



salesforce



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, as they fail to leverage cloud and mobile technology. “Big Data” is a buzzword that has failed to deliver the actionable insights businesses need.

Salesforce is about to change all that. Salesforce analytics cloud is powered by the wave platform, 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 Platform
- Accessible to All
- Mobile-First

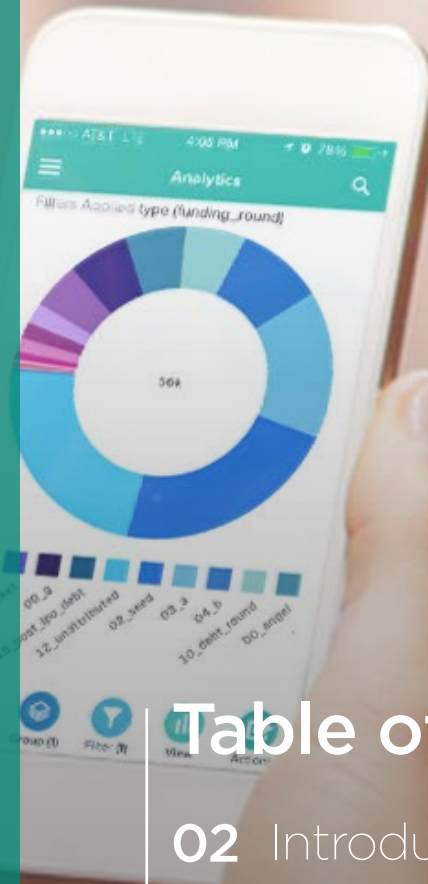


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Chapter 1

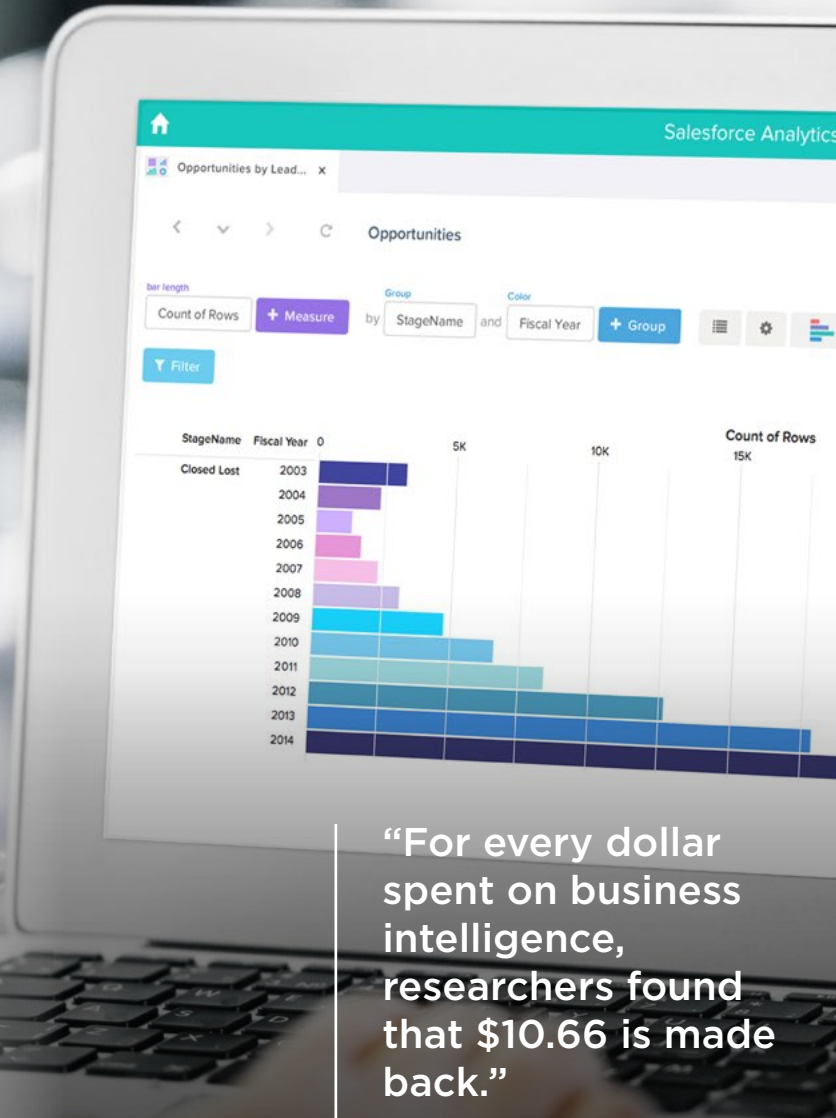
100% CLOUD PLATFORM

When finally up and running, the benefits of analytics can be staggering. According to a study by McKinsey & Company, intensive users of customer analytics are 23X more likely to outperform competitors in terms of customer acquisition than companies that do not utilize data. They are also 19 times more likely to be profitable.

With results like that, why doesn't everyone have a analytics tool of their own? The answer is simple: legacy BI tools weren't designed for everyone. Traditional BI tools were not 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 in the business: 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

Implementing a business intelligence solution takes months and sometimes years. It requires the design and construction of 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, these obstacles all but disappear. Because it is 100% cloud, Analytics Cloud users can be up and running in days, not months. There is no expensive on-premise hardware to install, no maintenance costs, and no schemas required. Once you link Analytics Cloud to your Salesforce data, ERP data, mobile app usage data, or even data from a CSV file, 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 platforms or discovery tools. How powerful? By leveraging cloud capabilities, it can process billions of rows of data at unprecedented speed. The Salesforce Analytics Cloud uses a search-based data index and a type-agnostic data platform, meaning that you get explore data instantly, and can connect any data, from any where.

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 up to all your users without fear of someone seeing what she shouldn't.



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 at incredible speed to get you the right answer within minutes instead of days.

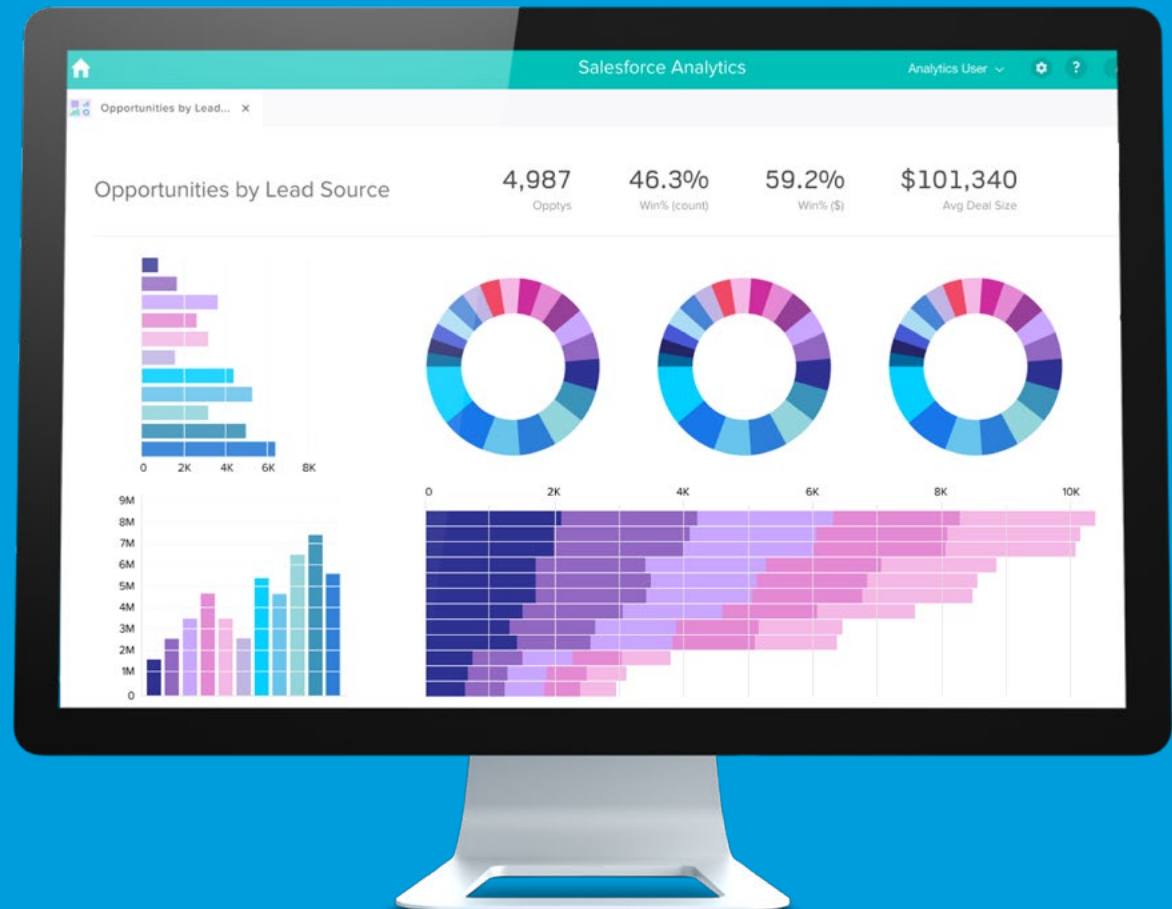
OPTIMIZE DATA COVERAGE

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. Natively integrated with Salesforce, you can also leverage connectors built by ETL partners, or upload your own data.

PARTNER ECOSYSTEM

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.



Chapter 2

ACCESSIBLE TO ALL

We exist in a world of data. Data have 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 these 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 the data's 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.

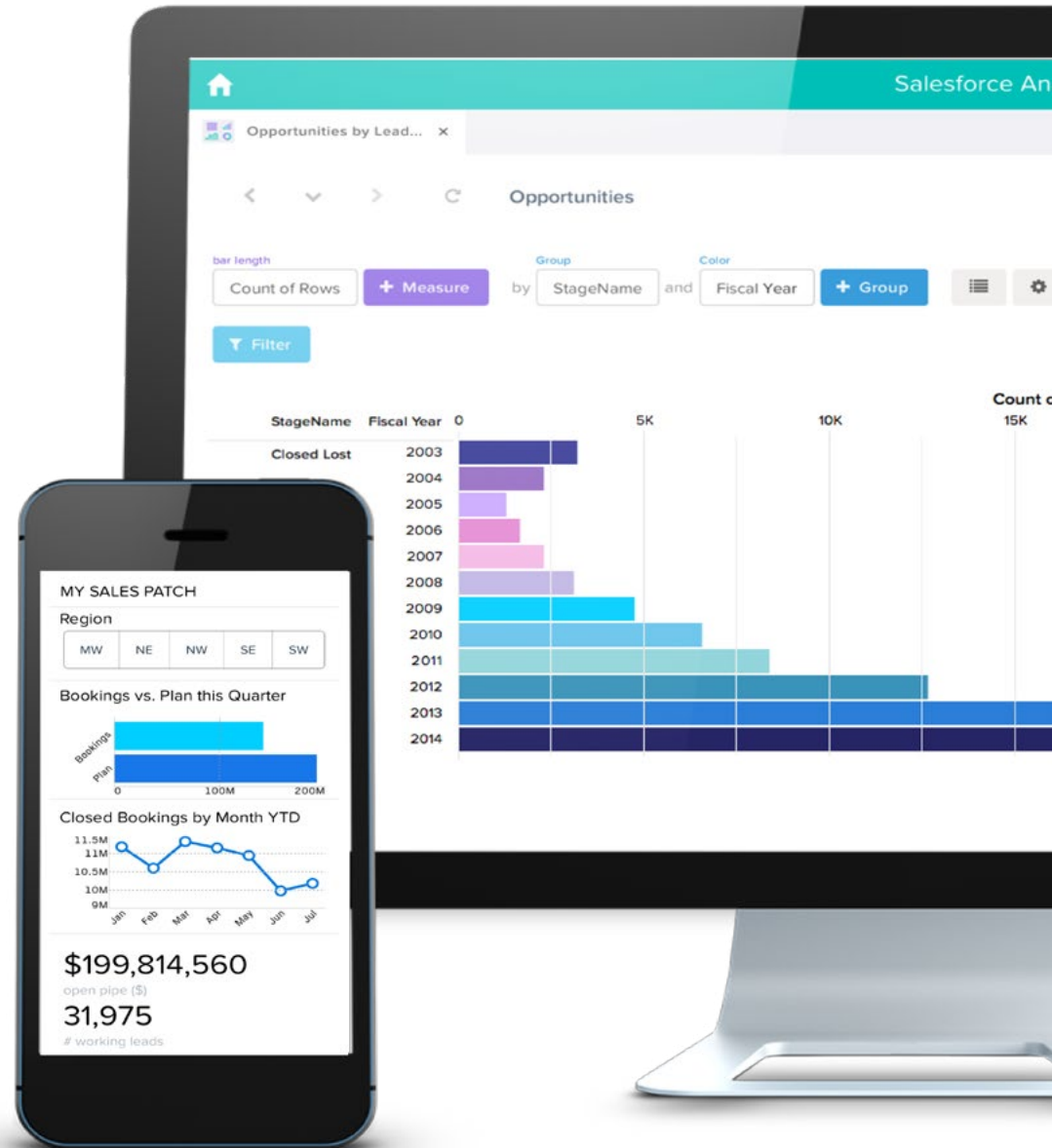
ACCESSIBLE TO ALL

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, growing the number of people at your company who can access the insights they need to drive breakthroughs.

COLLABORATIVE

Designed to be make insights shareable, collaborative, and actionable, the new Analytics Cloud has cooperation 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, designed for every device from a desktop or tablet, all the way down to a smartphone or smart watch.

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

With Analytics Cloud, you can access crucial analytics wherever you are. Here are three ways the Analytics Cloud delivers your data to you 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 find the meaning in the massive influx of information. By far the most effective tool in 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.

TAKE ACTION ANYWHERE

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. Analytics Cloud allows you to explore your data and answer any question from any location. Complex analyses that once required complex schemas, and the work of data architects - can now be explored right from your phone.

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's built-in collaboration features make it easy not only to send reports and dashboards, but also to engage team members in active discussion and collaboration around your data, regardless of where your team members are.





CONCLUSION

Each year, Dreamforce serves as a showcase for all the new products and innovations Salesforce develops for its users. While Dreamforce 2014 saw dozens of new announcements and updates, 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.

ANALYTICS DESIGNED FOR THE BUSINESS USER

The Salesforce Analytics Cloud is designed to bring the most powerful analytics tools directly to the people that need it most. No more waiting. No more schemas. No more hardware. Just your data as it was meant to be used.

[Learn more ›](#)



THE CUSTOMER SUCCESS PLATFORM
SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS

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