



Supercharge your Salesforce Analytics

Market leaders like Time Warner Cable and Hewlett Packard use GoodData's Sales Analytics to get a crystal clear view into how leads are moving through the funnel -- Clear, actionable insights to move more deals across the finish line, faster.

Take your sales to the next level.

AT A GLANCE

Better analytics.
Revenue-driven pipeline management. It's every sales professional's dream come true.

Beautiful, easy-to-use dashboards

Interactive reports

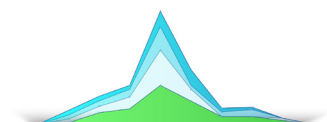
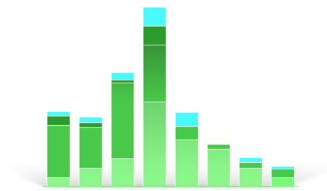
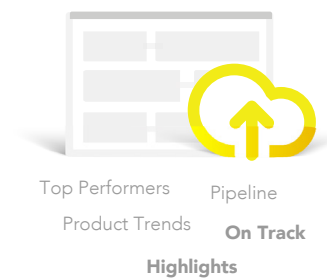
Custom, multi-source reporting

Deliver in just weeks

Daily refresh

Includes one GoodData project for analysis of one instance of Salesforce.com.

Integrated with Salesforce.com for SSO and embedded dashboards.



Executive Overview

Now your execs can get a deep understanding of their current business in just seconds.

- Gain command over actual business performance
- Expose highlights for the current quarter
- Track trends from previous quarters
- Share with your CEO and colleagues

Pipeline Management

Executives and managers get a complete timeline-driven view of pipeline.

- View waterfall analysis of detailed pipeline for any quarter
- Do conversion funnel analysis
- Track sales velocity and stage duration measures
- Manage deal tactics based on real knowledge
- Track quota attainment

Product and region performance

Regional sales directors love it. Product managers do too. A complete view into product performance by region.

- Compare performance across regions or product lines
- Spot high and low performing products and regions
- Identify top internal product experts by region
- Always sell the right product in the right region

Sales rep performance management

Sales managers measure team performance and compare individual and group attainment against the average.

- Manage your team toward higher attainment
- Monitor the mix of activities that wins deals
- Reward and coach your team based upon real-time performance



GoodData Acceleration Package

Get up and running in 90 days or less with our best practice Sales Analytics accelerator. Then look beyond your core salesforce information to attribute why and how opportunities are moving through the funnel, all the way from lead to closed/won.

Accelerator	Sources	Includes
Sales Analytics Package		Salesforce for Tracking Sales Activity Includes: current pipeline (counts and amount), snapshotted pipeline (counts and amount), and stage duration at an opportunity level.
Add-Ons	Example Sources	
Advanced Salesforce Data	Tying Leads to Opportunities, on top of the Sales Analytics Package, for Revenue Attribution. Two types of Revenue Attribution include: 1. First touch attribution 2. Even weight multi-touch attribution	
Marketing Funnel	     etc.	

Get in touch. We'd love to hear from you.

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About GoodData

GoodData, the leader in end-to-end cloud analytics, enables more than 100,000 users to store, combine, analyze and visualize data to quickly answer business-critical questions. GoodData's mission is to help companies become all data enterprises: organizations that gain a competitive advantage by leveraging all data through analytics. The GoodData Open Analytics Platform helps companies manage and analyze that data in one seamless, interactive environment and create breakthrough applications to empower their customers and users. GoodData is headquartered in San Francisco and is backed by Andreessen Horowitz, Fidelity Growth Partners, General Catalyst Partners, Next World Capital, Tenaya Capital, TOTVS SA, and Windcrest Partners. For more information, read our blog, visit our website and follow @gooddata on Twitter.