

Sales and Marketing Discovery with Salesforce.com

Key Benefits

- > Agile, unstructured data search and multi-dimensional navigation significantly reduces time in understanding pipeline and sales activities.
- > Immediate identification of Quality of Care issues and areas of improvement through threshold management, KPI visualizations, and ad hoc search
- > Familiar application interface allows for quick audience adoption and fast time-to-value
- > Rapid answers to "What If" questions
- > Consistent and timely updates of both structured and unstructured data allows analysis of near-real-time information from the ACO and provider locations
- > Gain new insight by integrating additional data sources. Additional data sources may include Back Office systems, critical Call Center logs, Customer Profitability financial information, Project Information, Customer Support tickets, Trade Promotions, and external information such as industry reports and social media.

How can Information Discovery help?

Information Discovery plays a key role in the ability to successfully understand your current pipeline, customer interactions, marketing initiatives, and customer history. An implementation of Oracle Endeca Information Discovery (OEID) facilitates critical analysis of Sales and Marketing information to unlock new and actionable insight.

With Alithya's fast-start implementation of our OEID Salesforce.com integration, you can quickly achieve measurable business value in weeks providing a foundation for a comprehensive Sales and Marketing solution to add additional data beyond just Salesforce.com. We provide a robust solution template that will offers key functionality to accomplish several strategic use cases that incorporate important business requirements.

Sales Analysis

Understand your pipeline like never before. Utilizing the unique capabilities of OEID allows your team to review the sales forecast in any manner from opportunity, ac- count, product, sales team, status, marketing sources, etc. to fully understand the current state of your business.

Marketing Analysis

Easily review all sales activities from any attribute and understand which programs are the most cost-effective. Use a quick and easy interface to understand the effectiveness of corporate Marketing objectives and initiatives.

Salesforce.com Integration

Alithya provides a complete integration with OEID to offer an agile view of the Salesforce.com data using patented OEID technology to search and navigate in ways previously not possible. The integration also includes the ability to update data on regular intervals and link directly to the source records from OEID back into SF.com data including opportunities, accounts, and reports.

Key Features

- > Combines structured & unstructured data from disparate systems
- > Automatically organizes information for search, discovery, and analysis
- > Rapidly assembles easy-to-use analysis applications
- > Connects to all data including unstructured and non-normalized data
- > Provides interactive analytics with in-memory enabled performance

Key Benefits

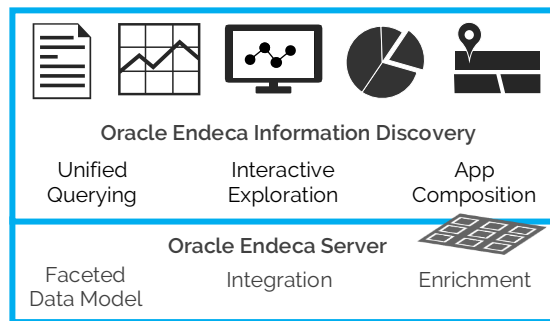
- > Fast access and low cost speed time-to-value
- > Quick start means users are productive immediately
- > A single BI platform for all users helps consolidate analytic investments
- > Timely access to data means greater impact
- > Streamlined operations and reduced burden on IT

What Inhibits You from Becoming More Empowered by Your Data?

Information Discovery is critical to an enterprises Analytics strategy because it empowers organizations to gain insight into various types of disparate data sets that contain both unstructured and structured, previously locked up data. Companies implement BI solutions to become more knowledgeable about their business. Data can provide meaningful insight, but much of it resides in disparate systems buried in unstructured content, external databases, and disjointed applications.

Information Discovery allows business users to gain valuable insight into data by uniting critical data sources so that users have better access to and can find meaningful correlations in data. This insight empowers companies to make more informed decisions, improve business processes, and transform their business

Alithya's OEID Practice has completed large and complex Information Discovery implementations and is highly experienced with all aspects of the process, from proof of concepts and planning to full lifecycle implementations.



Oracle Endeca
Information
Discovery

Advantages of Information Discovery

- > Acquire insight into data by putting the power of analytics into the hands of business users
- > Find meaningful answers to challenging business questions
- > Quickly combine data without costly normalization to build data warehouses
- > Gain a complete Enterprise solution that integrates with OBIEE, leverages your IT investment, and is centrally managed

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