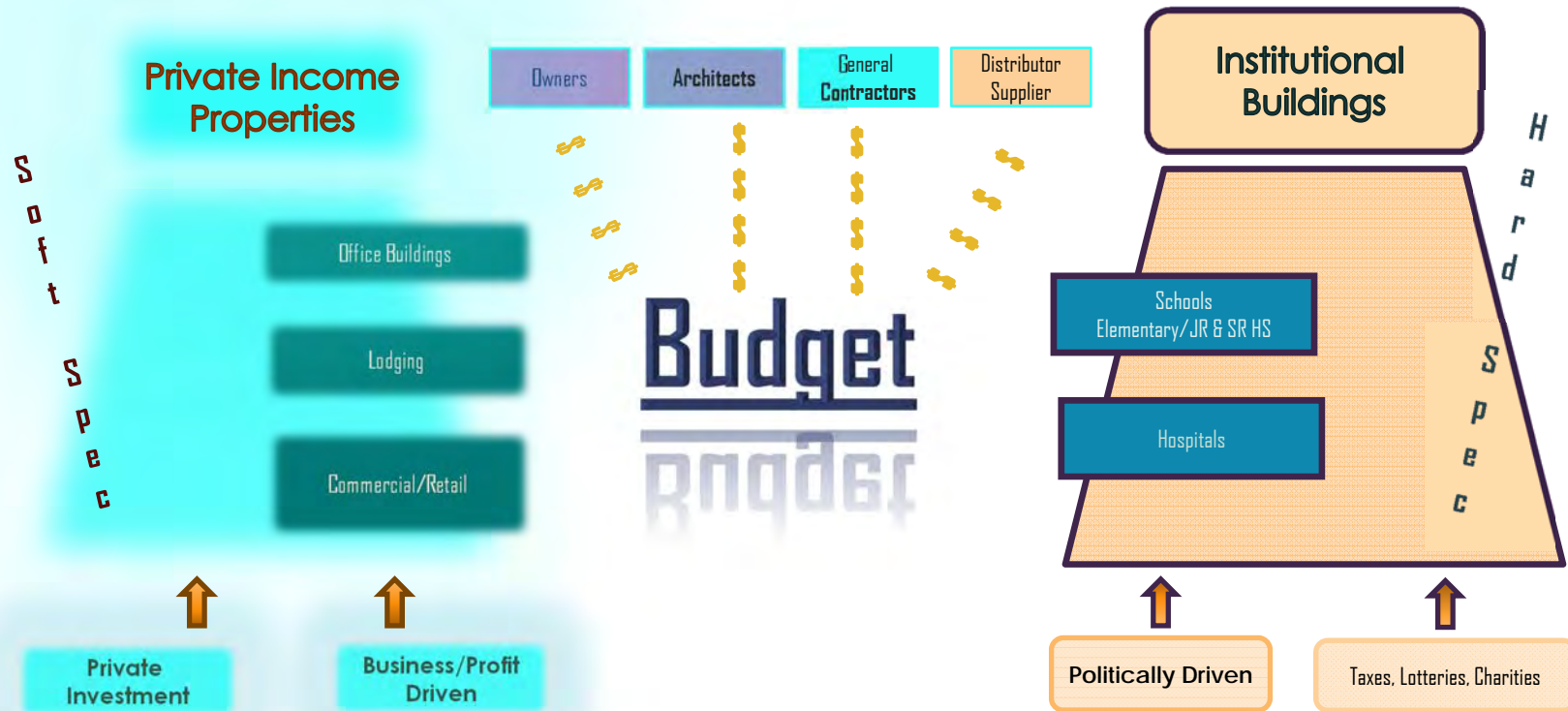


➔ All Marketing Solutions offered by Outside Consultants Will Need to Complement this Workflow . ➔

Reaching Influencers/Specifiers & Buyers Requires a Multi-Channel Solution



The Architectural Market & Primary Drivers



I.C.I.S Conference BPM Business Intelligence Discussion: Types of BI

Quantitative Data = Hard numbers:

- Sales:
 - Measure sales performance
 - Set goals/quotas
- Finance:
 - Set budgets
 - Measure company performance
 - Sales & Operations Planning (S&OP)
- Marketing:
 - Market strategy
 - How many sales people & where
 - Product distribution
 - Measure market share
 - Product demand modeling
 - Product Use Factors
- Manufacturing:
 - Raw material
 - Labor
- Distribution:
 - Inventory
 - Labor

Type of Construction Statistics:

- Construction/Spending or Construction Put in Place
- Construction Starts

Sources:

- US Government
 - Census Dept. Construction Spending, or put-in-place.
 - ConstructConnect. Construction Starts
 - Dodge Data & Analytics
 - FMI
 - Moody's
 - IHS

Early in my career, most manufacturers did not use this data because they did not know how and it was laborious. As tech tools became more available to both the vendor and BPM it's usage has increased impressively.

I.C.I.S Conference BPM Business Intelligence Discussion: Types of BI

Qualitative Data = The Who, What & Where:

- Sales:
 - Target projects with their products in the specifications.
 - Target the A & E to get their products either specified, or approved.
 - Many use it to quote/bid projects
- Marketing:
 - Product development
 - Email marketing to high qualified targets
 - Database marketing

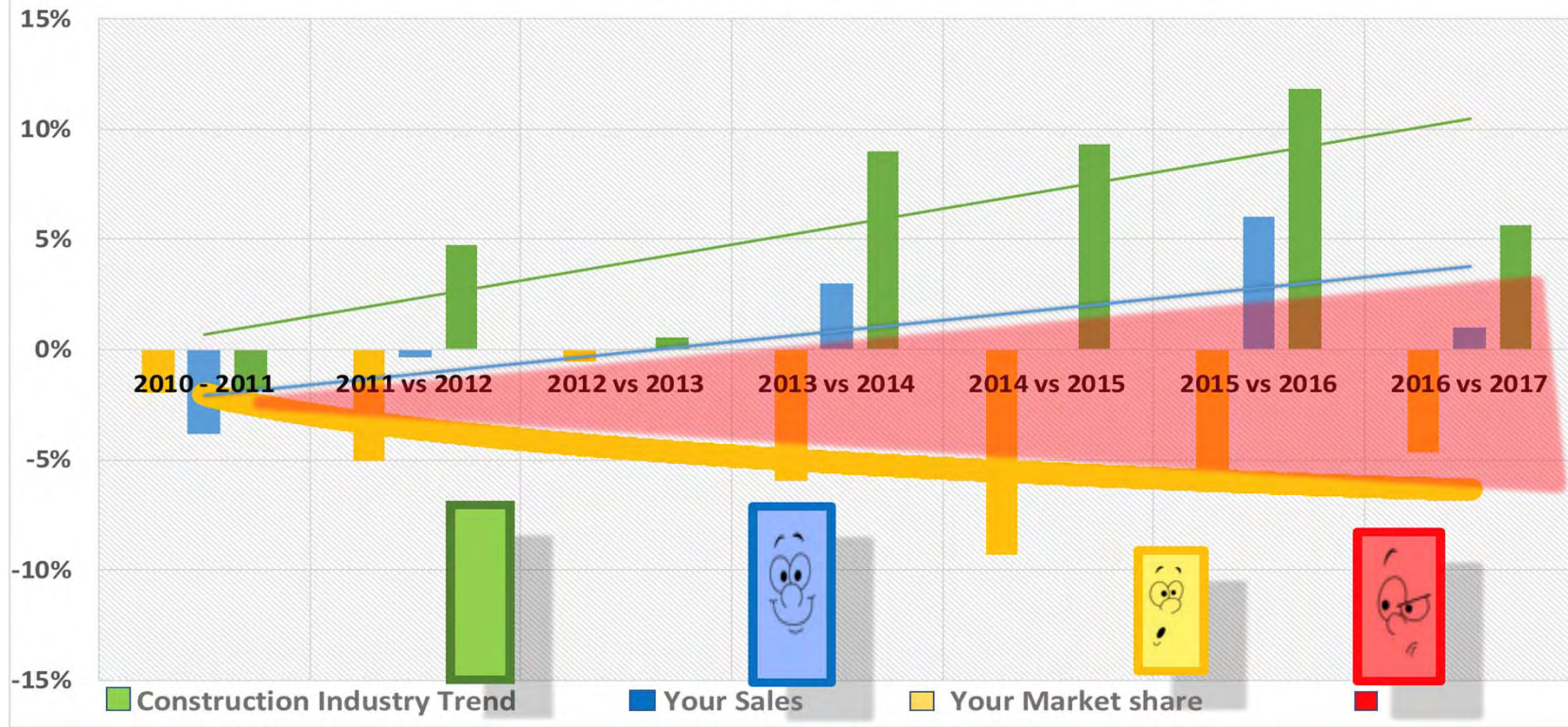
Type of Construction Information;

- Project Based Information
 - Project name
 - Project location
 - Project type
 - Project stage
 - Firm Name
 - Firm type
 - AEC-O & Subcontractors
 - Specifications
- Firm Based Information
 - Inverted data with some quantitative attribution.

Sources:

- US Government.
 - ConstructConnect. Construction Starts
 - Dodge Data & Analytics
 - The Blue Book Building & Construction Network

Architectural Construction Spending Percent Change 2008 -2017



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Source: US Dept. of Census