



Client

Nutricia

Industry

Medical Products

Impact

Within less than 3 months, Nutricia built 185 sales reports that can be accessed company-wide. This means that their entire North America sales division can access current data with just one click of a button.

Reach

100+ Employees in North America sales region

Analytics for

Acquisition Pipeline, Sales



“GoodData has made everyone excited about sales data. The ability to get our entire organization on the same page, looking at current data has been a huge transformation.”

– Mike Miller
Manager, Sales Force Effectiveness

GoodData

Customer Story

GoodData's Formula for Growth

Nutricia is using GoodData to add transparency into their sales data, keep their entire company up-to-date with the most current numbers and enable end users to independently and quickly analyze the data.


The Challenge

- Bring together the North America sales division to collaborate around customized metrics in one reporting system
- Deliver live sales data without labor intensive Excel spreadsheets, formulas and calculations
- Present the sales metrics that often get overlooked in spreadsheets with the ability for any rep to easily change the data to match their sales plan

The Solution

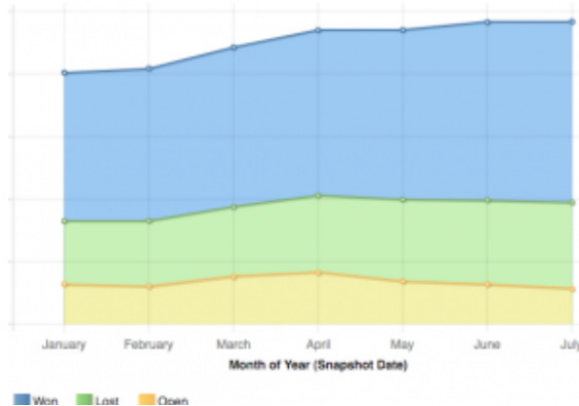
- Seamless integration with Salesforce allows Nutricia to access their customized sales metrics with their CRM data with one click of a button
- Automatic updates of the sales metrics allow everyone to view the most current sales data on a daily basis
- GoodData's reports and dashboards draw attention to key revenue numbers and with quick and easy customizations, the data can be sliced and diced just by right-clicking

Learn how GoodData can help your business:

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Built to Perfection

A big benefit for Nutricia is getting everyone to view the same metrics within one system. They need advanced reporting functionality and a reliable CRM tool. Miller states, "We need to report on the data that lives in



Salesforce in a more robust and flexible manner. Across the entire organization, there needs to be seamless visibility to every report." With the assistance from Aptaria (a GoodData Solutions Provider), we had our data loaded in GoodData and a seamless integration with Salesforce.com was created. Incorporating GoodData into Salesforce adds the transparency into the data that Nutricia needs to be a metric driven business.

Seeing is Believing

Nutricia built 185 specialized reports for their sales department in under 90 days. "The pre-built reports were just a starting point. Within no time, the sales reps were customizing and creating their own reports. GoodData has made it easy for our reps to build and change reports as our sales plan progresses," states Miller. GoodData has turned what was once a labor-intensive task of reporting the numbers into a simple and efficient automatic process. Instead of creating one or two reports on a monthly basis (with a ten day data delay!), everyone can see live sales data from their Salesforce account on a daily basis.

Motivation Grows the Top Line

GoodData's dashboards and reports have been a huge motivational factor for Nutricia's sales reps. "Sales reps can view live sales data on a daily basis. This means that reps can be thinking and analyzing the reports, not creating spreadsheets. This has been a big motivation for the sales reps. When a sales rep has a change in numbers, they can easily tweak any report against their business plan. The adjustment takes a few minutes, not days," states Miller. GoodData has helped get Nutricia's sales reps excited about metrics—so much so that the GoodData enthusiasm from the North America's sales reps will soon be making its way to the European sales division.