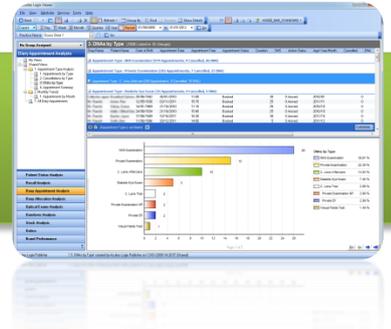




# Logix Salesforce

Turn CRM data into your most valuable asset



## Challenges

Many sales professionals are struggling to carry out accurate sales forecasting and manage their pipeline effectively. The lack of visibility directly impacts on the time it takes to make key decisions and drive closure of deals. CRM applications and Spreadsheets are not enough to overcome these challenges as they are not designed for advanced analysis and forecasting. Best-in-class organisations are therefore turning to advanced sales analytics to leverage the power of their underlying data.

## The Solution: Logix Salesforce

Introducing Logix Salesforce, the data discovery solution that enables you to effortlessly explore and analyse key sales and marketing metrics from *any* point in time.

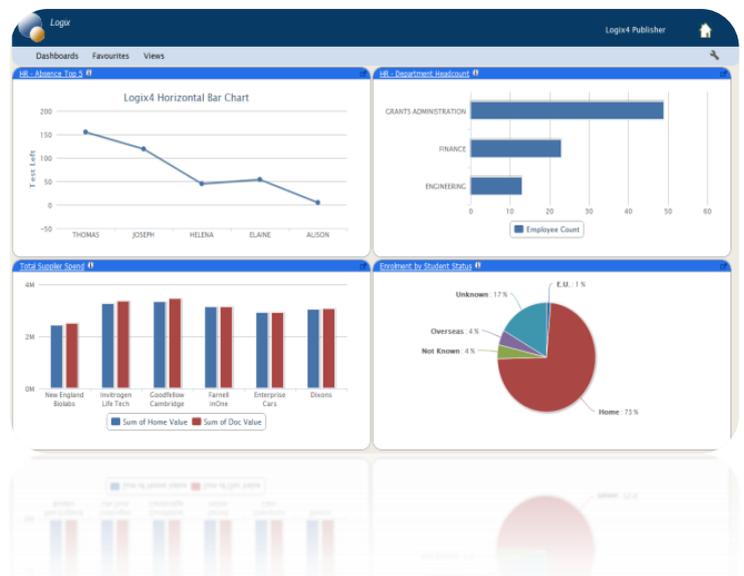
With Logix, you can now answer questions such as:

- What changes have been made to the sales pipeline? Why have these changes been made?
- How have recent sales activities affected the overall forecast?
- How does this year's sales performance compare to last year?

The solution offers key information to explore areas such as leads, accounts, opportunities, product trends, marketing campaigns and sales forecast.

Logix delivers a clear picture into how opportunities are moving along through the sales cycle enabling

organisations to easily identify any barriers between the initial lead generation stage and the final sales deal.



## Leverage the true potential of your Salesforce.com data

- **Track changes to pipeline and forecast** and discover what's really going on with your sales team.
- **Close deals faster** by identifying any risks early on in the process and focus on the right opportunities.
- **Stop wasting time** on the 20% - 30% of deals that will never close.
- **Improve forecast accuracy** and sales process based on analysis of past performance and metrics.
- **Remove guess work** and intuition to base future business decisions on real, accurate sales information.
- **Improve completeness** and accuracy of customer information.
- Increase the **Volume, Velocity and Value** of your pipeline.

## Key Business Benefits

### Greater Visibility and Control over your Sales Data

Track movements of sales opportunities and conduct historical comparisons to unlock key insights and make more informed decisions. Remove any bottlenecks in the process which may be causing slow sales generation.

### Integrate CRM and non-CRM data

Data does not exist in isolation. With Logix, you can connect to other data sources giving you a more accurate picture of the organisation's performance and uncover new insights.

### No more Spreadsheets!

Move away from time-consuming spreadsheets. Logix simplifies the process of forecasting and pipeline analysis, saving you time and resources.

### Collaborate and Share

Managers, Sales Reps and Marketing Staff can make smart decisions based on real-time, centralised sales performance data.



## Key Features

- **Drill-down Dashboards** for instant pinpoint analysis of opportunities
- **Out-of-the box Sales Analytics** - With traditional CRM reporting tools, set up time can often take weeks or days. Logix is different as it is delivered with ready to use analytics.
- **Self-service analysis:** Build your own reports and dashboards to measure what matters most. Share insights with your colleagues via email and Salesforce Chatter.
- **Go Mobile:** Exploring your sales pipeline doesn't need to be restricted to the office. Logix provides access to your key metrics via your smart device.

## About Nathean Technologies

We are passionate about Agile Business Intelligence and have been delivering innovative data analysis and reporting solutions to customers since 2001. We want people to make better business decisions by getting access to their own data with little or no training. We are focused on simplicity, enabling users at every level in an organisation – irrespective of ability – to easily ask questions of data and get the answers they need in an instant.

For more information on **Logix Salesforce**, customer testimonials and case studies visit [www.nathean.com](http://www.nathean.com).