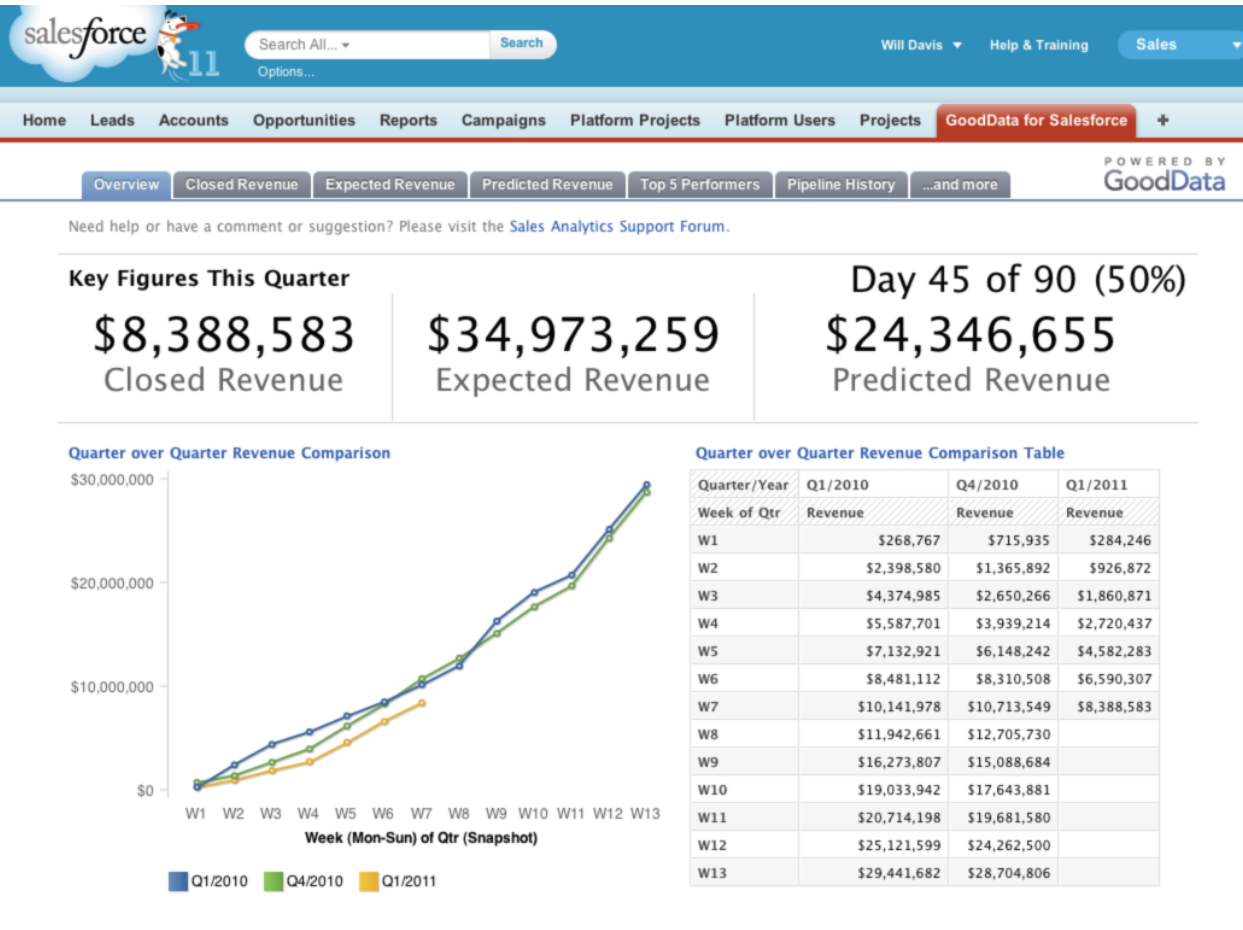


# Sales Analytics for Salesforce

GoodData Sales Analytics for Salesforce provides on-demand reporting, analysis and business intelligence for your Salesforce Opportunity, Account and User data. Get increased visibility into your sales pipeline reporting in the simplest way possible. All you need is your Salesforce credentials and in a flash you will have instant insight into your pipeline.



## Sales Pipeline Analytics Made Simple

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

## Pre-built Reports and Dashboards

- Closed revenue and historical trending reports
- Current sales pipeline and opportunity overview
- Predictive analytics, benchmarking and exception reporting

## Create and Share Unique Views

- Build your own reports and dashboards, measure company KPIs
- Collaborate with your team via email, embedded dashboards and Chatter

## Upgrade Easily for Deeper Analysis and Reporting

- Cross-object reports on leads, campaigns, cases and custom objects
- Seamless, role-based access to dashboards and analytics for your entire company

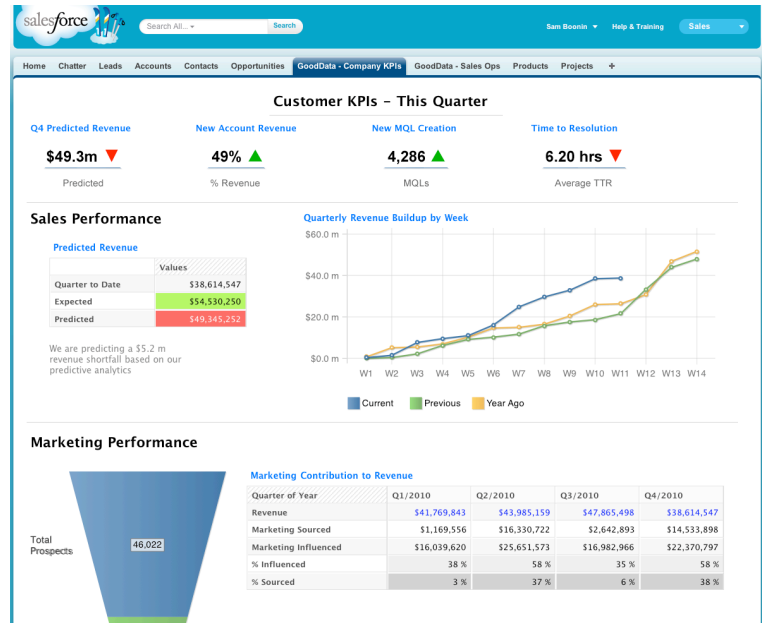
*“GoodData gives our customers the power of analytics without the typical complexity of BI.”*

— **Brett Queener**  
Executive Vice President  
Products, Salesforce.com

## Dashboards & Analytics for Metrics-driven Business

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.



- 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 you 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 Officer, Software AG