



**FOR IMMEDIATE RELEASE**

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**Kenway Consulting Launches New  
Revenue & Resource Insights and Optimization Service**  
*Dynamic reporting and analytics leverages existing  
NetSuite OpenAir data to provide real-time business insights*

**CHICAGO, Thursday, August 20, 2020** – [Kenway Consulting](#) announced today the launch of its [Revenue & Resource Insights and Optimization](#) service, a new client offering that helps organizations gain real-time business insights by leveraging their existing NetSuite OpenAir data.

This enhanced reporting and analytics provides clients with an at-a-glance understanding of the health of their business pipeline and the optimization of their workforce. It also delivers a historical view to provide an understanding of trends, with the ability to perform “What-If” analysis for a more nuanced view of the organization’s future state.

“Kenway’s new revenue and resource management capability offers clients instant access to key aspects of their business, without the burden of data extraction and manual manipulation. This dynamic approach allows them to quickly get the pulse of their organization upon simply opening the report, and then seamlessly drilling down to answer more specific questions,” said Matt Kueker, CEO, Kenway Consulting.

“We have been able to gain powerful insights into our own business that were not readily available before,” he continued. “As an example, we leveraged the reports to improve the profitability of seven clients by an average of 9.4% by shifting the staffing mix of resources to be more optimal. By leveraging real-time information, we’ve been able to better position ourselves for future success.”

Developed by Kenway’s team of Data Analytics experts, this enhanced reporting delivers dashboards, visualizations, reports and advanced analytics, all with speed to insight. Users can immediately examine revenue forecast, supply and demand, location optimization, and market relevant impacts, adapted and adjusted based on real-time information.

*For more information on Kenway Consulting’s [Revenue & Resource Insights and Optimization](#) service, or to request a complimentary demo, visit <https://www.kenwayconsulting.com/revenue-resource-optimization>.*

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**About Kenway Consulting**

[Kenway Consulting](#) is a management and technology consulting firm whose entire reason for existence is to help companies and its employees. Founded in 2004 on the principles of being good and being truthful, Kenway’s set of [Guiding Principles](#) steers each employee’s decision-making process and centers on integrity, quality, value and respect. The company focuses on the means and not the outcomes, always in line with these Guiding Principles, and always with integrity as its cornerstone. Kenway strives to provide all clients with unmatched quality and service, and specializes in the areas of Technology Solution Delivery, Enterprise Program Leadership, and Information Insight.