5 WAYS MOBILE ANALYTICS WILL TRANSFORM YOUR BUSINESS
5 Ways Mobile Analytics Will Transform Your Business

As the amount of data grows exponentially, the advantage will go to companies that make it easy for every employee to use analytics to turn their data into insight–wherever and whenever they need to make decisions.

Introduction ............................................. 3
Act On Data Anytime, Anywhere ................. 5
Everyone Can Be a Data Analyst ................. 7
Spark Conversations with Customers ............ 9
Create and Share Data Visualizations ......... 11
Explore Any Type of Data ......................... 13
Conclusion ............................................. 15
INTRODUCTION

The evolution of mobile analytics means that any employee can access key customer data from anywhere and gain valuable insight, when and where decisions need to be made.
However you define it—the Information Age, the Internet of Things, the Era of Big Data—we live in a time driven by exponential data growth. Every device is becoming more connected. Every action generates information. By 2020, more than 75 billion devices will be linked, tracking trillions of interactions and creating just as many data points.

For companies and customers alike, all of this information is changing the way that individuals think about business. Customers want companies to use data to create better experiences: to respect their preferences, to suggest the right products and services, and to know their history when they dial a call center. Companies want to use CRM, ERP, product, and web data to sell, service, and market better.

Companies with an advantage in mobile insights have a huge opportunity. To help them seize this opportunity, Salesforce created Wave Analytics. Unlike traditional business intelligence (BI) systems that are locked away with IT or data experts, Wave gives every employee the power to visualize data instantly, from anywhere—no data science degree or ticket-logging required.

We built Wave to be mobile-first. It’s designed to deliver analytics to phones or tablets, in a meeting or on the road. Employees can get insights where and when decisions need to be made.

In this e-book, we share five ways that mobile analytics, used by every employee, will transform your business.

---

5 WAYS MOBILE ANALYTICS WILL TRANSFORM YOUR BUSINESS
TRANSFORMATION 1

ACT ON DATA ANYTIME, ANYWHERE

“Mobility is no longer a subset or an accessory: it’s sitting at the grownups’ table as a primary tool for Getting Stuff Done.” – Peter Coffee, Salesforce VP for Strategic Research
In a data-driven world, professionals know that insights beat instincts. They’re always looking for ways to use information to grow their business and drive efficiency. But with the majority of business activities happening away from the desk, professionals need to access information wherever life or work takes them.

Mobile analytics is the answer. When users can search and explore millions of data rows on phones, tablets, or even wearables, every business decision can be data-driven, no matter where, no matter when. Everyone in your business can get answers fast, providing every department with more autonomy and capabilities.

Imagine what your business could do with instant access to all this new information. You could look at your pipeline status and adjust your strategy on the fly. During onsite meetings, account managers could answer customers’ questions without skipping a beat. Traveling team members could answer their own performance data questions without ringing IT or logging a ticket.

It’s easy to make numbers-based decisions when anyone on your team can slice and dice data from any device. So, with this in mind, we built Wave Analytics for 4-inch screens, tablets, and the devices that we use most.

Wave Analytics is...
- 100% mobile (not tablet-only)
- Within the trusted Salesforce cloud
- A complete analytics platform for everyone

Wave Analytics isn’t...
- Dependent on desktop
- Confined to one data type
- Based on PowerPoints or spreadsheets
EVERYONE CAN BE A DATA EXPERT

With massive amounts of business data being created daily, less than 5% is being put to work. The answer: You need more people, with more analytical power.
As the amount of data grows exponentially, so does the advantage for companies that know how to use it. The more employees that can make smart decisions based on data, the bigger the advantage.

Consider these numbers from IDC:

- By 2020, the digital universe will contain nearly as many digital bits as there are stars in the universe.
- The digital universe doubles in size every two years.
- We’ll reach 44 zettabytes, or 44 trillion gigabytes, of data by 2020. For context, that’s about 2.75 trillion iPhones (16 GB) or 880 billion copies of Frozen on Blu-ray. If you put those iPhones end-to-end, they’d go to the moon and back more than 600 times.

According to the same research, more than 20% of this data would be useful to tag and analyze, but less than 5% is currently being put to work. This isn’t good. In every industry, salespeople, engineers, marketers, and strategists are missing opportunities because data is buried, inaccessible, or retrieved too late.

With mobile analytics, you can put more of these trillions of data points to work to solve big problems. And with powerful insights one app download away, nobody needs to be an analyst to leverage data and dashboards. With Wave Analytics, any employee can look at their phones, surf complicated data sets, and collaborate instantly by taking mobile screenshots and sharing.

Communicating and sharing on mobile devices has become intuitive, and Wave Analytics makes mobile analytics just as natural. Business intelligence becomes exponentially more valuable when everyone can benefit from it. When data and insights are shared among employees, business naturally runs faster and smarter.

Wave Analytics is...

- For everyone in the business—from sales reps to marketing VPs
- Intuitive for non-analysts
- Fully interactive, down to individual data points

Wave Analytics isn’t...

- Exclusive to IT
- Reliant on an analytics service bureau
- A closed platform
Mobile analytics lets you tell a story with your data through bar graphs, pie charts, and tables, helping you better understand your customers and sparking more interesting customer conversations.
Business leaders aren’t the only people who rely on data for smarter decisions. Customers do, too. They read review sites before buying products and services, and check health and fitness details regularly on wearables and apps. It makes sense that more businesses are turning to data to spark and enhance customer conversations.

Spending time in a customers’ shoes makes it easier to understand what they’re looking for, and use data to deliver it. What would customers need to know to make your company an obvious choice? Once they choose you, what information do you need to know to keep them loyal?

With data charts and visualizations from mobile analytics, businesses can make customer experiences more personalized than ever before. Customers can see their data come to life on an iPad or phone, making each conversation more informed, immediate, and relevant.

It’s clear that access to analytics enhances a company’s internal operations, but analytics can also empower the relationship that a business has with its customers. Mobile analytics is an important value-add to customer conversations, thanks to data that shows instead of tells. Wave helps set the stage for these conversations, by showing customers that you’ve gone the extra mile to back your ideas with data.

Wave Analytics is...
- A conversation-starter
- Showing instead of telling
- Ideal for in-depth pitches to customers

Wave Analytics isn’t...
- Only for Salesforce data
- Only for internal use
- Time-consuming to start exploring
With Wave, users can import a raw data file and instantly transform it into an interactive visual that can be explored and shared on any device.
It’s great to have information in the palm of your hand, but it’s even better when you can get immediate insight from a quick glance—that’s where data visualizations come in.

Spreadsheets deliver data. Visualizations, on the other hand, deliver the kind of instant understanding that leads to action. Users don’t need to dig through thousands of rows of identical-looking data points; they can instantly spot spikes or declines. They can also instantly create beautiful, comprehensible charts for presentations.

Wave lets you create dynamically changing and interactive charts on any device—particularly mobile. You can adapt visualizations on the fly, adjusting style, type, and more. And it lets you enhance them further with call-outs and notes directly on the image for collaboration between managers and employees.

Plus, anybody can use it to create data-rich, colorful views with just a few swipes. No analyst or desktop required. Wave combines the beauty of graphics, the muscle of data, and the instant sharing of today’s fast-paced business needs.

### Wave Analytics is...
- Collaborative and interactive
- Visually engaging
- Fully functional on mobile

### Wave Analytics isn’t...
- Just another way to run reports
- A mobile view of cells and rows
- A boring color palette
You no longer have to juggle structured and unstructured data. Wave is a flexible system that adapts to changing or varied data types.
In the past few years, we’ve seen data increase exponentially, driven by mobile devices, social media, and product sensors. Data-driven leaders are eager to use this surge in data to create new opportunities to connect with customers.

The problem is, most traditional analytic tools aren’t built to parse and compare all of these new types of data. They’re schema-based, which means they’re designed to connect and store limited, structured, uniform data for analysis. This limitation creates a number of challenges:

- As the number of data sources and the amount of data increases, it takes longer to design schemas.
- Schemas are based on what a data expert believes will be relevant to business users. They don’t let users explore unpredicted opportunities.
- Changes in source data (e.g., a new field added to your Salesforce opportunity record) can break a schema, or cause months of redevelopment before your data flow is updated.

Fortunately, Wave doesn’t just take analytics past the desktop; it leaves schemas behind, too. Wave lets users explore semistructured data. The result is more useful, comparable, and immediately relevant information, based on current data that doesn’t need to fit certain parameters.

When people across the enterprise can access all types and shapes of data, from wherever decisions need to be made, the business starts taking action. In fact, according to PwC, 85% of digital technologies related to data and data analytics create unparalleled value for their organization.¹


---

Wave Analytics is...

- Agnostic to data type
- Multiparty
- Delivering analytics at unprecedented scale and speed

Wave Analytics isn’t...

- Siloed data
- On-premise data marts
- Based on schemas
CONCLUSION

By combining the power of analytics with mobile, Salesforce is ready to change the game for business users. With Wave Analytics, everyone in a company can access, view, and share data on their terms, at the time and place decisions need to be made. It’s a whole new way to experience analytics, with results that promise to transform businesses of all industries and sizes.