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GoodData

## **Salesforce.com** Customer Analytics Services Overview



# Salesforce.com User, Do You Wonder...

## Sales



- How accurately are you able to **forecast your sales**? Is this changing over time?
- How is my **pipeline changing** over the quarter? By rep? By industry? By product? By customer size?

## Marketing

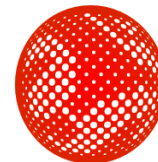


- **How many leads** were generated across campaigns and channels? How has this changed over time?
- What is the overall **ROI for lead generation** and nurturing campaigns?

## Support



- Which support personnel and processes are doing well? **Who are missing** their goals?
- What are the **key performance metrics** for my (response time per incident, first-time call resolution)?



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# What GoodData Can Do?

## Simple, Flexible & Powerful

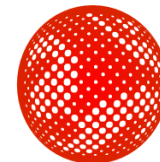
- ✓ **On Demand** reporting and analysis
- ✓ **Visualize** Results
- ✓ **Customized** Reports and Dashboards
- ✓ **Track** unique metrics and KPIs
- ✓ **Mash up** additional data sets
- ✓ **Collaborate** with co-workers

## For Business Users

- ✓ **Sales Pipeline** Trending
- ✓ **Marketing Campaign** Analysis
- ✓ **Customer Service** Performance Analytics
- ✓ **Analyze** Customer Data

## For Administrators & IT

- ✓ Build historical **reports just in few clicks.**
- ✓ **No more complex** reports and queries
- ✓ **No more Visual force** pages analytical reports



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# How GoodData Works?

salesforce.com  
Success. Not Software.®



**Accounts & Contacts**



**Marketing & Leads**



**Opportunities**



**Call Center**



**Customer Portal**



**Social**

Force.com  
Web Services

## GoodData



Fields Captured from Sales, Marketing & Service Cloud

Automated, Scheduled Data Loading

Pre-built reports & dashboard  
Analyze data the way you want



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# Who We Are?

**History:** Mansa Systems was established 4 years ago providing IT consulting services

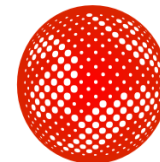
**Global Delivery Centers:** Headquarters at Newark, CA & Offshore Centers in Beijing, China and New Delhi, India

**Business Intelligence:** Salesforce.com customer analytics, force.com cloud application analytics implementation; customization; user training; support - data management, metrics, reporting & dashboards

**Salesforce.com & force.com expertise:** Salesforce.com Implementation, Integration, customization, force.com application development, force.com sites design, development



<http://www.mansasys.com/about>



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# What We Do?

## Implementation, Customization, Development, Training & Support For

GoodData  
for Salesforce.com

for Business Users



Sales Pipeline Analytics



Marketing Analytics



Service & Support Analytics



Customer Life Cycle Analytics

GoodData  
for Salesforce.com

for Administrators & IT



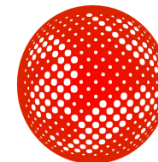
Build complex analytical reports



Replace Visual force based reports



Build historical reports



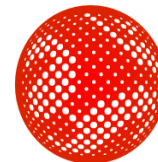
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# Why Mansa?

## On Time, On Budget & Customer Satisfaction Guaranteed!

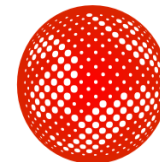
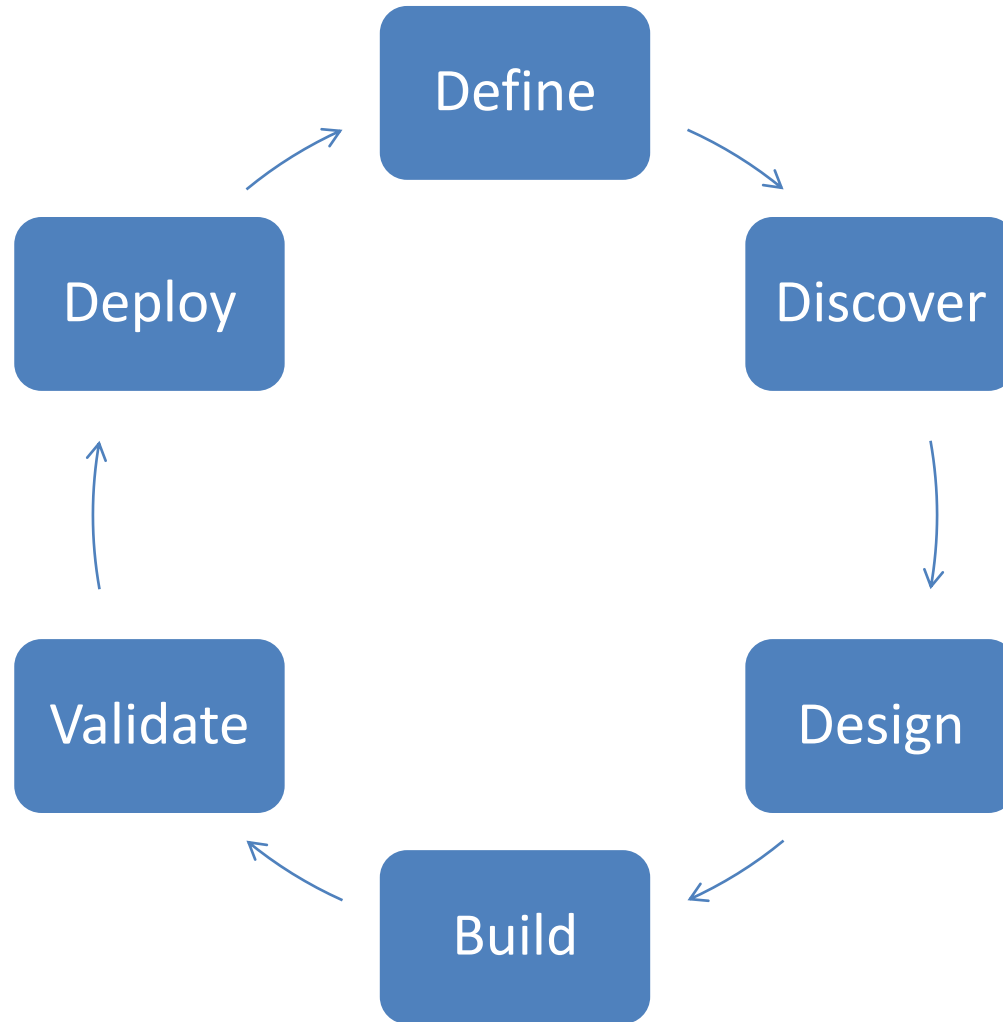
- ✔ **Proven Experience** in Business Intelligence & Cloud Platform
- ✔ **Salesforce.com** Global Consulting Partner
- ✔ **Certified** Professionals
- ✔ **Fixed Bid** Projects
- ✔ **Flexible Pricing** Options
- ✔ **Global** Delivery
- ✔ **Cost Effective**, Reliable & Experienced
- ✔ **Best Customer References**



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# How We Do?







# DEFINE Phase



## Entry

- ✓ Approved SOW
- ✓ Project Kick off meeting
- ✓ Meet key personnel from business and IT



## Task

- ✓ Business process walk through
- ✓ Identify key measures for business performance
- ✓ Identify critical success factors
- ✓ Identified KPI's and metrics
- ✓ Gather analytic data requirement
- ✓ Define Subject Areas



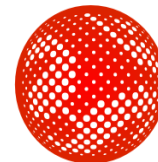
## Validate

- ✓ Review and sign off on Scope of Work and Project Plan



## Exit

- ✓ Document the measures and dimension





# DISCOVER Phase



## Entry

- ✓ Document of measures and dimension



## Task

- ✓ Determine data source
- ✓ Build business model
- ✓ Identified facts and dimension tables
- ✓ Perform gap analysis



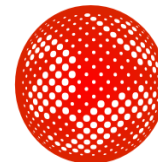
## Validate

- ✓ Review and sign off on Analytics data requirement



## Exit

- ✓ Gap Analysis document
- ✓ Update requirement document after validation





# DESIGN Phase



## Entry

- ✓ Updated requirement document and Gap Analysis document



## Task

- ✓ Prepare meta data design
- ✓ Prepare report design
- ✓ Prepare ETL design
- ✓ Decide how to present data to users



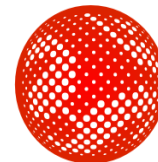
## Validate

- ✓ Review and sign-off on analytics meta data , dashboard report design & ETL design



## Exit

- ✓ Analytics meta data design
- ✓ Dashboard design
- ✓ ETL design





# BUILD Phase



## Entry

- ✓ Signed off Design



## Task

- ✓ Configure reporting meta data
- ✓ Build ETL and the dashboards
- ✓ Set up test users



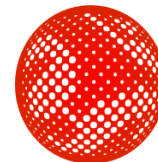
## Validate

- ✓ Identify any data gap to answer business questions



## Exit

- ✓ Configured dashboards
- ✓ Configured ETL



# VALIDATE Phase



## Entry

- ✓ Configured dashboard
- ✓ Configured ETL



## Task

- ✓ Validate dashboard and reports
- ✓ Validate ETL and data
- ✓ Prepare deployment document



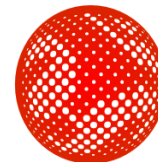
## Validate

- ✓ Review and signoff on UAT



## Exit

- ✓ Functionally & technically tested report and dashboard
- ✓ Deployment document





# DEPLOY Phase



## Entry

- ✓ Tested reports and dashboard
- ✓ Detailed deployment document



## Task

- ✓ Move reports, dashboard and ETL to production environment
- ✓ Deploy application in production environment
- ✓ Administrator's maintenance guide



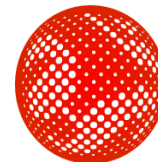
## Validate

- ✓ Review and signoff on the production environment



## Exit

- ✓ Complete set up of production environment



# Customers



<http://www.mansasys.com/customers>



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# Locations



## Head Quarters

39675 Cedar Blvd, Suite 250  
Newark CA 94560  
United States



## India Office

HIG 20, KPHB Colony  
Kukatpally Hyderabad  
India



## UK Office

9 Arnold Close  
Harrow HA39TN  
London  
United Kingdom

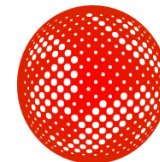


## China Office

Rm 1607, LC International Center  
Tongzhou District  
Beijing 101100  
China



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# Contact Us



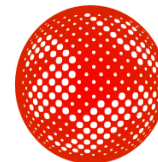
+(1) 510-857-5700



info@mansasys.com



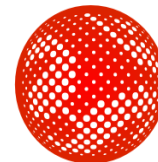
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# Thank You



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