



## Birst's role in Sales Analytics

Sales Analytics through **EIS Consultants** and **Birst** solution empowers sales leaders and representatives to proactively manage their sales pipeline. It includes pre-built metadata, reports and dynamic dashboards that implement best practices with **Birst's** powerful platform capabilities so you can be up and running quickly.

Your CRM data contains a wealth of information on your customers, prospects, and sales process. **Birst** helps you to make sense of that data plus data from other sources, so that you can make pro-active, fact-based decisions that close more and bigger orders, quickly. **Birst Sales Analytics** provides end-to-end insight into the entire sales cycle—from lead to close and delivers fact-based sales forecasts based on historical performance.

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*“ There was no single version  
of the truth.  
We couldn't trust the data,  
and it just took forever.  
Birst was a game changer for us.”*

—Fred Tiso,  
Group Director of Hardware  
Operations, Citrix Systems



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Create a single, holistic view across your organization. **Birst** integrates with Salesforce.com, Netsuite, Microsoft Dynamics CRM, Oracle (Siebel) CRM, Sugar CRM and other popular SFA applications. It is designed to combine SFA data with other data sources, including data from an ERP or Marketing Automation system.

In today's challenging business environment, sales and sales operations executives are concerned about their ability to forecast and manage results to the forecast. The **Birst Pipeline Stress Test** helps you constructively deal with this stress. It provide incredible insight into the rest of quarter while you still have 30 to 60 days to go

***1/3 the Cost, Time and Resources of Big BI Vendors***

**Birst's ease-of-use and self-service capabilities** allow even the largest implementations to be managed by a single administrator. When compared to Micro Strategy, SAP Business Objects, and Oracle OBIEE, Birst typically requires 1/3 the cost, time, and resources.

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Here are some examples of how leading sales organizations use **Birst** for Sales Analytics:

- **Compare current forecast to plan.**  
If there's a problem, slice and dice by region, product line or representative to find the reason why and address it.
- **Pipeline benchmarking.**  
Analyze this quarter's pipeline against last quarter's or the year-earlier quarter to check if sales is on track to hit targets
- **Up-selling opportunities**  
Identify which products your current customers already have, and which products similar customers have, to find up-selling opportunities.
- **Marketing performance management.**  
Analyze marketing and sales results together to identify campaigns that drive the most profitable customers per marketing dollar spent



### **Birst Interactive Dashboards**

Combine information to create visually appealing dashboards in minutes. Users can choose from an extensive library of charts, graphs and advanced visualizations accessible from a point and click interface. Frequently used reports and dashboards can be individually customized and branded.

- **Interactive Dashboards** with graphs showing at-a-glance trends and key findings such as: Leads to Pipeline to Revenue.
- **Reports** that cover such key details as: Rep Activities vs. Pipeline Generated.
- **Alerts** that notify the executive on key changes to the pipeline or upcoming events/actions.

### **What should you do next?**

Call us to schedule an appointment, we will gladly extend the information about our services and answer your questions and doubts: [713-384-6016](tel:713-384-6016)