



New Balance began as a Boston-based arch support company in the early 1900's, developed into a specialized shoe manufacturer in the 1970's, and has grown to become a leading global athletic products company. Today New Balance is a family of brands including New Balance, Dunham, PF Flyers, Aravon, Warrior and Brine.

New Balance has the following mission: demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance employs more than 4,000 people around the globe, and in 2009 reported worldwide sales of \$1.65 billion.

Website: www.NewBalance.com

APPLICATION INFORMATION

Primary Users:

- Executive and Senior Sales Management
- Sales Channel Analysts
- Regional Territory Sales Managers

Application Details:

"NB Dash" provides the Sales Management group an effective automated dashboard process to be able to monitor the performance and manage the contribution of the various business units within the sales organization. The application integrates data from multiple sources like ERP, manually maintained spreadsheets and existing Diver models.

Benefits:

- Visual presentation of performance measures
- Display of "actual" vs "targets" on dashboards relative to goals and demand
- Ability to identify and correct negative trends
- Huge time savings compared to running multiple reports manually
- Transparent and consistent reporting on KPI's across the business units along with the same level of security on Data used in Pro-Diver

