

The Salesforce logo, consisting of a blue cloud shape with the word "salesforce" in white lowercase letters inside it.

salesforce

A hand holding a white smartphone. The screen displays the Salesforce Analytics Cloud mobile app interface. At the top, it says "Analytics" with a search icon. Below that, it says "Filters Applied type (funding\_round)". The main part of the screen shows a donut chart with blue and purple segments. Below the chart is a horizontal bar chart with various labels like "100.0", "100.0", "100.0", "100.0", "100.0", "100.0", "100.0", "100.0", "100.0", "100.0". At the bottom, there are several icons for different functions.

# INTRODUCING THE NEW SALESFORCE ANALYTICS CLOUD

EVERYTHING YOU NEED TO KNOW

## Introduction

# THE NEW ANALYTICS CLOUD

For years, business has been divorced from data. Despite the undeniable advantages of data-driven decision-making, tools that give modern businesses a comprehensive – and comprehensible – view of their data are rare, if they exist at all.

Business intelligence (BI) is a field that has attempted to close the gap between business processes and data-based insights. Yet most existing BI tools fail to meet the needs of modern business professionals. Legacy tools are designed for executives with a team of analysts, not for the everyday business user.

They are impenetrable where modern workers need accessibility; rigid where professionals need flexibility; and limited in their scope and capabilities. They fail to engage the mobile workforce and leave modern business professionals without the tools they need to utilize data effectively. And above all, they fail to leverage cloud and mobile technology. Because of this, “Big Data” is a buzzword that has failed to deliver the actionable insight businesses need.

Salesforce is about to change all that. Salesforce Analytics Cloud – powered by the Wave Platform – is designed for everyone to get insight on any device, build any app, and connect any data. Want to see what this platform is really capable of? This e-book will explore the four main advantages of the new Analytics Cloud:

- 100% Cloud
- Accessible to All
- Mobile-First
- Unmatched Power

## Table of Contents

- 02 Introduction
- 03 Built on Cloud
- 05 Accessible to All
- 07 Mobile First
- 09 Unmatched Power
- 11 Conclusion



## Chapter 1

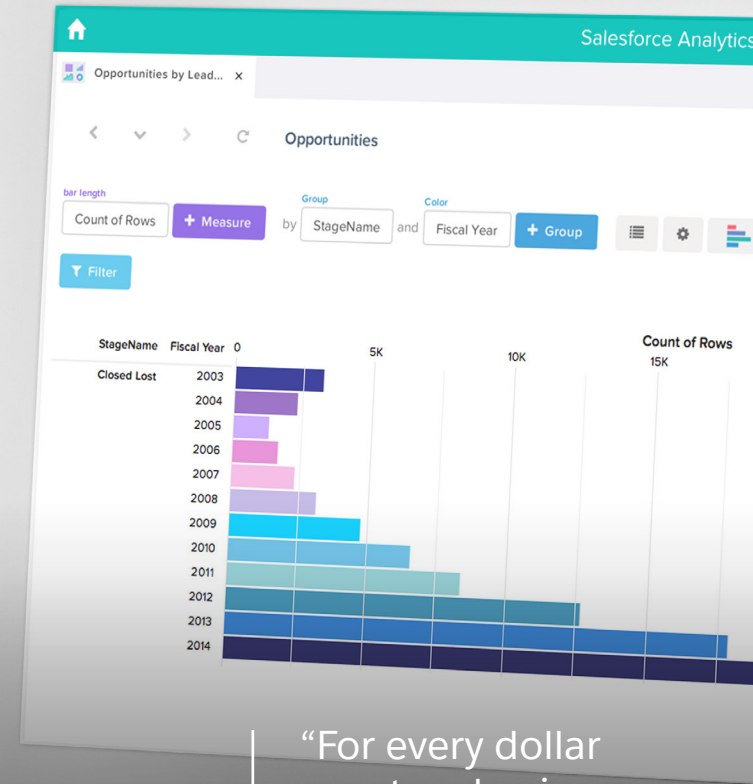
# BUILT ON THE CLOUD

When finally up and running, the benefits of analytics can be staggering. According to a study by McKinsey & Company, companies that analyze and utilize data have 23 times better customer acquisition than companies that do not utilize data. They also experience 6 times higher customer retention and 19 times higher profitability.

With results like that, why doesn't everyone have an analytics tool of their own? The answer is simple: legacy BI tools weren't designed for everyone, nor were they designed to keep up with the modern business.

They are not agile, taking months or even years to set up. They are not flexible; many can only carry out a narrow range of functions. And they are not accessible to everyone: instead, they require analysts or specialists to operate.

The Salesforce Analytics Cloud is the first analytics platform built entirely on the cloud with features designed to meet the needs of everyone in the modern business.



“For every dollar spent on business intelligence, researchers found that \$10.66 is made back.”

-Nucleus Research

## FASTER TIME TO VALUE

With legacy BI tools, the time to value takes months and sometimes years. It requires designing and constructing data warehouses, developing appropriate and relevant schemas, and overlaying reporting and dashboard tools in order to make the results easier to comprehend.

With Analytics Cloud, all of those obstacles are reduced. Because it is 100% cloud, Analytics Cloud can be up and running in weeks, not months. There is no expensive on-premise hardware to install, no maintenance costs, and no specialized personnel required. Once you link Analytics Cloud to your Salesforce data, ETL partner data, or your own uploaded data, you can bring the tool's full power to bear immediately.

## POWERFUL

In addition to being faster and more flexible, the new Analytics Cloud is also more powerful than legacy BI tools. How powerful? By leveraging cloud capabilities, it can process billions of rows of data at unprecedented speed. Salesforce Analytics Cloud boasts a high-speed indexing query engine, and type-agnostic data platform that allow you to glean real insights from mountains of data with speed and ease you can't find anywhere else.

## SECURE

Security and trust have been cornerstones of the Salesforce philosophy since the company was founded, and Salesforce Analytics Cloud was designed with both in mind. Built on the Salesforce Platform, Analytics Cloud uses the same multi-tenant architecture employed by thousands of Salesforce users around the globe to keep their data secure, backed-up, and available. With integration to Salesforce security, you can even open up analytics to all your users without fear of them seeing something they shouldn't



## Chapter 2

# ACCESSIBLE TO ALL

We exist in a world of data. Data has become a part of the fabric of every company in nearly every industry. At first, this great influx of data was overwhelming; now, we know that the best way to extract real value from data is to deliver information to the people who need it most. We know that data shouldn't be siloed away in the hands of a few experts.

However, legacy systems were designed on a very different model: a closed-information model, rather than the open-data approach that now dominates the digital era. Many legacy BI tools are overly complex and difficult to use. Everyday business users lack access to crucial information, have difficulty finding answers to their most salient problems, and rarely have the ability to act upon or share the answers they do find.

Salesforce Analytics Cloud is redefining this old paradigm by rethinking analytics for the modern worker. It is designed for the business user, not for experts. This puts crucial business information in the hands of those who need it most, dramatically increasing its value and impact. Here are three ways the Analytics Cloud makes your data accessible to everyone.





# BUILT FOR THE BUSINESS USER

## SIMPLE USER INTERFACE

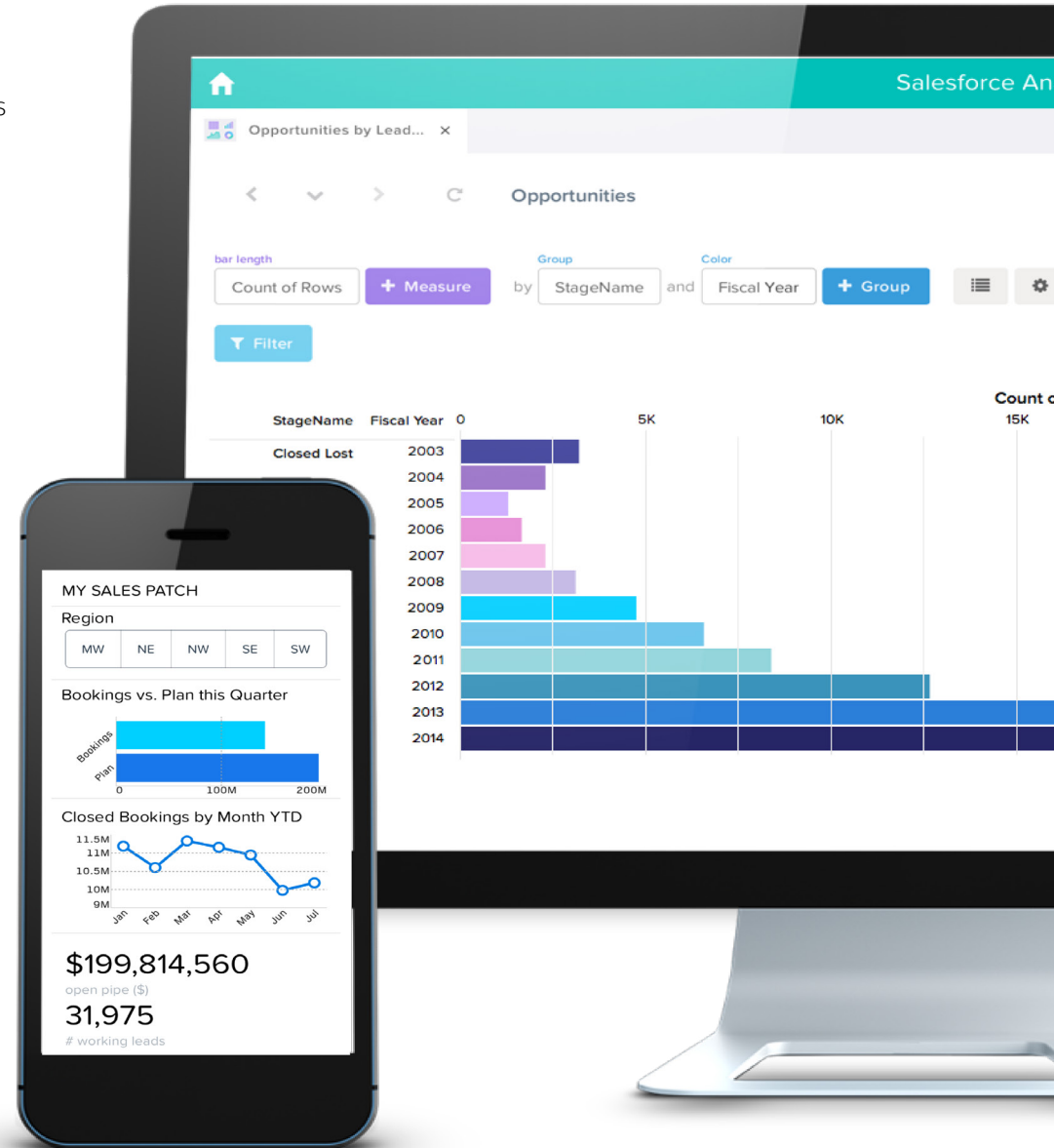
Analytics tools have always been incredibly difficult for the average business user to leverage. The interface is often confusing or even intimidating. Analytics Cloud, in contrast, draws inspiration from consumer-facing apps that are easy to use and even entertaining. The interface of the Analytics Cloud is not only gorgeous, but also intuitive and as easy to navigate as consumer apps like Yelp and Uber.

## EXPLORATION FOR EVERYONE

With this improved user interface comes a dramatic improvement in ease of use. You no longer need experts or analysts to spend weeks running custom reports in order to answer your questions or test your theories. Salesforce Analytics Cloud gives everyday business users the power to endlessly explore their data, exponentially growing the number of analysts at your company and dramatically increasing the number of breakthroughs and insights.

## COLLABORATIVE

Designed to be make insights sharable, collaborative, and actionable, the new Analytics Cloud has collaboration at its core. It's easy to share data views, collaborate on dashboards and reports, and send results anywhere in the company. Data should be the backbone of your organization, and Analytics Cloud ensures that everyone has access and understanding.



## Chapter 3

# MOBILE FIRST

Work is no longer being conducted in offices and cubicles. Today's workforce is always on, always connected, and always mobile. The modern office is everywhere, and the most valuable business tools are those that enhance this shift toward a truly mobile workforce.

That's why Salesforce Analytics Cloud was built mobile-first, yet designed for every device – from a desktop or tablet, all the way down to a smartphone or smartwatch.

This level of accessibility takes you light years beyond traditional on-premise technologies, which confined analysis to desktop machines that required massive on-premise databases.

With Analytics Cloud, you can have the analytics you need wherever you are. Here are three ways the Analytics Cloud delivers your data in a whole new way.



# DESIGNED FOR EFFICIENCY

## DASHBOARDS

With billions of data points available to even the smallest business, the challenge is no longer finding data, but finding meaning in this massive influx of information. By far the most effective tool for making this happen is a dashboard. By presenting complex information visually, Analytics Cloud dashboards present all the data you need to make business decisions at a glance, right in the palm of your hand.

## EXPLORATION

Sometimes, being able to assess campaigns or glean insights from a dashboard is not enough. Sometimes you need to be able to answer questions and explore data on the go. The Analytics Cloud allows you to explore your data and answer any question from any location. Complex analyses that would have once required massive databases can now be done from your phone, with a few swipes of your finger.

## COLLABORATION

All of this action on the go means very little if you can't get the right information in front of the right people. Analytics Cloud has built-in collaboration features that make it easy not only to send reports and dashboards, but also engage team members in active discussion and collaboration around your data, regardless of where they're working.





## Chapter 4

# UNMATCHED POWER

Despite their massive investment and infrastructure costs, legacy BI tools often fall short in terms of the analytical power they can provide.

The modern business demands high performance in the face of high complexity, and many legacy tools crumble under this pressure. They are often slow, and only capable of answering questions with a narrow focus. Neither are advantages for today's agile businesses.

Salesforce Analytics Cloud is a massive leap forward for analytics. With a high-speed indexing query engine and type-agnostic high-compression data platform, Analytics Cloud is a powerhouse that can deliver blazing fast speed and analyze data of any type from anywhere in your company.



“Companies that analyze and utilize data have 23 times better customer acquisition”

-McKinsey & Company

# MOVE AT THE SPEED OF BUSINESS

## HIGH SPEED

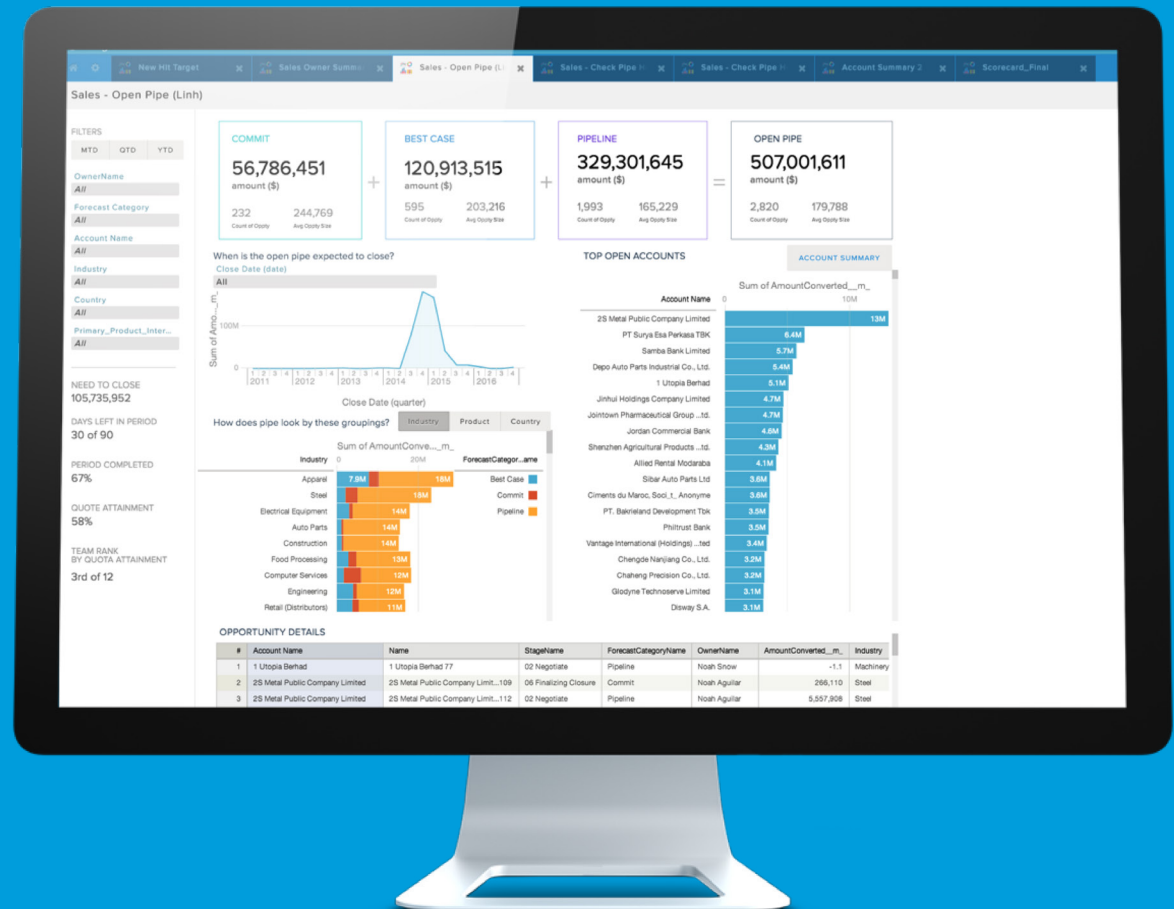
Modern businesses move fast. In the age of disruption, the businesses that succeed are the ones that move, adapt, and innovate fastest. You need an analytics tool that can keep up with the pace of innovation. Analytics Cloud combines massive power to process billions of rows of data with incredible speed to get you the right answer within minutes instead of days.

## MULTIPLE DATA SOURCES

Built on the Salesforce Platform, Analytics Cloud can sync with your Salesforce data automatically. However, the modern business has data living in multiple locations, and Analytics Cloud was built to handle all of it. You can also connect Analytics Cloud to your existing ETL partners or upload data of your own.

## PARTNER ECOSYSTEM

In addition to partnering with most major ETL partners, the Analytics Cloud can also sync with a host of predictive partners. There is no need to replace your existing analytics investments with Analytics Cloud. With Salesforce's comprehensive partner ecosystem, Analytics Cloud can seamlessly enhance the analytics investments you've already made.







## CONCLUSION

Each year, Dreamforce serves as a showcase for all the new products and innovations Salesforce develops for its users. While this year saw dozens of new announcements and updates, the Salesforce Analytics Cloud undoubtedly defined the entire conference.

The first in a brand new breed of analytics tool, Analytics Cloud was built for the modern business user. Faster, more powerful, and more accessible than any BI tool to come before it, the Analytics Cloud allows you to get insight faster and understand your customer like never before.



# SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

[Learn more ›](#)

**32%** Improvement in win rate.

**40%** Increased sales productivity.

**32%** Increase in sales revenue.



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