

Salesforce Wave Analytics:

Learn what makes Wave Analytics the best analytics for Salesforce users

Your organization is sitting on massive amounts of data, but what good is it if you can't analyze and learn from it? Many business leaders spend hours updating spreadsheets or waiting for answers from IT. And by the time they get the answers they need, the data is stale. Analytics tools have been around for decades, but they're still designed for analysts, not the everyday business user. They're disconnected from the CRM system and fail to engage today's increasingly mobile workforce.

The solution lies in modern apps, like Salesforce Wave Analytics, that pull all of your data into a single view and allow you to drill down, gain relevant insights, and take action right from where you work.

Turn Sales Cloud data into better decisions and bigger profits.

Sales Wave Analytics gives your entire sales team instant visibility into all of your sales data and enables you to take action on the fly. Quickly pivot from identifying a new opportunity to creating a task, changing a close date, or sharing insights. And do it all right from your phone, without sorting through spreadsheets, jump-starting legacy tools, or waiting on analysts.

Dive deep into:

- Pipeline trending
- Forecast review
- Sales productivity and rep performance
- Customer trends
- Performance by product, lead source, and geography
- Historical analysis

Turn Service Cloud data into faster resolutions and happier customers.

Service Wave Analytics brings all of your service data into one place, empowering agents and managers with the insights they need to optimize service efficiency and turn customers into advocates. Disparate data points come together in dynamic dashboards that automatically surface the metrics that matter most to your company, giving you a true 360-degree view of your customers and your service operations.

Dive deep into:

- Agent performance
- Predictive CSAT
- Case volume and duration
- Channel analytics
- Backlog causes
- Knowledge effectiveness

4 reasons why Wave Analytics is the best analytics tool for Salesforce customers:

1. **It's Salesforce native.** Since it's built native in the cloud, Wave Analytics gives you the advantage of massive scale and gets you up and running in no time. And because it's Salesforce, it has the same speed and security you already enjoy. Embed dashboards across the entire Salesforce platform to give your employees and partners a consistent view of actionable data and access to new insights.
2. **It brings the power of data science to the everyday business user.** With Einstein Data Discovery, it's like having your own on-call data scientist who can quickly sift through huge amounts of data, find the important correlations, and make accurate predictions. Once it's done analyzing your data, Einstein Data Discovery generates answers, explanations, and recommendations in a way that's easy for business users to understand.
3. **It's fast to deploy and customize.** Quickly deploy prebuilt apps for sales, service, and marketing, or build custom apps for any use case, using any data source. Partner-built Wave Analytics apps are also available in the AppExchange, including apps for financial services, healthcare, retail, and government.
4. **It delivers an intuitive, mobile-optimized experience.** Analytics tools on desktop alone will only get you so far. With Wave Analytics, your employees have access to data at their fingertips and can act on insights from anywhere.



Get smarter and more predictive about your customers.

Most complex issues have causes that weave through layers of interrelated variables, so just scratching the surface isn't enough. You need to drill down. AI-powered Einstein Data Discovery does the heavy lifting for you, helping you find the right insights in your data and presenting them to you in simple stories. By uncovering key relationships and trends, you'll be able to act on your data right from where you work – to close deals faster, optimize every customer's service experience, and unlock productivity for your entire organization.

Instantly uncover answers to key business questions, including:

What happened? Was it unusual?

Why did it happen? What's the diagnosis based on the facts?

What will happen?

What are some effective options for dealing with the situation?

Save time and money.

Salesforce customers noted an average savings of 11 hours per employee – per month – using Wave Analytics. Significant savings were realized using specific features such as dashboard capabilities and self-service analysis – especially among companies with over 2,500 employees and IT resources.

Bring the power of Wave Analytics to your business.

With Salesforce Wave Analytics, it's easy for business users – from any industry, any size company – to get insights from their data without the need for dedicated IT specialists.

Today, 20 new Wave Analytics partner apps are available in the AppExchange, empowering Salesforce customers with the insights they need to do their jobs smarter and faster.

| Hours Saved | |
|---|---------------------------|
| FT IT resource | 14 hrs./mo. |
| FT sales resource | 13 hrs./mo. |
| FT operations resource | 10 hrs./mo. |
| FT resource overall | 11 hrs./mo. |
| Annual hours worked per person | 2,080 |
| Assuming an hourly cost of \$100 and a time savings of 2.75 hrs. per week | |
| 3 full-time equivalents = 396 hours saved | \$40,000 per year savings |

Join the growing army of citizen analysts.

For more information or to see Wave Analytics in action, contact your sales rep or go to salesforce.com/analytics.