

# Peer Comparison™

## Uncover Opportunities and Target IT Investments to Maximize ROI

Do your IT and business unit teams have the information and tools to articulate clearly how current IT investments compare to industry leaders, and what projects should be implemented to address the most important business opportunities?

In order to better understand how your spending and performance compares to competitors and leaders, Alinean's Peer Comparison™ software delivers the knowledgebase, business intelligence, benchmarking and analysis tools needed to prepare powerful value-add peer comparison/ benchmarking presentation and reports -

providing the facts necessary to set and prove IT spending levels and drive business performance. Using Peer Comparison, the team can validate past performance, prioritize goals and business opportunities, as well as demonstrating the benefits which could be delivered via proposed solutions.

Peer Comparison employs the Alinean Value Base™, a worldwide database of 20,000+ companies in over 37 different industries, containing three year historical data and optional three year projections on all key financial metrics, business ratios, IT spending, IT performance and Total Cost of Ownership (TCO).

Using Value Base data, the IT and business unit teams can compare the company or organization to up to 12 peers, industry leaders and industry averages to highlight opportunities for improvements, select targets for proposed projects, and estimate value add upon implementing the solutions.

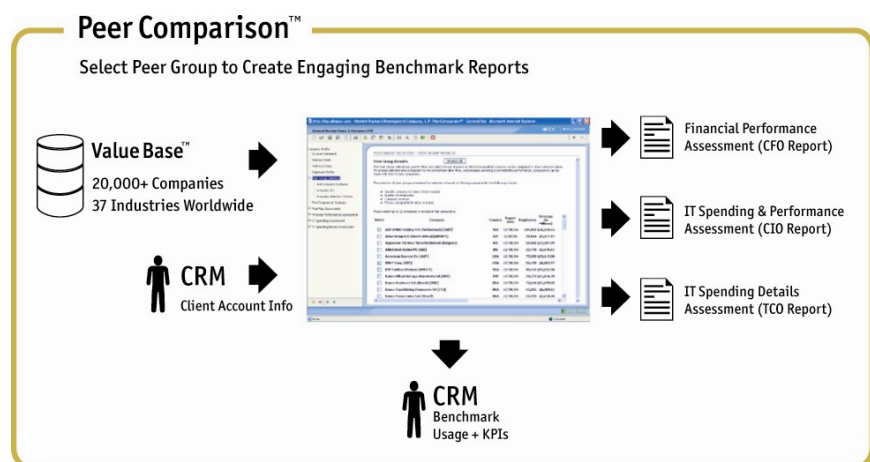
The database aggregates financial metrics from Mergent and Stern Stewart, with proprietary IT spending and performance metrics to create the most comprehensive benchmarking database for IT solution providers.

**Are we spending too much or too little on IT compared to competition?**

**Are we translating the IT investments into business gains better than the competition?**

**What are the most important business and IT spending/performance issues?**

**What changes can have the greatest impact on these value opportunities?**





## **The Peer Comparison solution can immediately help your teams to:**

- » Clearly communicate and collaborate on competitive shortfalls and issues
- » Compare financial performance, IT spending and Total Cost of Ownership (TCO) over the past three years with up to 12 peers, industry leaders and industry averages.
- » Validate the value add and competitive advantage proposed solutions could deliver in improving performance and lowering costs
- » Quickly prepare benchmark reports
- » Deliver on-going report cards for proof of value and competitive advantage realization

## **Features**

- Proprietary Value Base of 20,000 companies worldwide, updated quarterly with the latest metrics
- Companies can be selected based on industry, company size, geographic location and name
- 3 years of historical Financial Performance, IT Spending and IT Performance Metrics
- 3 years of trending projections on Financial Performance, IT Spending and IT Performance Metrics
- Select any 12 companies for a head-to-head peer comparison
- Dashboard views to quickly highlight spending and performance vs. peers and industry averages.
- Financial Metrics (P/L, Balance Sheet, Cash Flow, KPIs and key financial ratios such as DSO & Inventory turns) with financial metrics updated weekly from Mergent FIS and other key financial sources
- IT Spending assessment including a detailed TCO Comparison, using research from IDC | Alinean
- Proprietary PeerMap™ graphs and charts and ROIT™ performance metrics to help compare IT spending with performance
- Reports for CFO, CIO and IT / business unit executive presentations
- Export to Powerpoint, Word and PDF
- Uses the EnterpriseROI™ architecture for enterprise collaboration and standardization
- Sharing of data with other enterprise solutions via Value Link web services
- Multi-currency support and worldwide database for worldwide analysis

## **Benefits**

- Empower team to collaborate on true business issues and aligning spending levels with performance
- Drive focus on competitive issues and advantage
- Improve the ROI from proposed investments
- Empower executive presentations on current performance and future plans
- Elevate executive presentations from abstract visionary feature / function / price presentations to value advisory and opportunity discovery