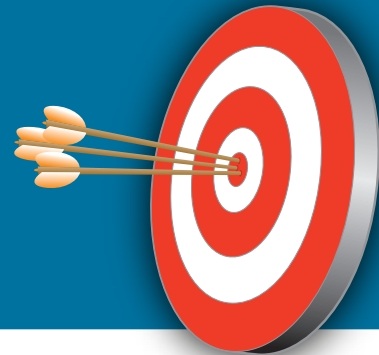


Sales Analysis Accelerator

Instantly available
Quickly extensible



“Getting visibility into our business in ways that weren’t possible before with last-gen BI solutions or Excel, is imperative in this business climate. PivotLink offers an impressive time to value and solves specific and immediate business needs without taxing valuable IT resources.”

– Tom Svec, Operations Manager, Taleo

PivotLink’s Sales Analysis Accelerator enables instant insight to your data within Salesforce.com. New perspectives about your sales organization can be obtained easily through enhanced snapshot reporting, cross-object reporting and advanced slice and dice analysis. Depending on your data volume, setup time ranges from a few minutes to a few hours.

The Accelerator provides the ability to pull data from multiple data sources to deliver a complete picture of your business. It includes forecasting, quotas, custom fiscal calendars as well as the ability for cross-application connections with ERP, HCM and Finance tools. The accelerator is customizable so you can tailor it to your specific needs and includes:



INSTANTLY AVAILABLE

SALES PERFORMANCE	Improve Sales Performance. Measure and benchmark KPIs like Win-Rates, Sales Cycles. <i>Great for Sales Executives, Executive Management Team</i>
PIPELINE VELOCITY	Sell more, faster. Identify stuck deals and measure pipeline velocity via historical snapshots. <i>Great for Sales Operations to use in weekly pipeline meetings.</i>
LEAD CONVERSION	Align Marketing and Sales. Track KPIs like Lead Aging, Lead Conversion. <i>Great for Marketing and Sales Executives and Inside Sales.</i>
FORECAST ACCURACY	Improve Forecast Accuracy and Predictability. Track KPIs like Forecast Changes. <i>Great for Sales, Marketing and Finance.</i>

QUICKLY EXTENSIBLE

- FINANCE
- HCM
- ORDER MANAGEMENT
- ERP
- EXPENSE MANAGEMENT
- CAMPAIGN MANAGEMENT
- SPREADSHEETS

Start using frequently required reports, instantly. Incorporate multiple data sources into your sales analysis without relying on IT.

INSTANTLY AVAILABLE KEY PERFORMANCE INDICATORS [KPIs]

- # of All Leads
- # of All Unconverted Leads
- Opportunity Amount from Leads
- Revenue Won from Leads
- Revenue Lost from Leads
- Opportunity Amount Open from Leads
- # of Opportunities from Leads
- # of Opportunities Won from Leads
- # of Opportunities Lost from Leads
- # of Opportunities Open from Leads
- Average Days to Close Opportunities Won from Leads
- Average Days to Close Opportunities Lost from Leads
- Average Days to Convert Lead to Opportunity
- Average Age of Unconverted Leads
- Average Deal Size Won from Leads
- Average Deal Size Lost from Leads
- Average Days from First Campaign to Lead Conversion
- Amount in Transactional Currency
- Expected Revenue in Transactional Currency
- # of All Opportunities
- # of All Opportunities Won
- # of All Opportunities Lost
- # of All Opportunities Open
- Revenue Won
- Revenue Lost
- Opportunity Amount Open
- Pipeline Amount
- Best Case Amount
- Commit Amount
- Average Deal Size Won
- Average Deal Size Lost
- Average Opportunity Amount
- Average Opportunity Amount Open
- Average Days in Current Stage for Open Opportunities
- Opportunity Amount
- Average Days to Close Won/Lost
- Expected Revenue
- # of Opportunities (Passed through Stage)
- # of Opportunities Won (Passed Through Stage)
- # of Opportunities Lost (Passed Through Stage)
- # of Opportunities Closed (Passed Through Stage)
- Opportunity Amount (Passed Through Stage)
- Revenue Won (Passed Through Stage)
- Revenue Lost (Passed Through Stage)
- Revenue Closed (Passed Through Stage)
- Historical Days to Stage for Won Opportunities
- Historical Days to Stage for Lost Opportunities
- Historical Days in Stage for Won Opportunities
- Historical Days in Stage for Lost Opportunities
- Historical Days from Stage to Close Won
- Historical Days from Stage to Close Lost
- Snapshot Amount
- Current Opportunity Amount

INSTANTLY AVAILABLE REPORTS

- Campaign Response Metrics
- Lead Analysis by Lead Created Month
- Lead Conversion Trend
- Lead Source Performance
- Unconverted Leads
- Average Days in Current Stage
- Current Quarter Pipeline Trend
- Last Stage Before Lost
- Pipeline Projection Based on Historical Conversion Ratio
- Deals that Moved into the Current Quarter Since Beginning of Quarter
- Deals that Moved out from Current Quarter Since Beginning of Quarter
- New Deals Created for Current Quarter after the Beginning of Quarter
- Pipeline Throughput
- Average Deal Size Trend by Month
- Average Sales Cycle Trend by Month
- Bookings YTD
- Win Rate by Month

INSTANTLY AVAILABLE DASHBOARDS



SALES PERFORMANCE



PIPELINE ANALYSIS



PIPELINE VELOCITY



LEAD CONVERSION ANALYSIS