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***For Immediate Release***

## **MySpace Selects Cloud9 Analytics Pipeline Management Application to Standardize its Sales Analytics**

*Global Music Community Provider Employs Cloud9 to Create Productive CRM Culture*

**Redwood City, Calif, September 21, 2010**

### **News Facts**

[Cloud9 Analytics, a leading provider of SaaS business analytics](#) for line-of-business managers, announced today that [MySpace](#), a technology company connecting people through personal expression, content and culture, has standardized its sales CRM analytics using the [Cloud9 Pipeline Accelerator Suite](#).

MySpace endeavors to create a culture of CRM adoption. A large part of this strategy is improving the Salesforce CRM with an analytics tool that provides visibility into pipeline movement, gains management buy-in to CRM and drives critical data entry from sales.

In order to extract historical trending and lifecycle analytics in Salesforce, MySpace relied on manual processes and manipulation in Excel. When evaluating [Cloud9 Pipeline Accelerator](#), MySpace immediately saw how the solution seamlessly and cost-effectively filled these gaps, providing sales management with relevant data at their fingertips.

After a short pilot program, MySpace deployed Cloud9 to its entire North American sales, finance, operations and order management functions. Now, MySpace has unprecedented visibility into impending deals and is able to gather deeper intelligence on the sales process and apply new management strategies.

### **Supporting Quote**

"CRM adoption is a challenge at many organizations because without management and executive sponsorship, there is little incentive for representatives to enter quality data at the right time," said Swayne Hill, president and CEO of Cloud9 Analytics. "The Cloud9 Pipeline Accelerator Suite provides executives with exactly the right level of visibility into what's changing in the pipeline, making it an essential tool in driving revenue. Once representatives know management cares about the data, CRM adoption soars - a win-win situation as representatives don't have to keep answering the same questions. It's in the system."

### **About MySpace**

MySpace is a technology company connecting people through personal expression, content and culture. MySpace empowers its global community to experience the Internet through a social lens by integrating personal profiles, photos, videos, mobile, messaging, games and the world's largest music community. MySpace is a division of News Corporation (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV). For more information please visit <http://www.myspace.com/pressroom>.

### **About Cloud9 Analytics**

Cloud9 Analytics is the global leader in SaaS performance management applications delivered directly to line-of-business managers to increase revenue. The Cloud9 Pipeline Accelerator Suite enables sales management and operations to more effectively manage their sales pipeline and forecast. The result is a dramatic increase in forecast accuracy, increased win rates and higher CRM adoption. Powered by patent-pending row-versioning 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 Covad Communications, Data Domain, Siemens, Thermo-Fisher Scientific and Thomson Reuters. The company is headquartered in Redwood City, Calif. For more information, please visit [www.cloud9analytics.com](http://www.cloud9analytics.com).

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