CUSTOMERS

WINNING WITH WAVE ANALYTICS

salesforce

INTRODUCTION

The world is changing – moving faster than ever before – and your business has to move faster than ever to keep up. Today's requirements are different. How can you move at this pace and keep your edge?

Data and analytics are key to unlocking the insights you need to win in a competitive marketplace. In order to win in sales and service you need to be data-driven. You need tools designed for the everyday business user, tools that engage the mobile workforce.

Until now, most organizations have missed the real opportunity: the ability for the entire enterprise to transform information into insight about the past, present, and future and then take action. Not anymore. Salesforce Analytics Cloud, powered by the Wave platform, is designed for everyone across the organization to access data on any device and yield information that empowers the business, deepens customer relationships, and delivers a powerful competitive edge.

"90% of the world's data has been created in the last 12 months."

Constellation Research

Companies across industries are adopting Wave and seeing the results. Innovative companies spanning a wide range of industries

- Use Wave Apps for sales and service to get up and running instantly with prebuilt dashboards, best practices, and KPIs

- Use Wave exploration on mobile to explore any data on any device – from tablet to phone to watch – embedded anywhere

- Use Wave actions in Salesforce to take data-driven CRM actions like assigning tasks, updating records, and closing cases, not only from their offices, but also on their phones, out in the field, and in some of the farthest-flung places on earth

Read on to see how our customers are winning with Wave.
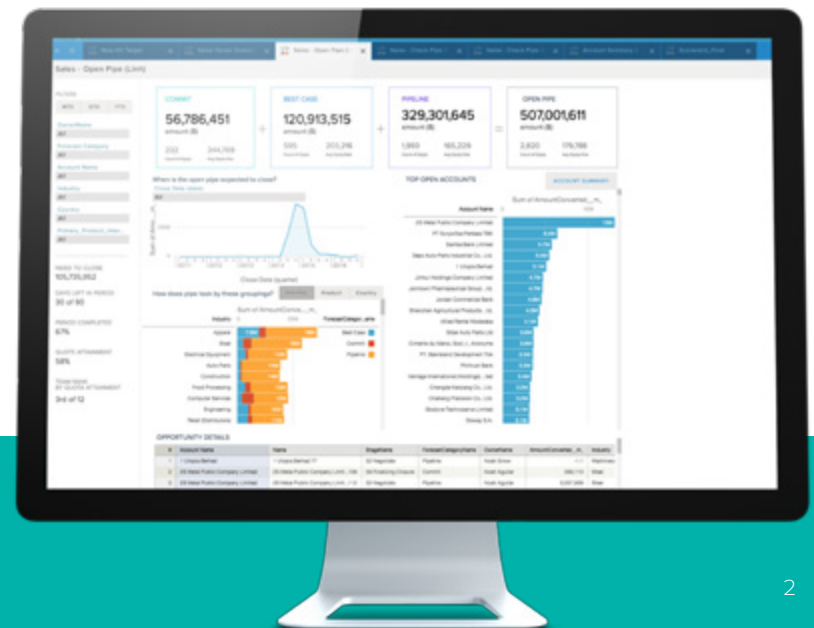
HOUGHTON MIFFLIN HARCOURT

Houghton Mifflin Harcourt Gets a Richer View into Pipeline
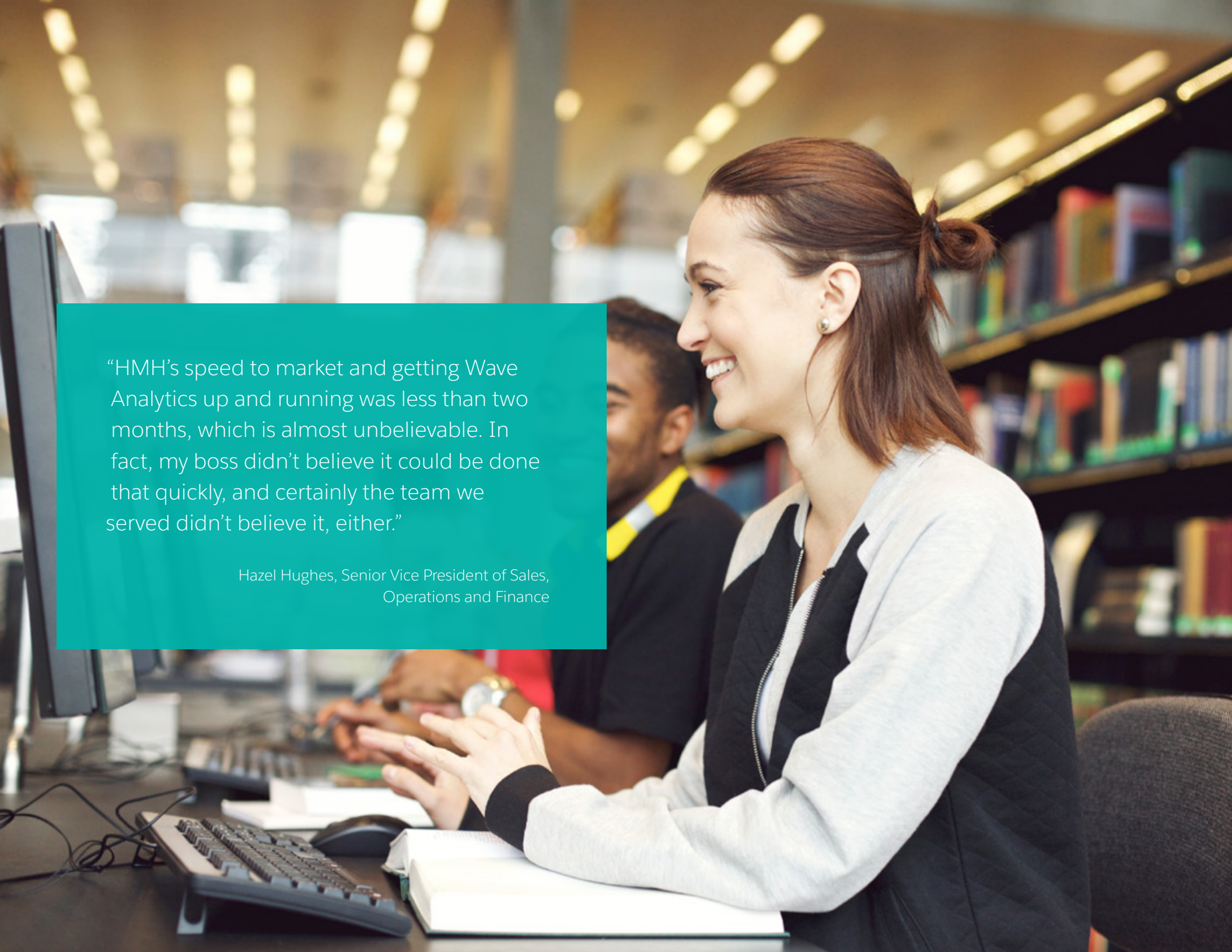
Houghton Mifflin Harcourt

HMH, founded over 180 years ago, has brought us everything from Ralph Waldo Emerson and The Peterson Field Guides to Curious George. Its educational content reaches over 50 million students in more than 150 countries; in North America alone, one in every two children learns how to read using HMH content.

Just as Houghton Mifflin Harcourt (HMH) has transformed its content to meet today's new demands, it has also transformed itself as a company to be more data-driven in its approach to sales, customer service, and product delivery.

HMH standardized on Sales Cloud in 2012 to evolve beyond the numerous spreadsheets and ERP system it used. It later added Service Cloud to gain a more complete view of its customers, as well as Chatter to improve connectivity within the company. While HMH collected an enormous volume of information about its customers, turning that information into efficient and actionable insight was a challenge. The company added Wave Analytics to help solve those challenges and to be able to visualize information through charts, heat maps, and graphs. As a result, HMH has been able to

- **Gain visibility:** Dashboards enable SVPs to dynamically run pipeline calls and drill into various time periods, segments, and teams

- **Achieve timeliness:** Daily updates give visibility to everyone in the sales organization via phones or tablets. Lead times have been significantly reduced

- **Improve alignment:** New levels of collaboration are now available between SVPs and managers via Chatter. Reps can collaborate to close deals and stay connected in the field

"HMH's speed to market and getting Wave Analytics up and running was less than two months, which is almost unbelievable. In fact, my boss didn't believe it could be done that quickly, and certainly the team we served didn't believe it, either."

Hazel Hughes, Senior Vice President of Sales, Operations and Finance

VERIZON

Verizon Finds New Customers with Insight

verizon✓

Verizon Enterprise Solutions is dedicated to enabling communication and empowering its customers to grow their businesses in a digital world. It reimagined its business beyond simply being a network provider and became the networking backbone for its customers across every communication channel, with a robust suite of products and services that deliver cloud-based solutions, content, network, security, disaster recovery, and wireless capabilities.

To remain a leader in the competitive technology space, Verizon looks for ways to transform and optimize its sales process. It needed to enable and empower 5,000 sales reps around the globe to find new opportunities, identify white space, build a pipeline, coach reps, and create a larger volume of business. Verizon sought a data-driven, responsive application to drive better behavior and evolve the business.

Verizon implemented Wave Analytics, and with the platform's tools to look ahead, the sales team has been able to

- **Deliver new products:** Align reps around a common goal, focusing on delivering integrated solutions rather than just one or two products

- **Sell to new customers:** Help sales people understand the white space in the marketplace and deliver solutions to new customers

- **Keep customers for life:** Give every rep a window into existing customers, to see how they use products, how satisfied they are, and where they can sell complementary products

"Great sales organizations create opportunities and leverage all available tools, all with satisfying clients as a top priority. Our mission at Verizon is to make sure our sales organization has the most advanced and innovative tools, like Wave Analytics, not only to make their jobs simpler, but to give them more insight into their customers, the market today and tomorrow, and to drive business results."

George Fischer, Senior Vice President, Global Sales at Verizon Enterprise Solutions

SYNGENTA

Syngenta Digitizes the Selling Experience to Supercharge Reps and Understand What Customers Want

Syngenta

Syngenta, a leading agriculture company, helps improve global food security by enabling millions of farmers to make better use of available resources. With a breadth of technologies in crop protection, seeds, traits, and seed treatment, Syngenta is uniquely positioned to provide partners and growers with integrated offers and broad-based innovation for the future.

As Syngenta concentrates on growth and improving the productivity of selling activities, developing a better insight into partners and customers is a strategic priority. To be successful, Syngenta must understand a bounty of information, including customer needs, product details, weather, and genetics, but analyzing this breadth of data and moving from ideas to action is time-consuming. This time could be better spent with customers, if these processes were faster and easier.

Syngenta considered automation to directly benefit its sales team. The company started with Digital Sales Aid built by Salesforce Services, which helped it advance beyond the traditional, paper-based method of educating its customers about the company's offerings. With this change, sales reps now have the information they need for customer visits, on their mobile devices. Sales Cloud and Service Cloud then empowered Syngenta to stay ahead of ongoing demands from distribution partners and customers.

In 2015, Syngenta selected Wave Analytics as its primary analytics and business intelligence tool for Salesforce users in North America. With Wave, Syngenta can

- Save time with mobile insights: Delivered to every device, Wave replaces time-consuming spreadsheets or static reports with dynamic insights

- Implement data-driven customer engagement: Sales reps spend less time with back-office activities and leverage information that directly helps them do their jobs and deepen customer relationships

- Seamlessly bring together multiple data sources: Wave visualizes relationships across multiple data sets, all within the Salesforce framework
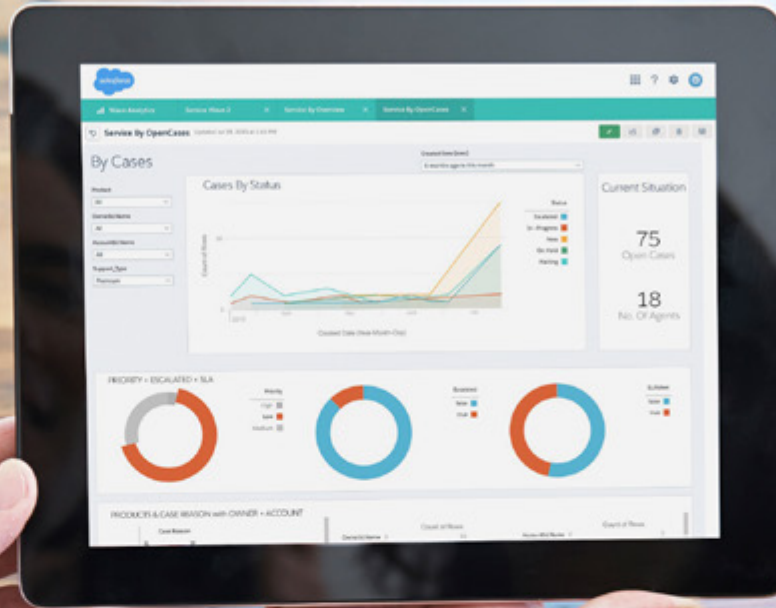
"Whether in a field, truck, or office having access to information to service our customers with timely insights and actionable data to optimize our selling time is critical. The Salesforce.com platform empowers our team to access information and draw insights no matter where they are."

Warren Boerger, Head,
Syngenta Business Services (SBS), North America

PROJECT 8

Project 8 Is Helping the World Anticipate the Needs of 8 Billion People and Beyond

PROJECT**8**

Project 8 is a collaboration between the United Nations Foundation and The Demand Institute, a not-for-profit think tank jointly operated by The Conference Board and Nielsen. Project 8 is a digital commons where researchers and practitioners can share and compare information on the evolution of human demand. The platform is powered by Salesforce and was built through the implementation expertise of Accenture.

The United Nations projects that there will be 8 billion people on earth by 2024. As the population grows and changes, the demand for basic human needs such as food, water, and energy is rapidly changing as well. Yet our collective understanding of evolving human demand is highly fragmented, variable, and challenging to access.

Beginning in 2014, the Project 8 founders teamed up with Salesforce and looked to Wave Analytics to make big, diverse datasets on population and basic human needs more accessible to researchers and practitioners across the public and private sectors, in hopes of helping organizations make better sense of evolving human demand and craft strategies to better meet human need.

In 2015, with the implementation support and expertise of Accenture's cloud and nonprofit practices, the team has built a digital commons that combines Wave Analytics and Salesforce Chatter. This will allow the world's leading experts on food security and agriculture to quickly discover and manipulate key data on global food and agriculture and to discuss that in a first-of-its-kind digital environment. With Wave, Project 8 is able to

- **Share data more broadly**: Users don't need experience with statistical software packages, and they can access data that may previously have been released only in PDF tables or statistical files

- **Achieve a new level of scale**: By using a cloud environment Project 8 can meet the demands of the immense scope of a global, cross-sector project

- **Make insights available where the global development community needs them**: Users can access critical data not just in their offices, but also on their phones, in the field, and in some of the farthest-flung places on earth

"By bringing researchers and data together in a more centralized tool, we'll have researchers better anticipate future demands, we'll make their insights more visible to the rest of us and, ultimately, we'll help the world collectively do a better job of planning to meet the needs of 8 billion people and beyond."

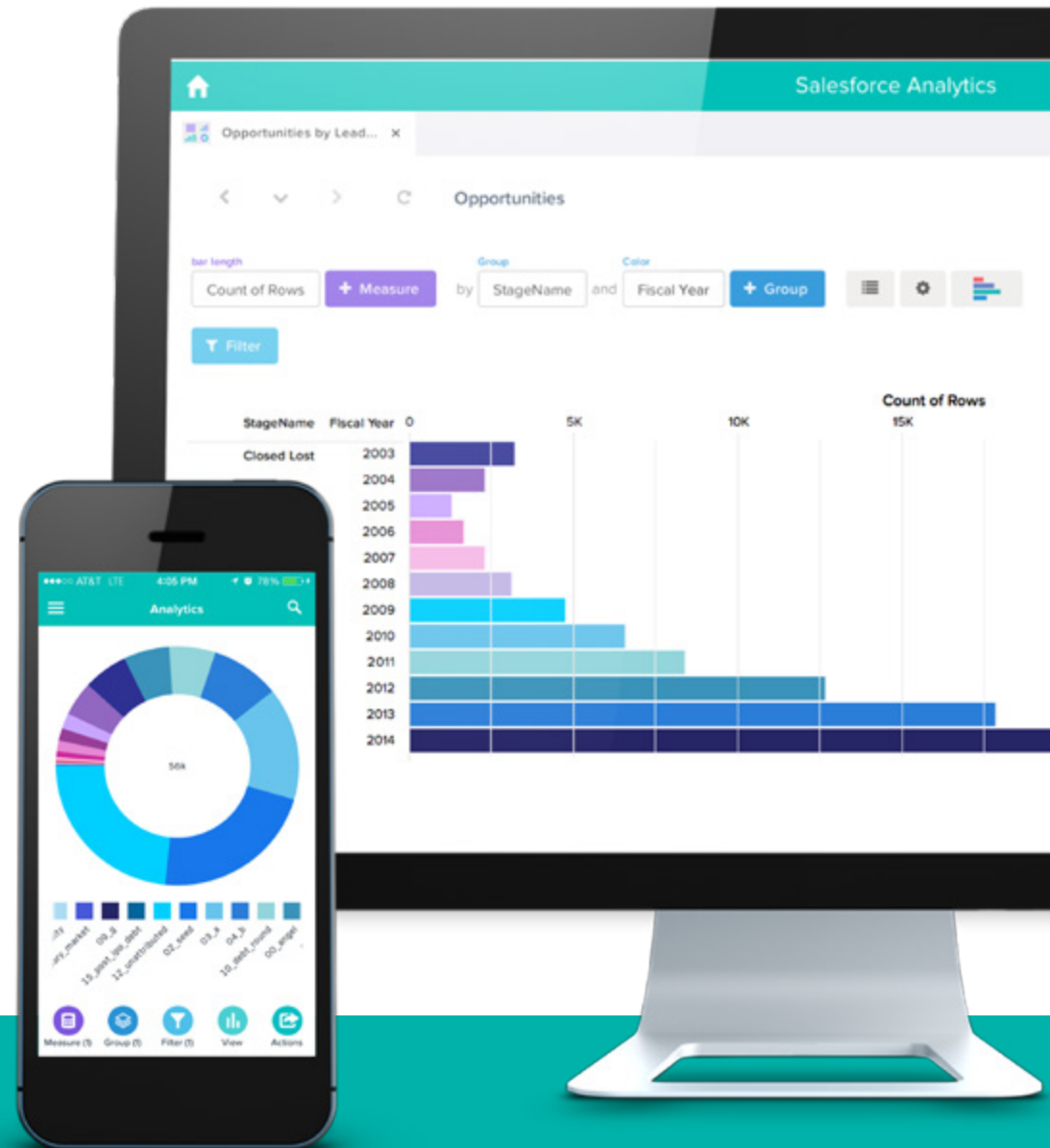Nic Covey, Executive Director, Project 8, Nielsen, and The Demand Institute

CONCLUSION

Salesforce Analytics Cloud was built for the modern business user. Faster, more powerful, and more accessible than any business intelligence tool to come before it, Analytics Cloud is built on the Wave platform, allowing companies to turn information into insight and understand their customers like never before. Companies in all industries are winning with Wave.

There's nothing between you and the answers you need. See what Wave can do for you.

http://www.salesforce.com/analytics-cloud/overview

#winwithwave

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THE CUSTOMER SUCCESS PLATFORM