



Salesforce.com Customers Rave About Cloud9 Analytics!

GENBAND Fuels Rapid Growth With Cloud9 Analytics



GENBAND is a global leader and innovator of next generation IP media, session border and fixed mobile convergence security solutions.

“Before Cloud9, we couldn’t see the critical “what’s changed” data. Now we see that information automatically and can focus on advancing deals in the pipeline.”

Richard Guest, VP Sales Operations

Business Challenges

- Need to effectively support rapid growth
- Improve the ability to detect key pipeline changes
- Eliminate manual, time-consuming pipeline reporting process

Solution

Cloud9 Pipeline Accelerator Suite

- Automate daily “What’s Changed” pipeline reports to pinpoint risks and opportunities
- Provide management with interactive dashboard views to support rapid decision making
- Deliver rapid time to value without IT intervention

Results

- Instant visibility into “What’s Changed” in pipeline – and why
- Improved response time to potential pipeline issues
- Slashed time to create reports from hours to minutes
- Dramatically increased pipeline management precision

InContact Uses Cloud9 Analytics To Boost Sales Management Visibility and Forecast Accuracy



inContact, Inc. provides the market’s leading on-demand customer contact center platform to approximately 600 contact centers across the globe.

“Our forecast accuracy has improved more than 60% with Cloud9.”

Scott Roose, Director of Business Analytics

Business Challenges

- Salesforce could not provide trending and comparison of pipeline status over time
- Needed to also provide detail behind “What’s Changed” and trends for better decision making
- Unable to report across custom objects in Salesforce and produce unified reports across multiple data sets

Solution

Cloud9 Pipeline Accelerator Suite

- Cloud9 Pipeline Accelerator Reports combined with custom reports from Cloud9 Report Builder and Cloud9 Dashboard Administrator
- Pipeline Accelerator Watch List for key deals

Results

- Increased forecast accuracy by 60%
- Sales management now has clear, visual representation of “What’s Changed” information to support decisive action
- Automated, consistent reports across roles and management teams provide one version of the truth
- Slashed reporting time equivalent of one full-time analyst



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JMJ Uses Cloud9 Analytics To Support Global Sales Process Standards With Local Control



JMJ Associates, headquartered in Austin, Texas, is a global consulting firm specializing in enterprise transformation.

“Cloud9 tools have provided a common, consistent and dynamic view of our sales pipeline across the globe. It has enhanced our ability to focus on the changes and necessary actions to advance opportunities through our pipeline.”

Ellen Colket, Global Operations Manager

Business Challenges

- Broader and deeper levels of accountability for sales pipeline management throughout the organization
- Improve access and responsiveness to dynamic changes in sales pipeline
- Better visibility, insight into and access to leading indicators for sales
- Improve forecasting accuracy

Solution

Cloud9 Pipeline Accelerator Suite

- Use Cloud9 Pipeline Accelerator to deliver “What’s Changed” information
- Pipeline Accelerator Reports

Results

- Improved sales process consistency globally with tailored configurations for local geographies
- Provided C-level visibility into accurate forecasts and pipeline dynamics
- Created transparency among sales teams to better serve customer needs

M86 Security Uses Cloud9 Analytics To Provide Board-Level Visibility Into Sales Performance



M86 Security is a global provider of Web and messaging security products, delivering comprehensive protection to more than 20,000 customers and over 16 million users worldwide.

“Cloud9 provides me with a single view of the truth I need to effectively manage my sales process in today’s economically challenging environment.”

Luis Curet, Vice President, Sales

Business Challenges

- Dramatic organic growth outstripped existing sales process and pipeline reporting capabilities
- Additional product lines from M&A activity further increased the need for “What’s Changed” data unavailable in Salesforce
- Needed to clearly understand the impact of the economic downturn on the sales process to properly manage executive expectations

Solution

Cloud9 Pipeline Accelerator Suite

- Cloud9 Pipeline Accelerator for rep coaching and fact-checking
- Cloud9 Pipeline Accelerator Reports to drive weekly sales meetings and executive reports

Results

- Streamlined weekly sales meetings by focusing on “What’s Changed”
- Increased win rates
- Provides visibility across all product lines to spot trends and risks while there is still time to course-correct
- Tracks sales rep performance to identify top performers and help coach at-risk individuals
- Simplifies complex sales performance reporting for board-level consumption
- Enables superior process management and reporting with fewer resources