

BOOSTING SALES:

5 essential components of user-driven BI platforms

« We invested a lot of time and effort
on this particular business task; is the
ROI worth it? »

*This is a question organizations may ask themselves on a regular basis.
And not knowing the answer can be due to a lack of insight or the ability
to focus on crucial business needs.*

But, there's a way to remedy this:
USER-DRIVEN BUSINESS INTELLIGENCE

Leading sales organizations are turning to user-driven BI to improve their processes and functions. That's because user-driven platforms enable sales organizations to better manage their business.



When sales organizations adopt user-driven BI, they are armed with a greater level of insight regarding business challenges.

The question is, how can you ensure your organization has the right user-driven platform?

Read on to know the

five essential components for successful data discovery,

and how the right platform can assist in executing these components.



01. CUSTOMER TARGETING

See the whole story of customers and the market through a lens that improves profits with specific cross-selling and up-selling targeting.

Leading user-driven analytics solutions gains these critical insights by blending disparate data sources to leverage customer demographic, historical purchasing, social, and third-party data.



A person's hands are shown holding a white smartphone. In the background, another person's hand is visible near a laptop displaying a data dashboard. A coffee cup is also present on the table. The scene is set in a bright, modern office environment.

Bringing this data together on a platform designed to meet the needs and expertise of all sales professionals enables the **refinement of sales processes and strategies** that impact revenue and profitability while greatly improving sales enablement.

« Qlik helped us bring together data from multiple sources that don't typically talk to each other. Having all this data in one platform has helped paint a much better picture of our sales force, increased efficiency, and allowed us to spend more time looking at data and taking action rather than pulling it together. »

– Blaine Verdoorn, Director of Business Analytics, Andersen Corporation



02.

ENHANCED CUSTOMER INTERACTION

Customers and prospects communicate with vendors through indirect channels, so bringing this data together on a single platform can easily provide a competitive advantage. Having this information available when and where companies interact with their clients and prospects is critical to better understanding their clients' needs and the opportunities they present.

A decorative background on the right side of the slide featuring a network diagram. It consists of numerous light blue circular nodes connected by thin, light blue lines, forming a complex web-like structure that extends across the right half of the page.

User-driven BI provides a platform that can access this type of information and **deliver it quickly to sales professionals**. The speed of response and depth of insight that comes with these platforms enables a more sophisticated sales approach and a shorter sales cycle.



« Qlik acts as our single source of truth. We can be on the phone with customers and pull up all of the relevant records in three seconds. It is zero cost access. »

– Rob Parker, Senior Director of Business Intelligence, DocuSign

03. LEVERAGE YOUR CRM PLATFORM

CRM systems, such as Salesforce, represent significant corporate investment in customer interaction and sales enablement.

But all too often these systems can become disconnected platforms within the corporate data ecosystem.





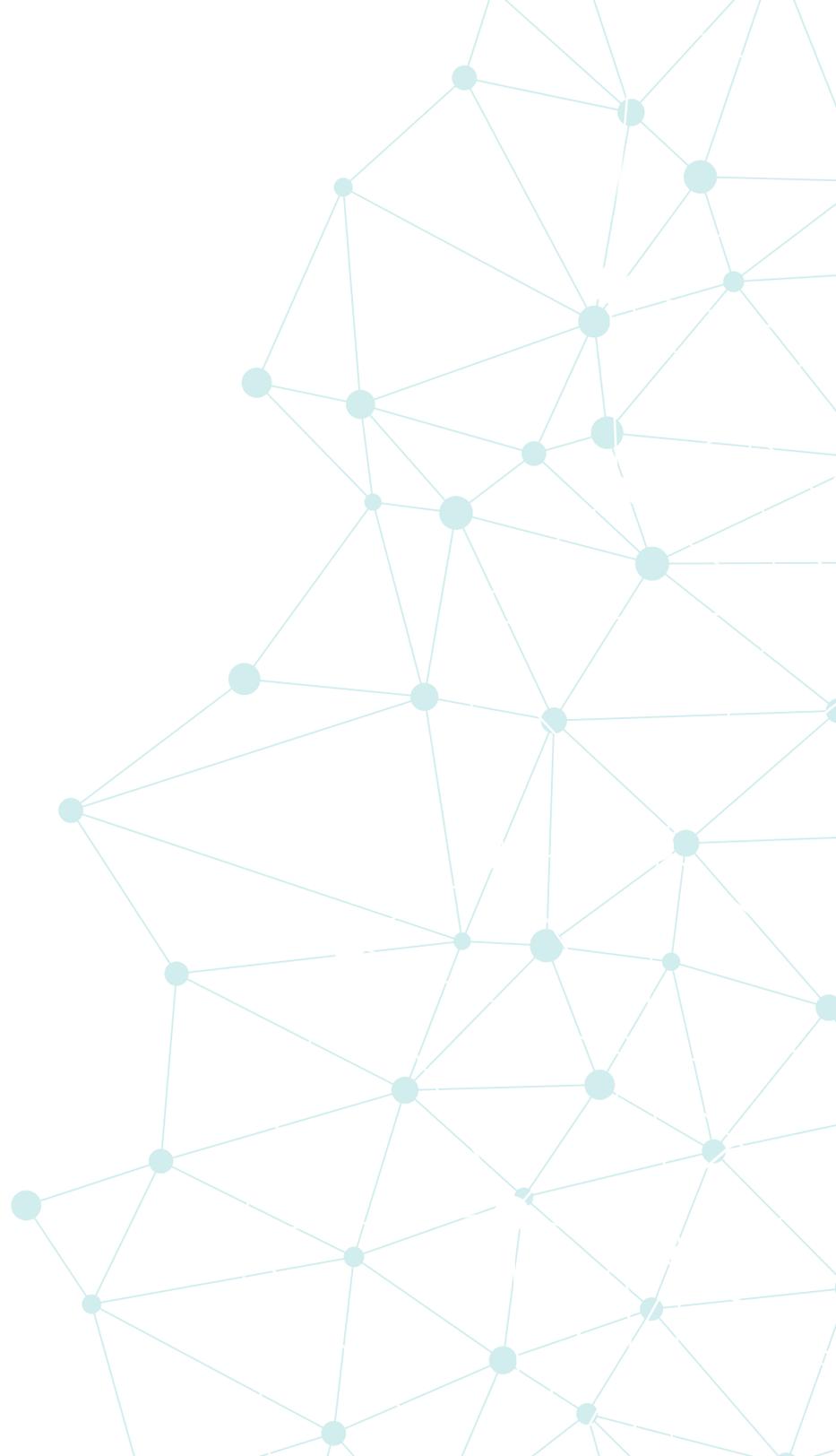
User-driven BI platforms can unlock the data within a CRM platform, in addition to understanding relationships with other data sources, and provide deep insights that **sales organizations can leverage for success.**

« In just one and a half days, Qlik allowed us to make data available from Salesforce.com, Peoplesoft, Oracle, and Microsoft, as well as build three interactive, dynamic applications that offer end users tangible value. »

– Arjan (A.J.) van den Herik, Project Management Office Manager, Organisation & Automation Division, Aon Group Netherlands BV

04. PIPELINE MANAGEMENT

Pipeline management doesn't have to be a chore. Utilizing user-driven BI puts control in the hands of the executive to turn a mundane task into an opportunity to excel and differentiate.





User-driven solutions leverage data from multiple sources to **create a more accurate and timely view of the sales process.** Platforms that include collaboration enable stakeholders at all phases of sales processes to add context to the ongoing analysis, providing the sales organization with a competitive advantage.

« By creating sales trends and profitability margins with Qlik, we will have a better understanding of our company's finances. The best part is that these reports can be created in a matter of minutes with a single click of the mouse. »

– Kristian Nummelin, CFO, Halton Group

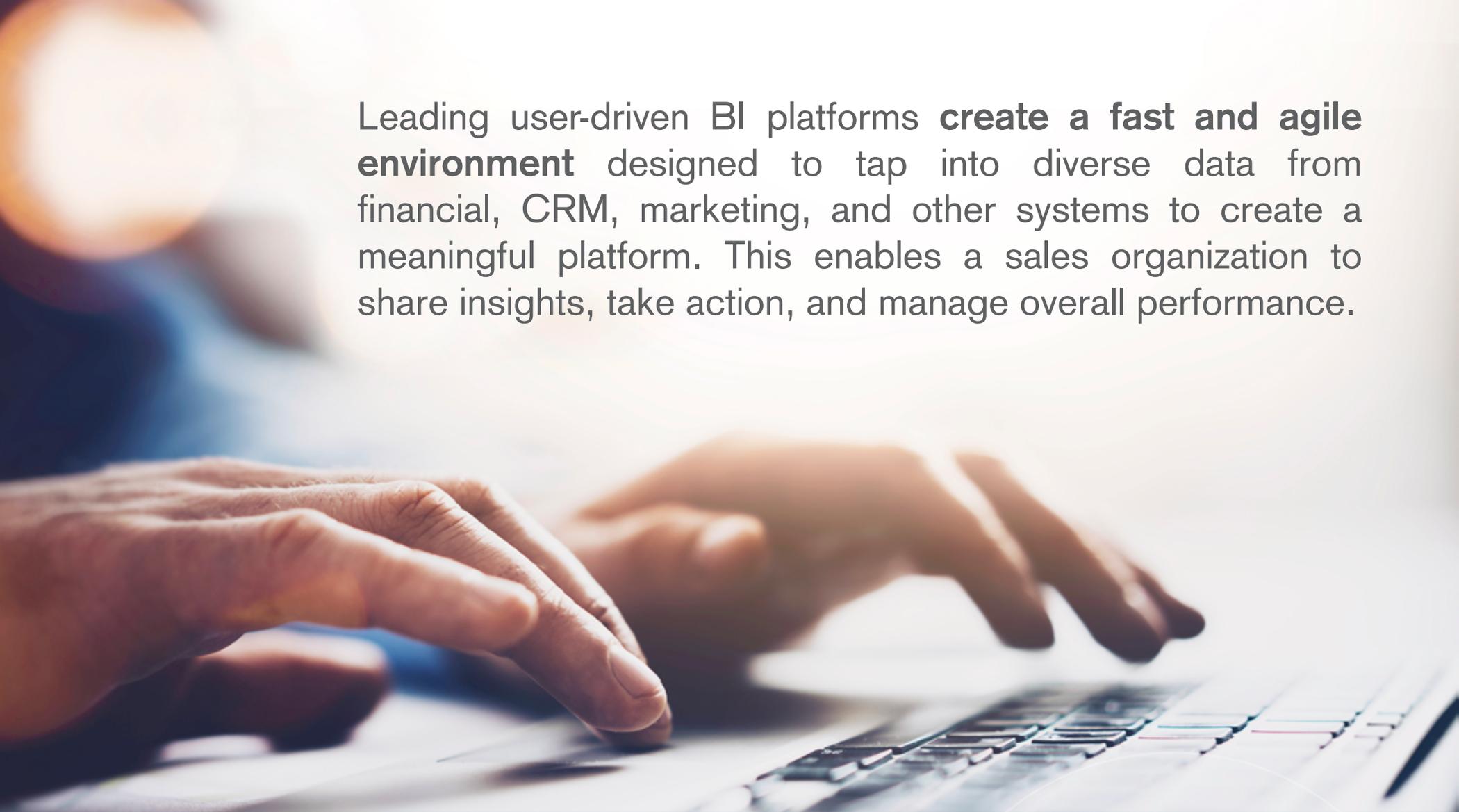
05.

PERFORMANCE MANAGEMENT

Traditionally, sales organizations relied on historical data to determine future forecasts, staffing levels, and necessary resources for execution.

CRM systems are often the only source of information, as it is difficult in traditional environments to bring all the related data together in a single platform for better analysis.





Leading user-driven BI platforms **create a fast and agile environment** designed to tap into diverse data from financial, CRM, marketing, and other systems to create a meaningful platform. This enables a sales organization to share insights, take action, and manage overall performance.

« Data that had previously been locked into our ERP and CRM systems, with unsuitable access criteria and impacting our overall business operations and performance, are now being utilized and in real time across all our business functions — finance, sales, marketing, HR, IT, and more. »

– James Sharp, Regional IT Manage, Genzyme



User-driven BI and discovery platforms allow sales professionals to arrive at an analysis more quickly. This more agile analytical process creates the opportunity to realize unforeseen insights that add value to the business' bottom line and increase its competitive edge.

EASYNEO vous accompagne par son expertise pour aller plus loin et plus vite grâce aux solutions d'analyse et d'intégration de données de bout en bout. Devenez une entreprise data-driven.

INTÉGRATION DE DONNÉES

Déployez les DataOps pour l'analytics afin de livrer en temps quasi réel des données fiables et prêtes à l'emploi.

ANALYSE DE DONNÉES

Placez les informations exploitables au cœur de chaque décision grâce à la plateforme de BI la plus complète du marché.

Pour en savoir plus, rendez-vous sur easyneo.fr



Qlik solutions for sales performance help customers better manage sales by increasing visibility and reducing risk in the sales process. With Qlik, organizations can analyze, visualize, and explore relationships between complex data sources, including CRM and finance systems, to gain insights that would otherwise go unseen. The result is a more informed approach to sales management that drives better business results.