

# Dreyfus Investments and iQ4bis: Senior Executives Recognize Power and Value of iQ4bis



## Doing without

"The first thing I do every day is check how sales were on the previous day," says Dreyfus Investments' senior vice president of operations, Chris O'Connor. "Before we implemented iQ4bis, that meant writing a query, building the report, and sending it out to the field. Then the requests would come back for answers to specific questions, and we'd have to write more queries for more answers, build those reports, and send them out. The burden of this inadequate reporting—of the time spent getting answers and the delayed information flow—was huge."

Yet Dreyfus had insufficient business analysis budget or staffing to improve the situation. "Because we didn't have the dollars to spend," O'Connor says, "we basically did without. With the resources we had, we weren't able to perform the analysis or get as detailed a picture as we'd like of what the business was doing."



## Analyzing the business

Dreyfus selected and implemented iQ4bis to provide the access and visibility into its data assets that its existing reporting mechanisms simply couldn't deliver. "We launched iQ4bis initially to our Intermediary distribution channel," O'Connor explains. "With iQ4bis, the end users get the information themselves. Our 50 wholesalers out in the field have access to the application and go in and can analyze their business, see what's working, what isn't, where things are trending, and what they need to work on."

"iQ4bis has helped tremendously toward our efforts at improving the management of our business. As soon as our CEO Tom Eggers saw the benefits of this and heard the line of business manager bragging about what it does for him, he asked me, 'How come I don't have this for the entire corporation?' And after I showed iQ4bis to the new vice chairman of the line of business, he said, 'Take me off all your distribution lists for your reports. I don't need them anymore. This gives me everything I need.'"

O'Connor estimates that it would take upwards of a dozen analysts to produce the variety and depth of reporting that iQ4bis delivers to Dreyfus' staff. "The benefit is not that iQ4bis has saved us all that salary. We couldn't have afforded that, and would have done without,"

## After a Long Time "Making Do" with Inadequate Sales Information, Dreyfus Hits Pay Dirt with iQ4bis

### Business Challenges

- Existing reporting capability were slow, cumbersome, and resource-intensive
- Insufficient staff to deliver timely information on sales results
- Difficulty obtaining sufficient information from ESP system
- Inadequate budget to improve reporting mechanisms forced decision makers to "make do"

### Business Results

- Provides daily reports that allow sales reps to analyze key data
- iQ4bis became a key enabling factor in divisional growth
- Decreased requests for manual reports
- Freed up staff for other, more productive activities

success.



# Dreyfus Investments and iQ4bis: Senior Executives Recognize Power and Value of iQ4bis (continued)

says O'Connor. "The benefit is that with iQ4bis, we don't have to make decisions with limited information. Our teams have access to information that guides them in developing and validating strategies to meet our objectives. They can be more proactive and more analytical about the business."

## Enabling growth

The Dreyfus Intermediary distribution channel was charged with a three-year growth mandate, which included adding more wholesalers, and increasing national accounts and distribution efforts. The program is paying off; we are seeing significant improvements with our model; we are maximizing efficiencies and increasing penetration of the territories. What percentage of that growth can be attributed to

iQ4bis? "I don't think there's any way to quantify that. But it's certainly fair to say that iQ4bis both enabled and was a key factor in that growth," says O'Connor"

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*Chris O'Connor, Senior VP of Operations. Dreyfus Investments*

## Focusing on more productive tasks

iQ4bis delivers many positive results, one of which is freeing staff from repetitive work, allowing them to be more productive. "Day after day, you can allocate resources to designing queries and running reports" says O'Connor, "or you can have a system that gives you the actionable information you need to pursue objectives and meet the changing requirements of your business."

So what's next on the agenda for O'Connor? "One of my main goals for this year is to get our CEO Tom Eggers his own version of iQ4bis, so he has visibility into the complete company's data the way we have visibility into results in the Intermediary Division."

**Dreyfus**  
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*Chris O'Connor, Senior VP of Operations. Dreyfus Investments*

## Who Uses iQ4bis At Dreyfus Investments?

- Regional Sales Directors
- Field Wholesalers
- Internal Wholesalers
- National Accounts
- Marketing
- Finance Department
- Business Strategy & Support

## Benefits For Dreyfus Investments

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## Associated Platforms

- Proprietary Mainframe Corporate Reporting System
- SQL database

## iQ4bis Views

- iQ4bis Analysis

## Key Reasons Dreyfus Investments Selected iQ4bis

- Limited visibility into sales data hampered decision making
- Existing reporting mechanisms were slow, cumbersome, and resource-intensive
- Budget constraints limited resources available to meet reporting and analysis requirements
- iQ4bis frees up staff for more productive activities

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