

Style Intelligence™ for Salesforce

Easy. Agile. Robust.

Dashboards. Reporting. Mashups.



Increase your sales, marketing, and customer service operations efficiency:

- Analyze Historical Snapshots
- Optimize Current Performance
- Upgrade Your Reporting Capabilities
- Expand Your Dashboarding Power
- Get Mobile Business Intelligence

Style Intelligence for Salesforce will take your analysis and dashboarding of your CRM data to the next level.

In addition to giving you flashier, more interactive and easier-to-use views of your data, there are a host of capabilities that you can only find in Style Intelligence for Salesforce.

》》》 Analyze Historical Snapshots

A common limitation of any CRM application, like Salesforce, is the ability to deal with changing data, especially pipeline flow. A lead comes in, but then moves through different intermediate stages before eventually ending up as a won or lost opportunity or a long-term prospect. It's easy to take a snapshot in time of where all your leads are, but not so easy to analyze their behavior over time.

Style Intelligence for Salesforce automatically saves daily snapshots of your Salesforce data and records all of the changes. Now you can:

- measure sales success rates of campaigns from start to finish
- compare the current performance of your marketing campaigns to previous ones

》》》 Optimize Current Performance

Because all of your Salesforce history is now analyzable, you can spot trends or problems more quickly and take action. Now you can:

- see more at a glance in an executive sales dashboard
- identify outliers in your sales funnel
- track if YTD sales are on track to hit plan using historical patterns
- spot new weekly lead trends by source
- get exception reporting for inactive leads
- monitor customer service KPIs, at departmental and agent levels

For more information, a demo, and to **Get It Now**, please visit
www.salesforcereporting.com
or call +1.732.424.0400

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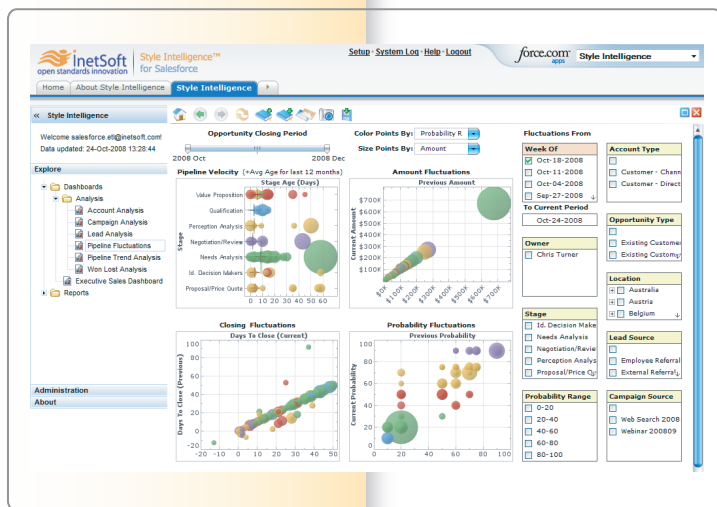
Upgrade Your Reporting Capabilities

The reports that come with Salesforce are great, but there are plenty of things you wish you could do with them that now you can with Style Intelligence for Salesforce:

- schedule reports for email distribution
- combine multiple views in a single report
- give more options for printing and exporting reports, including Excel, PDF, PowerPoint, and more
- build parameterized reports which allow you to select the data you want to view, or automatically see the appropriate data based on security and sharing
- organize your reports with sub-folders

Expand Your Dashboarding Power

The dashboard is the hub of your Salesforce application, but the one that comes standard out of the box isn't the best for everybody, and allows limited interactivity. Let everybody on your team customize their own so that they get the most value out of your investment. With a Flash-based Web 2.0 interface, Style Intelligence for Salesforce lets anybody create their own dashboard in minutes by simply dragging your fields into charts, gauges, and other objects. Even not-so-technical people will be able to serve themselves by analyzing data within a completed dashboard, minimizing the support overhead for your dashboard and reporting solution.



About InetSoft Technology

Style Intelligence for Salesforce is created by InetSoft Technology, an innovator in the business intelligence software market since 1996. InetSoft's products are built to be easy, agile, and robust: easy to implement initially, and easy for users to learn; agile to adjust to changing business requirements quickly; and robust in terms of feature-set and scalability.

InetSoft products have been implemented in over 3,000 organizations and have won awards from developers for eight years in a row. The company is headquartered in New Jersey and has over 120 employees worldwide.

Style Intelligence for Salesforce is based on the technology platform of InetSoft's flagship product Style Intelligence™, an operational BI platform that features data mashup-driven reporting, dashboards, and analytics. It is backed by patent-pending Data Block™ technology that provides unique capabilities such as user-defined data mashup and transformation, and performance benefits like streaming, caching, and materialized view pre-aggregation. Style Intelligence for Salesforce customers deploy InetSoft's application on-premise and are able to mashup data from other operational data sources housed internally for unified dashboards, analysis, and reporting.

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