



## Building Margin and Customer Satisfaction with Heat Maps

### Summary

A top global IT services firm used Heat Map Explorer Enterprise to save a major account by reducing the client's cost and improving its own margins, while transforming the relationship.

- Increased visibility on data for 200,000+ man hours across 1,500 applications in dozens of countries
- 30% profit margin increase
- 15% client cost reduction
- Converted a \$250 million contract from a pending cancellation into a non-competitive renewal

### An Account in Crisis

A top account was in serious trouble. The client was unhappy and threatened to open the contract to competitive bidding when it expired in 18 months. Already thin margins precluded a brute-force intensification of effort, unlikely to help much in any case.

The problem: neither the company nor its client could get a handle on the efforts being expended: hundreds of people in over a dozen countries working 200,000+ hours each month to manage nearly 1,500 applications for dozens of business units. There was literally no way to know what was being done or whether it needed to be done better or even done at all.

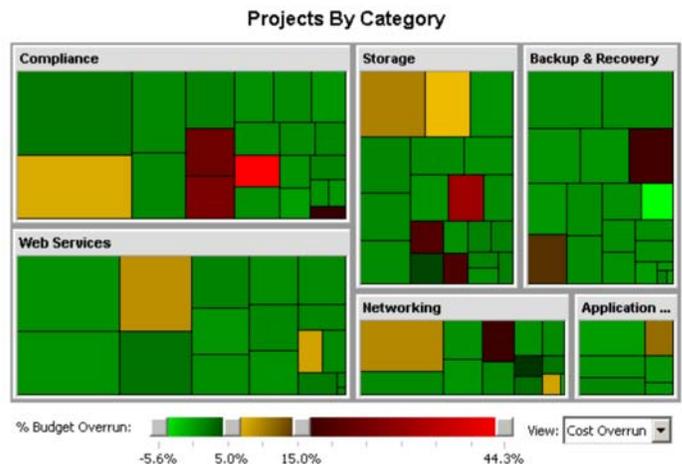
A turn-around team took crucial first steps by building a central repository that gathered all the information in one place, drawing lines from individual logged hours to a specific applications, and from applications to the business units that used them. But even with great data, it remained impossible to see what was really going on. Standard charts and summary statistics failed to show how to fix the problems and the overwhelming volume and complexity of the data made it impossible to work with directly. A radically new approach was needed.

### Heat Maps Provide Visibility & Insight

The team leader saw potential in visualization and contacted Lab Escape for help. Working together, they used Heat Map Explorer Enterprise Edition to build an analysis and reporting portal that offered unique visibility into the massive amounts of data by using interactive heat maps to see trends, anomalies and relationships in their data.

Heat maps excel in showing the big picture without losing sight of important details. They highlight anomalous behaviors that demand immediate action, and offer interactive filtering and grouping abilities for rapid identification of both broad patterns and vital micro-trends that are nearly impossible to discover with traditional tools.

Using heat maps, the team quickly identified resource-starved projects, under-utilized resources, and projects that no longer delivered significant value. This in turn let the company justify *increasing* prices in some cases, dropping them in others, and even eliminating, with the client's agreement, projects they were losing money on.



*It was the first time our client's Global CIO could easily review the status of his application portfolio from a business perspective.*

*- Team Leader for Top Account*



### From Doghouse to Alpha Dog

The outcome: profit margins jumped over 400% on \$60M+ in fixed-price services, with a 30% increase overall, client costs dropped 15% and the company won a non-competitive rebid position at contract renewal.

More importantly, the company was able to transform its relationship with its client by turning its powerful new internal capabilities into a dramatically improved means of communication. With access to the heat map portal, for the first time, the client had an up-to-date view of everything under management, plus an unprecedented ability to drill down to the details, prompting the client's global CIO to note it as a example of real thought leadership.

For Lab Escape's customer, the net impact was a clearer view of demand, production and capacity with an improved focus on cost and performance management, and the expectation of future competitive market share gains.

*The net impact was a clearer view of demand, production and capacity with an improved focus on cost and performance management.*

### About Heat Map Explorer Enterprise Edition

Heat Map Explorer Enterprise Edition provides interactive analysis of corporate data using advanced visualization techniques, allowing users to quickly see trends, anomalies and relationships at both the summary and detail level simultaneously.

**Analysis**

**Visualization**

**Data Access**

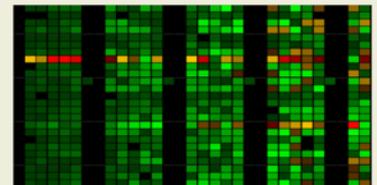
Three layers provide data access, visualization and analysis capabilities that can be used for stand-alone visual analysis or can be integrated into existing dashboard, reporting or other corporate applications.

Heat maps leverage color, size and grouping to rapidly accelerate analysis in the areas of budgeting, project management, network monitoring, market analysis, retail analytics, sales management and risk &

performance management.

Using interactive filtering, search and drill-through, users can identify microtrends, exceptions and correlations, weighted by their impact to the department or organization. Relevant data gets naturally highlighted, enabling larger volumes of data to be analyzed, while avoiding the problems with summary charts and graphs which hide critical information.

Enterprise Edition is *your* platform for enhancing the sophistication of your organization's analysis through intuitive business-oriented analytics.



### For More Information

For more information about Heat Map Explorer Enterprise Edition, please contact Lab Escape at +1 646 964-6463 or (800) 921-3623 and press option 1 for sales. Additional information can be found on our web site at <http://labescape.com/> or by e-mailing [info@labescape.com](mailto:info@labescape.com).