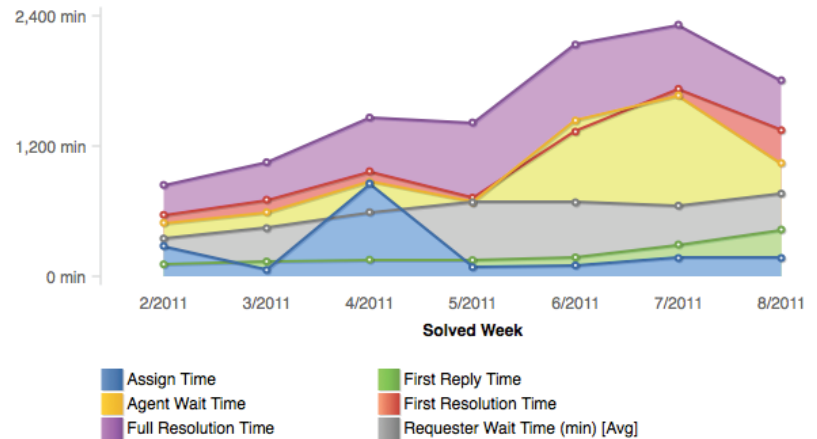


## SaaS-Based Dashboards and Analytics

GoodData enables companies to collaborate around the data that drives their business through a powerful, on-demand service.

Whether it's Sales, Marketing, Operations, Product or HR data, GoodData shows it all on one page and lets you intuitively dive into the numbers you want to see. GoodData is free to start, simple to use, and costs a whole lot less than you might think.

Support Team Performance



- Build dashboards in minutes
- Drill down and analyze business data
- Integrate multiple data sources
- Collaborate with your colleagues

- Pre-built apps integrate seamlessly with a broad range of industry-leading SaaS providers.



- Flexible, customizable solution for sales, marketing and support analytics.

GoodData provides greater visibility into your business' **sales performance** by trending your pipeline over time and enabling ad-hoc analysis of the data that drives sales. GoodData makes it easy to:

- Trend data historically
- Track unique metrics and KPIs
- Mash up additional data sets

Create stellar GoodData **marketing dashboards** for instant visibility into your marketing analytics. GoodData is a powerful marketing tool that allows you to analyze your Key Performance Indicators:

- Web Traffic and Conversion
- Lead and Campaign Activity
- Marketing Contribution to Revenue

GoodData knows the importance of tracking the efficiency and effectiveness of your **support operations**. GoodData delivers advanced analytics and reporting for:

- Support ticket creation
- Resolution times
- Agent performance

- Who's using GoodData?



- What are they saying?

GoodData gives us reports, dashboards and key performance indicators. But more important, it's our management tool.

— Wayne Deer, VP Operations, Gazelle.com

GoodData allows us to track global KPIs for our consulting business in one place, trend them over time, and compare regional performance. It's my source of truth.

— Ivo Totev, Chief Services Office, Software AG

# SugarCRM Sales Analytics

GoodData for SugarCRM provides on-demand reporting, analysis and business intelligence for your sales opportunity, account and user data. Gain increased visibility into your sales pipeline reporting in the simplest way possible. All you need is your SugarCRM credentials and in a flash you will have instant insight into your pipeline.



## Sales Pipeline Analytics Made Simple

- Instant visibility
- Detailed out-of-the-box trending reports
- Straightforward reporting and analysis

## Pre-built Reports and Dashboards

- Closed revenue
- Current sales
- Targets and predicted revenue

## Create and Share Unique Views

- Build your own reports and dashboards, measure company KPIs, and collaborate with your team

## 100% Cloud-based

## On-demand Dashboards, Analytics, and DataWarehousing for any data

- SugarCRM
- Marketing Automation
- Google Analytics
- Support, Community, and Chat
- Product Usage
- Social Media

## Add More Data for a Complete View

- Custom Fields in SugarCRM
- Additional Customer Data