



Media Contact

Don Tyler

Cloud9 Analytics

650-655-8723

Don.Tyler@cloud9analytics.com

For Immediate Release

Cloud9 Analytics Integrates Goals, Bookings and Sales Data For salesforce.com Customers

Industry's First Unified Sales Pipeline Movement Dashboard Yields New Sales Management Capabilities

San Mateo, CA, November 12, 2009

News Facts

[Cloud9 Analytics](#) today announced Cloud9 Pipeline Accelerator Suite Enterprise Edition, which integrates pipeline movement with goals (quotas) and actuals (bookings) from external ERP systems such as [SAP](#) and [Oracle](#).

In one easy-to-understand dashboard, sales leaders can identify what's changed in their pipeline in the previous week, month, or quarter; compare this to sales quotas and bookings; and focus on deals most at risk or those that present the greatest opportunity.

Cloud9 Pipeline Accelerator Suite Enterprise Edition is pre-configured out of the box to display

- Detailed historical pipeline movement data from Salesforce
- Team and individual goals from spreadsheets or Incentive Compensation systems
- Actual bookings from customers' financial system of record.

Without Cloud9 Analytics, sales organizations are frustrated by their Customer Relationship Management (CRM) limitations. Visibility of pipeline changes to sales forecasts and goals is the #1 desired capability of sales organizations, according to [Ventana Research](#), a leading benchmark research and advisory services firm.

Cloud9's service delivers this information as drillable dashboards within [salesforce.com](#) and via mobile email notifications. These notifications highlight pipeline movement, including deferred, closed/won, closed/lost, and deal adjustments for field sales managers so they can instantly see what's changing in deals that matter to them most.

Cloud9 will be demonstrating Cloud9 Pipeline Accelerator Suite Enterprise Edition at [Dreamforce 09](#), November 17-20 at Moscone Center, San Francisco, Booth 1018.

Supporting Quotes

"The importance of having all of this critical information in one place cannot be overstated," said Jonathan Jung, sales operations manager, Splunk. "Until now, we have had to spend an enormous amount of time in assembling reports in Excel and other cumbersome tools and by the time we get these reports out to sales management, they can be obsolete. Cloud9 will enable us to not only provide this unified view, but its time and as-of filters give sales managers the ability to look at pipeline, goal, and actuals across any time period for maximum visibility into the forecast."

"Because Cloud9 pipeline movement is the single most important report our customers use to run their weekly sales meetings, we have integrated this 'pipeline waterfall' view of what's changed in sales pipelines directly into Cloud9 Pipeline Accelerator" said Wayne Hill, CEO of Cloud9 Analytics. "It immediately focuses sales managers on how to win instead of what to win and our customers uniformly report that it's indispensable to their business."

About Cloud9 Analytics

Cloud9 Analytics is the global leader in on-demand operational performance management solutions delivered directly to line-of-business managers. Cloud9 Pipeline Accelerator Suite for salesforce.com, enables sales leaders to more effectively manage their opportunities and teams. The result is a dramatic increase in deal conversion rates, higher CRM adoption, and improved forecast accuracy. Powered by patented row-level database technology, Cloud9's applications deliver value in just 24 hours and require zero installation, zero maintenance and zero IT support. Cloud9's customers include GENBAND, Data Domain, Siemens, Thermo-Fisher Scientific, and Thomson Reuters.

The company is headquartered in San Mateo, California. For more information, please visit

www.cloud9analytics.com.

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