



Company

Medical Device Manufacturer

Annual Revenue

\$50M+

Geographies

North America, South America,
Europe and Asia

Solution

Cloud9 Pipeline Accelerator, an on-demand application that prioritizes sales opportunities, calculates pipeline coverage, 'watches' for changes in the current opportunity pipeline, and connects reps working on similar deals

salesforce.com Users

100+

Medical Device Company Gains Greater Revenue Predictability with Cloud9 Analytics

Riding high from a 70% year-over-year increase in revenue, this fast-growing medical device company knew that it needed to put the right enabling technologies in place to continue to fuel its sales engine.

Although they had successfully implemented salesforce.com to better manage their sales activities and customers, they quickly realized the need for better visibility into their pipeline and improved revenue predictability.

The Challenges

What happens when you can't explain a \$5M decrease in forecasted revenue from one day to the next? That is exactly what this company's VP of Sales was facing and wasn't sure how he was going to explain it to his CEO or the Board. So how could this happen?

The company realized that using salesforce.com's forecasting module alone was not enough, nor was their previous practice of relying on manual, time-intensive spreadsheets to manage their pipeline.

To see what had changed and to compare changes over time by day, week, month, or quarter, the VP of Sales had to rely on IT to pull reports and then compare hard copies of each period's pipeline report manually side-by-side.

And because the majority of the company's revenue comes in during the last week of each quarter, the last three to four days of every quarter also found the VP of Sales spending 100% of his time updating spreadsheets, along with chasing down and verifying the numbers.

The Solution: Why Cloud9 Analytics?

The company implemented Cloud9 Pipeline Accelerator and selected the solution based on Cloud9 Analytics' unique ability to deliver:

- Historical pipeline visibility and trending
- A dashboard view into "what's changed" in the pipeline
- Fastest time-to-value

Along with their IT consultant, Colin Drain of Ridgeback IT Solutions, the company was also very impressed with Cloud9 Analytics' investment of time to understand their business, along with their high level of responsiveness and customer service.

The company did consider building a solution themselves, but quickly stopped short. They estimated that a homegrown solution would have taken several months, multiple outside consultants, and significant dollars to build, maintain, and support. Cloud9 Analytics was clearly the only choice.

About Cloud9 Analytics

Cloud9 Analytics delivers on-demand analytic applications for salesforce.com customers that accelerate sales cycles, uncover new revenue opportunities, promote team selling and improve revenue predictability. The patent-pending Cloud9 Time Machine that powers Cloud9 applications continuously stores snapshots of Salesforce data that would otherwise be overwritten and lost, automatically building a history of sales events, human behavior and market information. Fully integrated with Salesforce, Cloud9 applications require no knowledge of analytics, reports or dashboards, and no IT involvement to install or operate.

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

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The Results

With the Cloud9 Pipeline Accelerator in action, the VP of Sales now has complete pipeline visibility at his fingertips. Benefits include:

- Reduced time to get quarter-end pipeline status from 4 days to 15 minutes
- Eliminated revenue surprises with daily detection of “what’s changed” in the pipeline
- Reduced pipeline and forecast meeting times by over 30%
- Took IT off critical path for pipeline reporting and analysis

The benefits of using Cloud9 Pipeline Accelerator have extended beyond just Sales, across multiple stakeholders throughout the company, including:

- Finance
 - Improved revenue predictability
 - Improved ability to accurately project timeline to profitability
- Manufacturing
 - Increased demand forecasting accuracy
 - Decreased costs via optimized purchasing of parts and materials
- IT
 - Freed up to focus on more strategic initiatives

What's Ahead

Although the company has already realized significant value by using Cloud9 Pipeline Accelerator, they envision the benefits of doing much more.

The company plans to leverage Cloud9 Analytics to track and trend their “demo-to-close” cycle and the impact of specific marketing events on close rate. Deeper insight into these two areas will enable them to:

- Identify the fastest path to revenue
- Optimize their sales process
- Maximize marketing dollars

Based on Cloud9 Analytics' demonstrated customer focus and commitment, the company has also agreed to test and provide input into future products. Both companies look forward to building on their success to-date towards a lasting partnership.