

FinListics Industry Itinerary eLearning Courseware

Objective: Explore an Industry from a Financial Perspective

Client executives demand now more than ever that solution providers know their industry. The **FinListics Industry Itinerary eLearning Courseware** explores an industry from a financial and business process perspective; it helps solution providers better communicate with executives in the universal language of business – finance.

Those who would benefit include are sellers wanting to sell more effectively at the client executive level, marketing specialists needing to develop campaigns and product collateral that are better aligned with clients’ business goals and challenges, and others working in an industry seeking to better understand it from a financial perspective and develop greater industry expertise.

The CHALLENGE

Client executives expect solution providers to know their industry and understand the unique business challenges presented in today’s economic environment.

The SOLUTION

eLearning Courseware:
INDUSTRY ITINERARY

Key Features of INDUSTRY ITINERARY

- **Challenges & Strategies:** fundamental industry challenges & strategies and how each is related to financial performance.
- **Financial Metric Review** (*sample of metrics for non-financial services companies, metrics vary by industry*):
 - Revenue Growth
 - Operating Income Margin
 - Cost of Goods Sold
 - Selling, General & Administrative
 - Capital Utilization
 - Cash Operating Cycle
 - Days Sales Outstanding
 - Days In Inventory
 - Days Purchases Outstanding
 - Fixed Asset Utilization
- **Financial Metric Insights:** For each of the financial metrics, learn:
 - What it is
 - Which executives care
 - Related business processes
 - Questions to explore
 - Items to consider
 - Potential solutions
 - Performance (median and 1st quartile) by sub-industry or geographical region (North America, Europe, Asia Pacific)

Delivery of INDUSTRY ITINERARY

- Self-paced FinListics Industry Analytics eLearning courseware; each industry runs approximately 90 minutes
- Available for 25 industries
- Updated annually

FinListics Industry Itinerary eLearning Courseware

	Industry	Sub-Industries Included
1	Aerospace	Aerospace & Defense
2	Airlines	Airlines
3	Automotive	Auto Manufacturers, Parts, and Tires and Rubber
4	Banking	Commercial Banks
5	Business Services	Commercial Services & Supplies & Professional Services
6	Chemicals	Commodity and Specialty
7	Construction & Engineering	Construction & Engineering
8	Consumer Durables	Consumer Electronics, Home Furnishings, Household Appliances, Housewares and Specialties
9	Consumer Packaged Goods	Beverages, Food Products, Tobacco, Household Products, and Personal Products
10	Energy & Utilities	Electric Utilities, Gas Utilities, Multi-Utilities, and Water Utilities
11	Financial Markets	Investment Banking & Brokerage, Consumer & Specialize Financing, Asset Management & Custody Banks, and Other Diversified Financial Services
12	High-Tech / Electronics	Communications Equip, Computers & Peripherals, Electronic Equip Instruments Components, and Semiconductor Equip
13	Hospitality & Leisure	Casinos & Gaming, Hotels, Resorts & Cruise lines, Leisure Facilities, and Restaurants
14	Industrial	Electrical Equipment, Industrial Conglomerates, and Machinery
15	Information Technology	Internet Software & Services, IT Services, and Software
16	Life Sciences	Biotechnology, Pharmaceuticals, Life Science Tools & Services, and Health Care Equipment & Supplies
17	Media & Entertainment	Publishing, Advertising, Broadcasting, Cable & Satellite Providers, and Movie and Entertainment Content Providers
18	Metals and Mining	Mining, Smelting & Refining, Rolling, Drawing & Extruding, and Finishing
19	Paper & Forest Products	Paper & Forest Products, and Containers & Packaging
20	Petroleum	Drilling, Exploration & Production, Equip & Services, Refining and Marketing, Storage and Transportation, and Integrated
21	Retail	Internet & Catalog Retail, Multiline Retail, Specialty Retail, and Food & Staples Retailing
22	Telecommunications	Diversified Telecomm Services, and Wireless Telecomm Services
23	Textiles	Textiles, Apparel & Luxury Goods
24	Transportation & Logistics	Air Freight & Logistics, Marine, and Road & Rail
25	Wholesale Distribution	Retail, Capital Goods, Food, Health Care Distributors, and Technology

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Sample: Financial Drivers Map, Revenue Growth for Transportation & Logistics

Financial Drivers Map: Revenue Growth

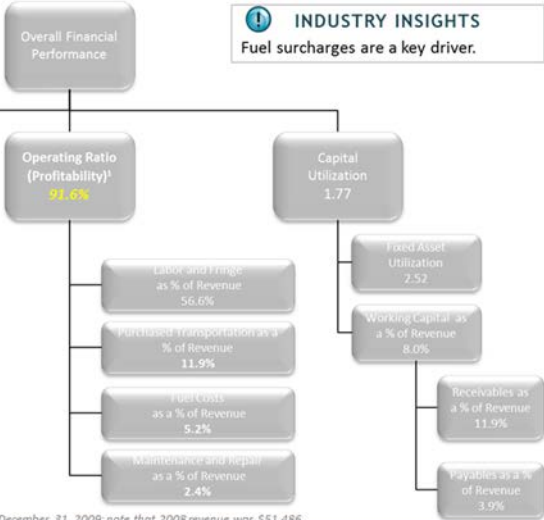


WHAT IS IT?
Revenue growth measures the period-over-period percentage change in revenue.

Revenue Growth
-12.0%¹
($\$45,297 - \$51,486$) ÷ $\$51,486$

WHAT'S INCLUDED?
This includes fuel surcharges, 3PL services and a vast product mix of shipping services from passenger to cargo, air to trucking and overnight to standard delivery.

INDUSTRY INSIGHTS
Fuel surcharges are a key driver.



¹ United Parcel Service Inc. financial metrics for the year ended December 31, 2009; note that 2008 revenue was \$51,486

Sample: Business Processes, Revenue Growth for Transportation & Logistics

Related Business Processes: Revenue Growth



The following figure shows some critical business processes for revenue growth in transportation & logistics. It highlights for the business process **Operations** a group of related activities and associated Key Performance Indicators (KPIs).

