

AI-driven data analytics for Salesforce

Point Sigma lets your data speak to you all of the time



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AppExchange



Organizations require a new approach to data analytics for Salesforce

Salesforce is the world's most powerful business cloud and CRM system. Business leaders rely heavily on data contained within the platform to make informed decisions to gain deep insights into trends, behavior and opportunities. Yet insights are often hard to access, costly to extract and harder to share.

Even the best Salesforce teams struggle to meet the expectations placed upon them, even when using tools such as Tableau, CRM Analytics and Einstein. Existing and legacy tools require expensive specialists to configure, build and maintain making them slow and expensive to deploy, causing delays and missed opportunities.

The world's first data analytics tool that configures itself

Point Sigma is changing the data analytics landscape. It is the world's first end-to-end AI-driven data analytics platform that delivers automated insights directly from Salesforce and hundreds of other sources, to deliver insights in minutes not weeks.

Organizations of all sizes are able to empower their people to become citizen data scientists by broadening the reach of data and insights to all decision-makers to create competitive advantage faster, with greater accuracy and agility.

Not all data analytic tools are created equal

Underpinning the Point Sigma platform is an advanced form of Artificial Intelligence (AI) called [Artificial Curiosity](#) which forms the IP bedrock of Point Sigma. Artificial Curiosity is a formal framework that looks at and determines how relevant or interesting a particular pattern is using structures inherent in multiple business data sources.

Point Sigma continually uses machine learning to find out how to combine the right data-analytics building blocks to produce more interesting patterns autonomously, allowing you to explore any question you may have through self-service, intuitive, explorative visualizations, graphs and dashboards – removing the dependency on highly skilled and sought-after data experts.

AI-driven analytics for Salesforce - key benefits

- Automated insights - self-service insights in minutes not weeks
- Reduce cost of ownership of BI and analytics by 75%
- Unlimited dynamic dashboards and embedded analytics with the ability to filter by any record data
- Build compelling explorative and visual stories
- Fashion a data analytics-driven culture using AI
- Combine Salesforce data with many other data sources
- Clear and predictable pricing
- Improve data quality and operational efficiency
- Increase competitiveness and customer satisfaction

Five reasons why AI-driven data analytics will improve your business

01

Instant answers for everyone

Point Sigma is the world's first analytics solution that *does* rather than merely *assists* with data analytics. It automatically turns raw business data into actionable insights, closing the gap between data and actions. Businesses no longer have to wait weeks for analytics teams to build dashboards in Tableau, CRM Analytics or Report Builder. With Point Sigma, these are now automatically created from raw data, with users able to query and interrogate data for themselves.

Point Sigma helps organizations become truly data-driven by putting the right insights in front of the right people at the right time, helping drive change, innovation and new revenue opportunities.

02

AI helps democratize, discover and finds new insights

Gaining competitive differentiation from your Salesforce data is a top goal for Sales Leaders, CIO's and CDO's alike.

Point Sigma's Artificial Curiosity technology continually scans data for relevant patterns, helping end-users to stay informed effortlessly. With Point Sigma's intuitive exploratory interface, non-technical users can immediately see the details and explore the 'why' behind a pattern, trend or anomaly, turning people into true data citizen scientists.

03

Legacy data analytics restricts agility and is only available to data experts

The success of legacy BI solutions is largely determined by how well they are configured by technical experts. Even AI-augmented and self-service analytics only work for anticipated questions on well-structured data.

Point Sigma interprets and understands what is contained within your Salesforce, and related data sets, and automatically discovers how to decipher, connect and present your data - creating self-service enterprise grade analytics in minutes.

04

Slash costs and analytic bottlenecks

Point Sigma allows your data experts to focus on creating, interpreting and acting upon competitive advantage and differentiation, instead of time-consuming data preparation and upload tasks.

On average Point Sigma is 75% cheaper to deploy and maintain than existing and legacy BI solutions. Why? Point Sigma's Artificial Curiosity automates the job of data experts to identify, connect and structure your data, releasing budgets and reducing the complexity of your tech-stack.

05

Any organization can today become a true data-driven business

Point Sigma's all-in-one analytics platform does not need additional data-integration, warehouse, data-lake, analytics or visualization tools, but offers all these capabilities in a single SaaS solution. It also integrates seamlessly with your existing analytics stack, such as data lakes and data integration tools.

Point Sigma works with almost any imaginable data source. It brings together all your data in one place and then harmonizes those disparate data sources effortlessly using AI-driven learning.

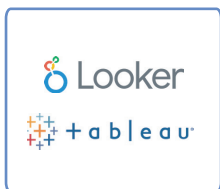
AI will replace the data experts it currently depends on

The next transformation in data analytics:

Data warehouse



Visualization



AI-assisted analytics



AI-driven analytics

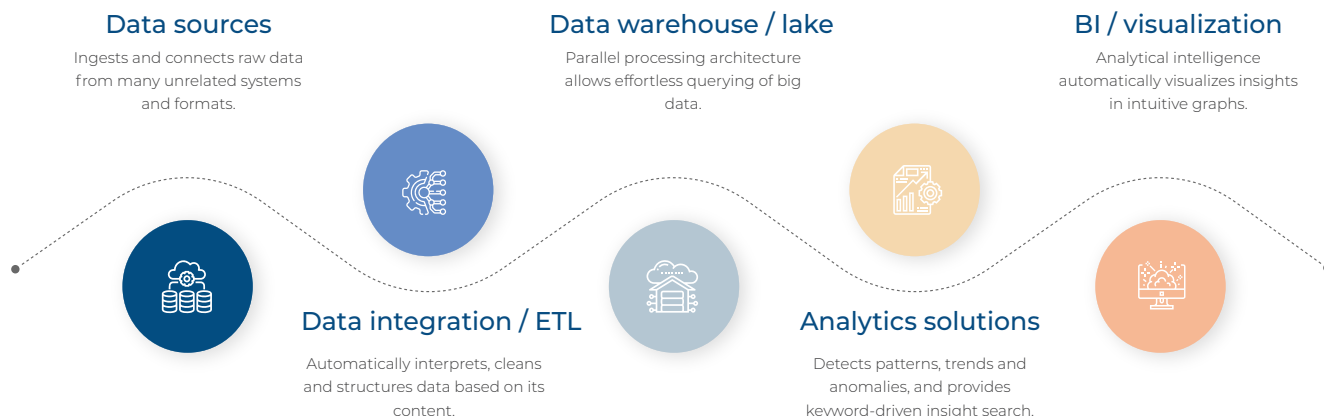


Depends on data experts to configure and maintain

Configures itself

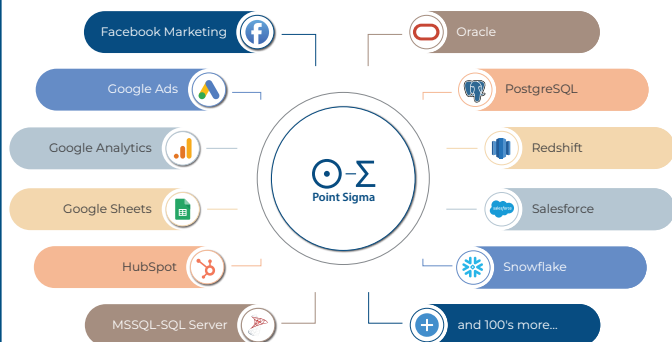
An unprecedented opportunity to unlock the value in your data

A typical data analytics set up has many components, each requiring separate domain expertise to initiate and maintain. Point Sigma's Artificial Curiosity automates and optimizes each component of the data-analytics pipeline.



Book a demo or speak with us on how you can benefit from AI-driven analytics today!

Point Sigma popular data sources



About Point Sigma

Point Sigma is the world's first end-to-end SaaS data analytics solution that configures itself. Empowering people to become citizen data scientists by broadening the reach of data and analytics to all decision-makers to create competitive advantage faster, with greater accuracy and agility.



Point Sigma

Customers connect their data to the platform and using its unique intellectual property, Artificial Curiosity, Point Sigma presents key insights back within minutes through self-service, intuitive, explorative visualizations, graphs and dashboards – all without the need for highly skilled and sought-after data experts.

Contact us today to get started

E-mail: info@point-sigma.com **Web:** www.point-sigma.com