



GENBAND Fuels Rapid Growth with Cloud9 Analytics

Founded in 1999, GENBAND is a market leading provider of next generation IP gateway and application solutions. These high-performance gateway and application platforms are at the heart of fixed and mobile networks around the globe, enabling over half of the world's largest service providers to rapidly deploy new multimedia services. Headquartered in Plano, Texas, GENBAND has research and development facilities in Texas, China, and Brazil.

The Challenges

In recent years, GENBAND experienced rapid domestic and international growth, particularly in the EMEA and Asia-Pacific regions, and the size of the company's sales force doubled in an effort to capitalize on the momentum. Richard Guest, VP of sales operations at GENBAND, explains, "Our sales funnel nearly tripled in size, and we were working with a sales process that was very dynamic. To effectively manage it, we needed the ability to perform comprehensive analysis at any given time to tell us exactly what was changing in our pipeline."

Salesforce alone was not enough to meet GENBAND's need for on-the-fly, "what's changed" analysis. "We implemented Salesforce and had great success, however we were utilizing it to create daily and weekly reports and export them into Excel," Richard recalls. "It quickly became apparent that we also needed the ability to track any changes from previous reports. We were printing out reports and putting them side by side, doing what I call "stare and compare" to see what was different, what had shifted up, down, left, or right."

The Solution: Why Cloud9 Analytics?

GENBAND looked at three vendors when considering a solution for their sales analytics challenges. Cloud9 Analytics stood out among its competitors based on Richard's three criteria:

- Automated daily reports on variations from yesterday to today delivered via email, including change in forecasted wins
- An interactive dashboard that would allow Richard and his team to drill down into opportunities and return to a summary view with ease
- Ability to show change in sales and pipeline data between any two points in time in a single view

"Our top priority was the "what's changed" report," says Richard. "Any tool that allows you to look back and see what's changed is nice; however Cloud9 enabled us to look forward as well. Cloud9's interactive dashboard is right there at our fingertips in Salesforce and we can drill down into opportunities quickly and easily."

The Results

Cloud9 Pipeline Accelerator was implemented for GENBAND with no IT involvement and was quickly configured to meet GENBAND's unique selling process. "Pipeline Accelerator was integrated with ease, and we can link to it easily from within Salesforce," says Richard. "We didn't have to launch another application or browser window. The integration was seamless." Richard has further been impressed with Cloud9's commitment to customer service. "Cloud9's support team is very responsive and we saw the results of their efforts right away," he explains.



Company: GENBAND

Industry: Telecommunications

Geographies: Worldwide

Solution: Cloud9 Pipeline Accelerator

Since becoming a Cloud9 customer, Richard and his team have seen the following results:

- Instant visibility into “what’s changed” in the pipeline and why
- Quick, proactive response to potential problems via change alerts
- Less time spent pulling reports, freeing up valuable time for strategic initiatives
- More precise and dynamic pipeline management throughout the sales organization

“In sales, Management is always asking ‘what’s changed in the forecast from last week?’” explains Richard. *“At any point in time, the funnel might change from \$30 million one week to \$29 million the next, and although that’s a big change, it can be hard to find, especially if the change is made up of several different opportunities. In the past, it could take us hours to create and compare reports to find where changes had occurred, however*

Pipeline Accelerator lays the answers right out for us: what’s changed, when, where, why and by whom - in a matter of seconds!”

Pipeline Accelerator not only gives each regional sales manager a comprehensive view of his or her pipeline, but also provides top executives with a broader, more complete view of the entire company.

What’s Ahead

As GENBAND continues to grow both domestically and internationally, Cloud9’s Pipeline Accelerator will be right there to guide Richard and his team. Richard explains that as a world-class company, GENBAND likes to partner with other companies of similar quality. He says, *“Cloud9 was exactly what we were looking for and as GENBAND’s sales needs change and evolve, we’ll be able to configure Cloud9 to continue meeting our needs. I would recommend Cloud9 to any company that uses Salesforce and needs powerful pipeline analysis.”*

About Cloud9 Analytics

Cloud9 Analytics delivers easy-to-use business intelligence applications directly to sales, marketing, and support organizations as a service over the Internet. Powered by the industry’s first truly on-demand analytics platform, Cloud9’s applications deliver value in just 24 hours and require zero installation, zero maintenance and zero IT support. Cloud9 Analytics’ customers include market leaders such as Ryder, Data Domain, Coremetrics and GENBAND. The company is headquartered in San Mateo, California.



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