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Cloud9 Analytics Named "Cool Vendor" by Leading Analyst Firm

Vendors selected for the "Cool Vendor report" are innovative, impactful and intriguing

San Mateo, CA, March 10, 2009 – [Cloud9 Analytics](#), the leading provider of on-demand dynamic pipeline management solutions, today announced that it has been included in the list of "Cool Vendors" in the March 2009 "Cool Vendors in CRM Sales, 2009 by Michael Dunne, et. al., 4 March 2009" report by [Gartner, Inc.](#)

According to the report, "Many companies are feeling the strain of deteriorating economies, generating greater urgency for new measures to improve sales." Additionally, "new tools in difficult times can appeal to sales, as long as the tools are practical (for example, by demonstrating results within a 12-month time frame) and present tangible benefits, such as greater visibility into revenue-generating activities and the implications of compensation plans in driving sales performance. Gartner has observed that sales analytics are typically too complex for sales organizations to easily exploit, and that tools need to be simplified further to be more usable and attractive to users."

"Our customers have reported the Cloud9 Dynamic Pipeline Management solution has been instrumental in increasing win rates, driving CRM adoption, and improving forecast accuracy," said Swayne Hill, CEO of Cloud9 Analytics. "In today's challenging economic environment, every organization we talk to has an executive-driven initiative to squeeze more deals out of the current pipeline and provide greater forecast predictability. The Cloud9 Dynamic Pipeline Management solution was designed to easily give sales executives the right kind of visibility into what has changed in their pipeline so they can focus on the deals that matter most."

The Cloud9 Dynamic Pipeline Management solution is comprised of:

- Cloud9 [Dynamic Pipeline Management Suite](#) is designed to enable sales managers and executives to see what has changed in their pipeline so they can identify risks and new opportunities in time to take corrective action.
- Cloud9 Solution Sets provide pre-built Excel reports to show changes in pipeline as well as trending analysis and are delivered automatically to all stakeholders via email; Cloud9 Solution Sets are bundled to support common time-based sales activities including weekly sales meetings, monthly forecast assessments, and quarterly business reviews.
- Cloud9 Analyst Suite features report and dashboard building capabilities that enables sales teams to create custom reports across all [Salesforce](#) objects, including all custom objects.

Delivered over the Internet as a Software-as-a-Service (SaaS) solution, The Cloud9 Dynamic Pipeline Management Solution combines pipeline management best practices with patented data warehouse automation that can be deployed in as little as 24 hours, providing global organizations with unprecedented time to value.

About Gartner's Cool Vendor Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose. Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

About Cloud9 Analytics

Cloud9 Analytics is the global leader in on demand performance management solutions delivered directly to line-of-business managers. The company's initial product, Cloud9 Dynamic Pipeline Management 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, Ryder, Yahoo!, and

Siemens. The company is headquartered in San Mateo, California. For more information, please visit www.cloud9analytics.com.

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