salesforce analytics cloud

Wave App for Sales

Four Reasons to Think Beyond Excel

It's time to move beyond Excel.

Are you bogged down by traditional processes that rely on legacy business intelligence and require help from IT and analysts? If so, you're like one of the 400 salespeople we interviewed. We discovered that while buying and selling has evolved, many sales processes have not.

Excel works great for inputting data and crunching numbers, but it simply can't provide a comprehensive view of your data. On mobile, it limits your usability. On desktop, it limits your visibility. When every decision is critical to driving your bottom line, why rely on information that's siloed?

Wave for Sales is the dawn of a new era in sales. It lets you visualize data like never before and uncover hidden insights. By delivering accurate and timely information exactly when you need it, Wave for Sales gives you the right answers to hit your numbers every quarter.

1. Explore sales data on any device.
2. Take action from point of insight.
3. Accelerate time to value.
4. See the whole picture.

40%

*say analysis delivered in Microsoft Excel is limited or incomplete.**

* Peerless Insights, Analytics Cloud Positioning Study, August 2015

1 Mobile

Explore sales data on any device.

63% *of sales teams say their reports and analytics capabilities are not optimized for mobile.*

Wave Analytics for Apple Watch was the first enterprise app on the smartwatch.

Run your business from anywhere.

While Excel is difficult to use on the road, Wave for Sales was designed mobile-first and optimized for both tablets and smartwatches. When all your data lives in the cloud, it means you can access all your information, regardless of where you're working.

Tap into insights.

Wave for Sales eliminates the need to sift through cumbersome spreadsheets and puts the power of data at your fingertips. Now you can view your data on your desktop, then seamlessly pick up where you left off on any device. Instantly transform columns and rows into insights and actions, and gain the timely insights you need to make your next move.

Collaborate on a new level.

Share findings with your team and your partners. You can learn, teach, and glean insights from anywhere. Personalize interactions with your customers and guide conversations with proof points from your mobile device. You and your whole team will begin to understand customers in a new light so you can close deals faster.

- Gain valuable insights in a few taps

- Access your data from any business device

- Collaborate from anywhere

2 Actionable

Take action from the point of insight.

50% *of sales teams say that decisions and actions are made with approximated information.*
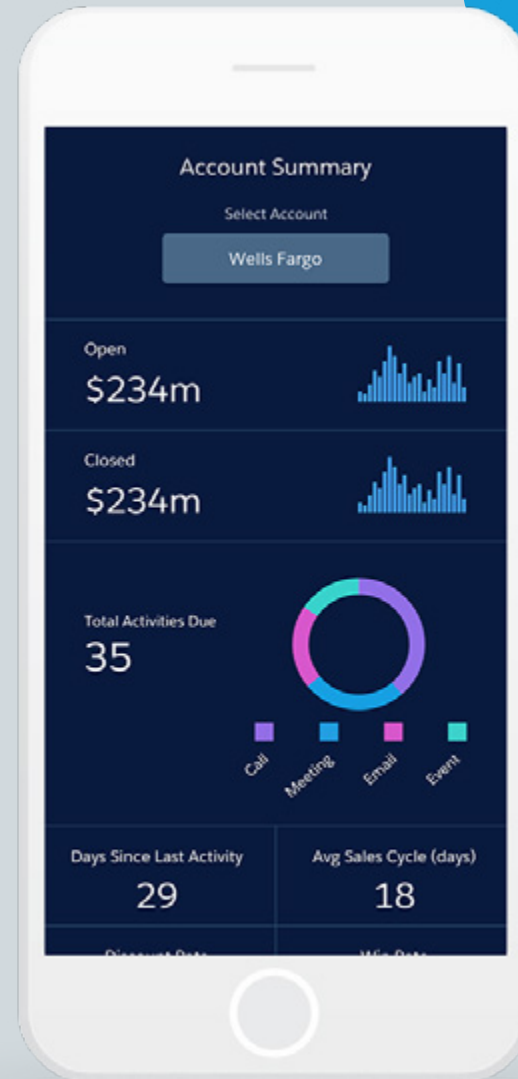
Identify opportunities on the fly.

Find the answers you need without being tethered to your desk. Dig into your data, make decisions, and then take immediate action from right within the app. Whether you're at the office or in the field, the accessibility of real-time data will enable you to drive smarter decisions and better teamwork.

Execute your game plan.

With Excel and other BI products, your exploration stops at insight. Wave for Sales is the only analytics tool that takes you from data to insight to action. When you have the right answers, you'll know exactly where to apply your efforts. Instantly create tasks with Wave Actions, and quickly assign them to team members. You'll strengthen your team's communication and its quarter-end numbers simultaneously.

Ask questions, find answers, and take the next best step.

Account Summary

Select Account

Wells Fargo

Open
$234m

Closed
$234m

Total Activities Due
35

Call Meeting Email Event

Days Since Last Activity
29

Avg Sales Cycle (days)
18

The Wave Action framework lets you take many actions, including:

- Creating and assigning tasks
- Updating records
- Logging calls and more

3 Self-service

Accelerate time to value.

61% *of sales teams rely on others to build, generate, and deliver sales reports.*

Gain insight without IT help.

Opportunities don't wait for anybody. Yet over half of sales teams report that they have to wait on other team members to deliver KPIs. With Wave for Sales, anyone can turn data into insights without the help of IT or data analysts. It's ready to go, right out of the box. Dashboards come prepackaged and preloaded with Sales Cloud data, so you can access KPIs at the speed you work.

Dive into your data.

Running a simple comparison in Excel can be labor intensive, but Wave for Sales makes it easy to uncover insights quickly. Query one item and dive deeper to ask another. Slicing and dicing complex datasets has never been easier. When you have full control of your own data, you can increase time to value and seize each opportunity as it comes.
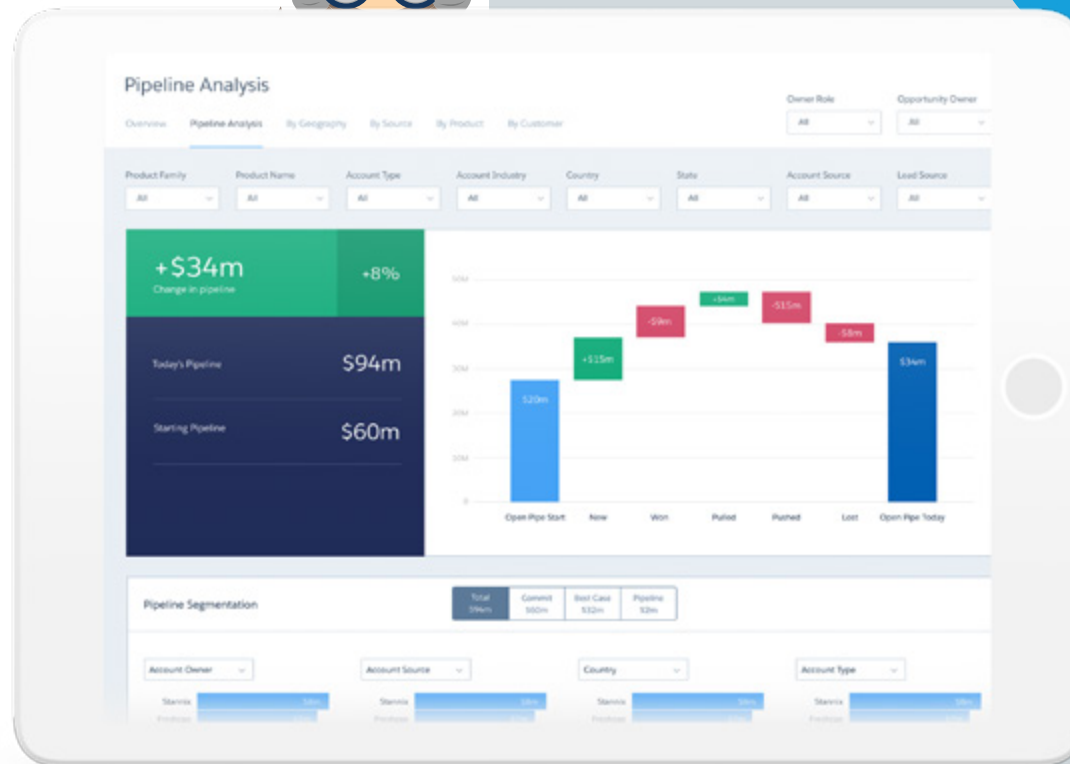
Wave for Sales provides the speed and flexibility that Excel lacks.

● **Filter**
Zero in on specific data and customize how you view it

● **Group**
Mash up a particular subset of data to spot historical trends by top-performing regions

● **Measure**
Run side-by-side comparisons to see how your numbers stack up against last quarter

4 Complete

See the whole picture.

69% *of sales teams find it cumbersome to pull data from different sources.*

Expand your visibility.

Native integration with Sales Cloud simplifies the way you manage your data, so you can view all of your most important sales metrics in one place. Wave for Sales lets you visualize all your critical KPIs - from forecast to pipeline to team performance. With expanded visibility, you'll be able to identify sales trends that only surface when you see the whole picture.

Stop questioning accuracy.

By the time you build out Excel reports for sales meetings, the information is already outdated. This means sales teams are reacting to yesterday's news and making plans based on inaccurate data. Now you no longer have to wonder if the numbers are correct. Unlike the siloed information in Excel, Wave for Sales presents the full story behind the data every time.
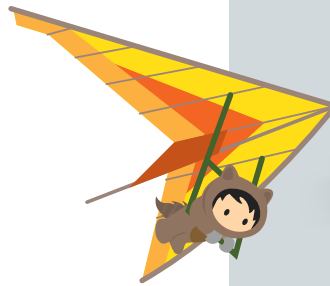
60% *of sales managers spend a fifth of their time checking figures and customizing spreadsheets.*

45% *of sales teams spend over a fifth of sales meetings debating the accuracy of Excel-based data.*

72% *of customers use a fourth of their sales meeting debating the accuracy of Excel-based data.*

- Eliminate the need to run custom reports and reduce the risk of human error.

- In mere seconds, view the aggregate totals of your entire team's numbers.

- Quickly access data to back up proof points so you can focus your time on selling.

Customer Success

Win with Wave.

Visualize success.

Houghton Mifflin Harcourt (HMH) is a leading provider of educational materials, with content reaching 50 million students across 150 countries every year. Founded in 1832, HMH has stayed in business for more than 180 years by constantly evolving and innovating. HMH added Wave Analytics to its existing Salesforce products and saw the immediate benefits of being able to really visualize information. Wave Analytics has enabled the company to find underserved customer bases and opportunities to grow its business.

Houghton Mifflin Harcourt

HMH replaced a 32-tab spreadsheet with two Wave dashboards.

❝ *Sales, 10 years ago, was radically different than what it is today. You kept notepads. You had voicemails. You had spreadsheets. All data was separate, but today, we use Salesforce Wave Analytics.* ❞

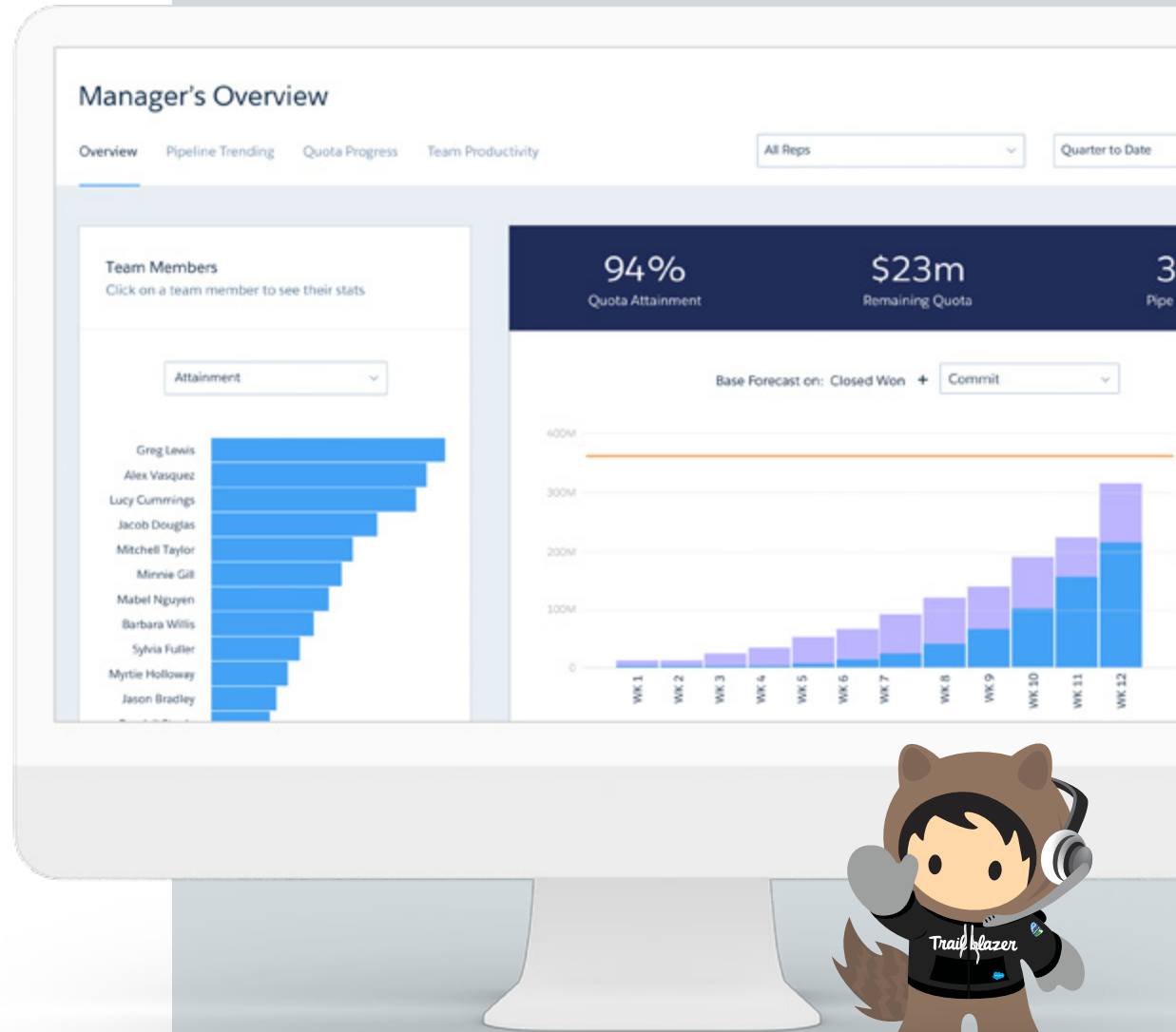**Lee Ramsayer, EVP of Sales, Houghton Mifflin Harcourt**

Evolve
your process.

Wave for Sales can amplify what you're already doing in Excel. Discover what you can uncover when you interact with your data.

Upload your spreadsheet today to see how it works.

SEE YOUR DATA IN ACTION

Manager's Overview

Overview   Pipeline Trending   Quota Progress   Team Productivity

All Reps   Quarter to Date

Team Members
Click on a team member to see their stats

Attainment

94%
Quota Attainment

$23m
Remaining Quota

3
Pipe

Base Forecast on: Closed Won + Commit

Greg Lewis
Alex Vasquez
Lucy Cummings
Jacob Douglas
Mitchell Taylor
Minnie Gill
Mabel Nguyen
Barbara Willis
Sylvia Fuller
Myrtie Holloway
Jason Bradley