



Cloud Profiler

About Model Metrics

Model Metrics is a leading Cloud Computing technology and services company, one of only a few premier salesforce.com partners, and integrator of complementary Cloud Computing technologies including Google, Amazon Web Services, Adobe Flex and iPhone.

Our Credentials

- 1,300+ Cloud Computing Implementations
- 500+ Customers
- 150+ Force.com Projects
- Force.com Sites Leader
- Charter Amazon Web Services Partner
- Leading Cloud Computing Training Program



Our Contact Information

600 West Chicago Avenue
Suite 750
Chicago, IL 60654
877-542-2885
info@modelmetrics.com
www.modelmetrics.com

Your CRM system allows you to make informed business decisions from your client information. Unfortunately your system is only as good as your data. If that's an area of trouble for you, you're not alone. Salesforce.com ranks dirty data #6 on their list of top CRM challenges.



This challenge has serious implications. In addition to inaccurate forecasting and user frustration, the Data Warehousing Institute shows that poor data quality costs U.S. businesses an estimated \$600 billion a year.

Cloud Profiler

Model Metrics' Cloud Profiler helps you understand where you stand with your Salesforce CRM data so you can develop a plan for the way your data is cleansed and enriched on an ongoing basis - improving your overall operating efficiencies.

Cloud Profiler is a comprehensive tool that does the following:

- Provides record counts on both standard and custom objects
- Measures the completeness of fields on both standard and custom objects
- Measures conformity of pick lists

Beyond typical data analysis tools, Cloud Profiler is specifically designed for Salesforce users and enables you to answer the following questions:



Object Overview - Contact			
Customer Name	2000000000	Average Completion	34%
Date Generated	8/20/2010 10:00:00 AM	Average Conformity	21%
Object Analyzed	Contact	Created by Inactive	24%
Number of Fields	67	Owned by Inactive	21%
Number of Records	5232	% of Fields Blank	76%

Data Frequency			
Timeframe	> 3 mo	> 1 yr	> 3 yr
Last Modified	76%	16%	0%
Last Activity	38%	16%	0%

Contact - Field Analysis				
Field Name	Field Label	Field Type	Completion	Conformity
AccountID	Account ID	reference	96%	N/A
Age_c	Age	picklist	50%	95%
AssistantName	Assistant's Name	string	45%	N/A
AssistantPhone	Asst. Phone	phone	95%	N/A
Asst_Email_c	Asst. Email	email	75%	N/A

- How often are your records updated?
- How much activity is your sales force generating?
- What percentage of your records are owned by inactive users?
- How complete is your data?
- Do your record-specific picklist values match your metadata?