



Client

Enterasys

Industry

IT/Infrastructure

Impact

GoodData dashboards have rapidly become central to weekly war meetings where critical strategy decisions are made. Deals that may have fallen by the wayside in the past are now adding to the bottom line.

Reach

>120 Employees
7+ Departments
5 Data sources

Analytics for

Extranet Registrations, Google Analytics, Marketing, Product Backlog, Product Revenue, Service, Sales



“GoodData shares our passion for making metrics pervasive throughout our people and processes.”

– Vala Afshar
Vice President
Global Technical Services

GoodData

Customer Story

GoodData Brings Customer Analytics Front-and-Center to Key Employees

Enterasys, the network infrastructure and security division of Siemens Enterprise Communications Group, is using GoodData for sales pipeline and customer support analytics.


The Challenge

Supply chain challenges require Enterasys to have hyper-accurate forecasting in order to get the right products to customers at the right times. Before GoodData, Enterasys struggled to monitor deal stage progression.

The Solution

- Increase visibility into the metrics underlying their business that they were not previously understanding
- Solid forecasting, enabling managers to work with sales teams to refine and build accuracy into their forecasting
- Better accountability through unambiguous reconciliation of sales reps' pipeline forecasting from the field and numbers reported by the CRM and ERP systems at Corporate.

Learn how GoodData can help your business:

www.gooddata.com |  [@gooddata](https://twitter.com/gooddata) | (415) 200-0186 | info@gooddata.com

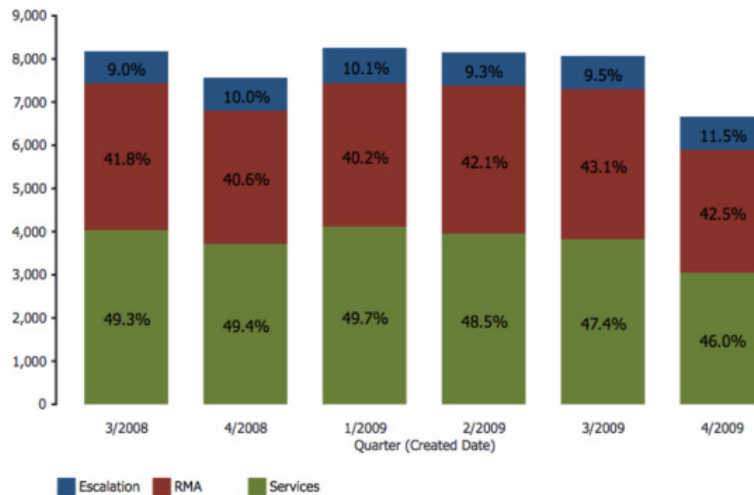
“GoodData is a rare vendor that provides both a compelling vision for the future of analytics and delivers immediate value to our company.”

– Ben Doyle
Director of IT Applications

“GoodData provides us with deep insight into what is changing in our sales pipeline. This enables us to become a more efficient, metrics-driven sales organization.”

– Dave Barry
Director North America
Sales Ops

Quarterly Technical Support by Type



In order to excel as a business and maintain a laser focus on customer success, Enterasys must have an accurate view of their customers throughout the lifecycle—through marketing, selling and service. That means a thorough understanding of the customer metrics that drive the business.

Enterasys is using GoodData for sales pipeline analytics, leveraging over three years of historical ‘snapshot’ data to trend their sales performance, improve forecast accuracy, and build a more efficient and predictable sales process. With GoodData, Enterasys executives, sales leaders and users alike all access the power of customer analytics through dynamic dashboards directly within Salesforce CRM. Enterasys is extending GoodData to analyze marketing leads and campaigns as well as service tickets to get a deeper analytical view of their customers.

More than 120 Enterasys employees use GoodData to access the metrics that drive their business without lengthy IT projects or expensive software. Metrics are now in the hands of everyone who needs it and it plays a tangible, invaluable role in their weekly, monthly, quarterly and annual success.

Sales & Customer Service Analytics

- Pre-populated dashboards for executives & sales management
- Regional sales dashboards by pipeline stage, product & partner
- Current quarter & historical view of sales pipeline & support incidents