

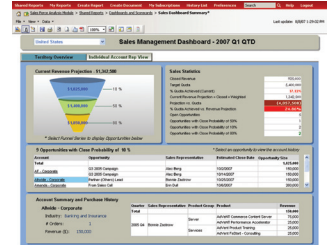


## ADVANCED ANALYTICS FOR SALESFORCE.COM

*Sales Intelligence The Way You Want It*

### WHO'S GOT YOUR NUMBERS?

Good sales leaders know how their organizations are performing. Great sales leaders have facts and can prove it. You've invested time, energy and money in salesforce.com and now need to get at the data, visualize it, analyze it, and leverage it to make informed decisions. LancetSI extends the power of salesforce.com by turning stored data into insightful analysis that lets managers find the hidden potential buried within their sales organization.



LancetSI is a packaged reporting & analytic solution for salesforce.com that provides relevant, understandable business insight, at a glance, to focus your sales team's efforts and maximize their performance. It is the first and only solution to deliver:

- Either a hosted or on-premise reporting database for Salesforce with current data all the time
- High speed reporting to deliver your answers **now**
- Provide over 60 extensible pre-built reports that can be customized by business users
- End user development of new reports without programming
- An integrated reporting platform that can be extended beyond salesforce.com to give a 360 degree view of your company

### MAXIMIZING SALESFORCE.COM

With LancetSI you will understand the opportunities and challenges facing your sales organization, and why they exist so you can motivate effectively and continuously improve process. Focus your efforts by enabling real time analysis that uncovers overstated projections, encourages close-date accuracy, boosts sales rep performance, and convert more leads to sales. LancetSI helps to:

- Gain visibility into opportunities hidden in the sales pipeline
- Empower users at all levels with relevant insight to maximize business potential
- Optimize sales team productivity, decision making and revenue generation

## A CLOSER LOOK AT LANCETSI

### DASHBOARDS AND SCORECARDS

- Understand current state of the business at a glance
- Manage sales pipeline and reps from one screen
- Review top level information and detail in one report

### LEADS ANALYSIS

- Analyze revenue contribution by lead source
- Drill down and across to uncover qualified leads

### PIPELINE ANALYSIS

- Detect trends, events, and milestones as they occur
- Direct efforts on opportunities with highest probability of closure

### SALES PERFORMANCE ANALYSIS

- Evaluate key opportunities against sales rep assignments to maximize deals closed
- Analyze quotas, sales rep performance, and sales history by rep, region, and company

### PRODUCT ANALYSIS

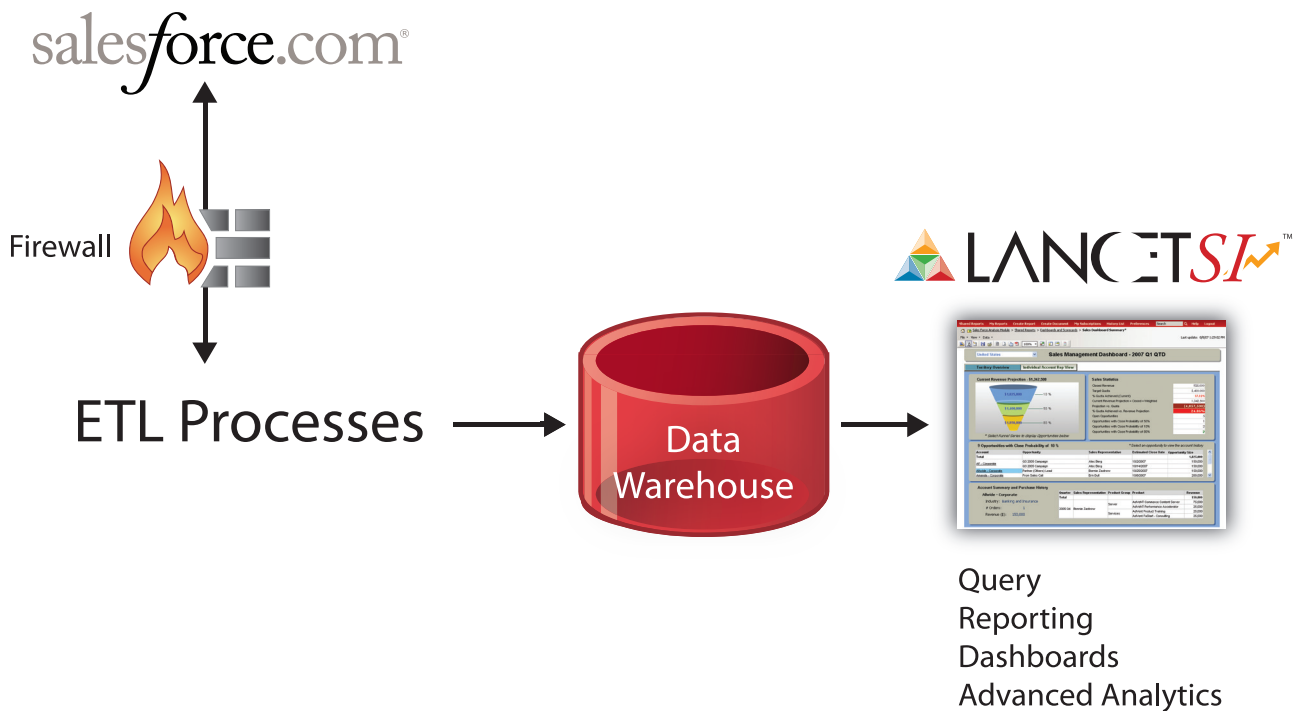
- Know which products are impacting your largest opportunities
- Show influence of new products on competitive wins and losses

## YOUR PLACE OR OURS

If you want to be productive immediately, a hosted Lancet<sup>SI</sup> solution is available – no infrastructure to set up, no additional staffing, and no special licensing. If you prefer an on-premise solution with the same architecture, we can expedite the installation, then assist in managing the environment.

## INDUSTRIAL STRENGTH

Lancet<sup>SI</sup> is powered by MicroStrategy, the enterprise-class business intelligence platform recognized as the industry leader in reporting, dashboards and analytics. Lancet has over 10 years of MicroStrategy experience implementing scalable, robust and high-volume reporting and analysis solutions for America's leading retail, finance and healthcare organizations.



## MAKE IT YOUR OWN

Lancet<sup>SI</sup> was designed to maximize productivity, minimize installation hassles, and realize benefits within hours. We understand many companies have unique requirements too. As a professional services firm specializing in customized business intelligence dashboards, reports, and scorecards, we've earned the respect of start-up companies and Fortune 100 firms alike. We make reporting simple, effective, and productive. We have the knowledge and experience to extend Lancet<sup>SI</sup> to satisfy your requirements. Contact the sales intelligence experts at Lancet today to find out how you can start realizing a Return on Data™ today.

## ABOUT LANCET

Lancet was founded in 1997 to provide business intelligence services. With our partners, we have successfully completed hundreds of business intelligence and web development projects.



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