



Cloud9 Pipeline Accelerator

Increase win rates, improve forecast accuracy, and accelerate revenue



“Cloud9 raised our forecast accuracy from 60% to 95%” .

Jon Jung,
sales operations manager, Splunk

Bottom Line

Cloud9 Pipeline Accelerator helps sales teams get more out of their current pipeline to increase win rates, improve forecast accuracy, and accelerate revenue. Based on the concept of “what’s changed”, it gives sales teams visibility that CRM systems simply cannot. The result is unprecedented insight into the sales pipeline that translates into increased revenue.

Cloud9 Pipeline Accelerator is a sales performance management solution designed to improve visibility, analysis, and management of the sales pipeline. Cloud9’s solutions are deployed in the cloud, or software-as-a-service, delivery model. Cloud9 solutions deliver value in less than 24 hours and require no installation, maintenance, or support from the IT department.

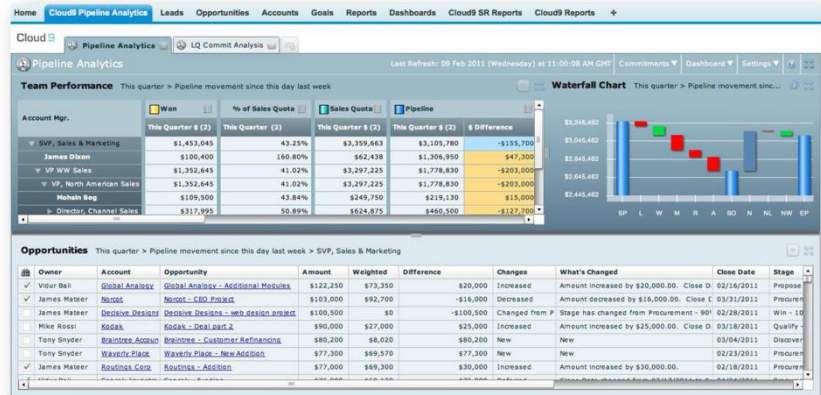
What Companies Cannot Get from CRM

CRM systems provide a key function inside the enterprise – allowing customers to record the contacts and activities of every sales opportunity. They come with a useful collection of reports and dashboards. But recording is not enough. Sales teams must be able to see what has changed in the sales pipeline. They need to understand history to make actionable comparisons. With CRM systems it is impossible to know how deals are progressing or falling apart – and why – if there is no way to compare the pipeline and deals today against where they were a week ago. Or a month ago. Or yesterday morning.

Cloud9 gives sales teams visibility into deal slippage, opportunity upgrades and downgrades, quota attainment, and “what’s changed” information that enables the quick identification of meaningful trends, exceptions, and outliers. Cloud9 Pipeline Accelerator captures all historical data to provide a time-based view of events so sales teams can proactively address risks and new opportunities. The result? Higher win rates. Better forecast accuracy. And increased revenue.

Sales Pipeline Visibility

Cloud9 Pipeline Accelerator helps sales managers visualise change in the pipeline and take action.

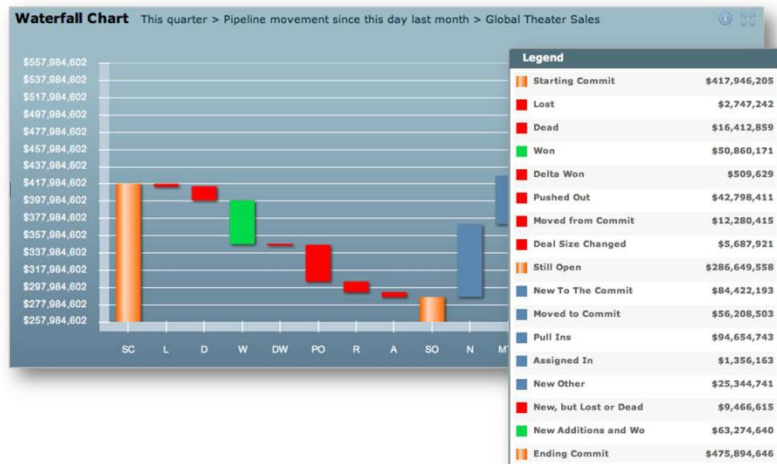


Cloud9 Pipeline Accelerator is designed to seamlessly support virtually any kind of sales hierarchy. In addition to standard LeadMaster role and territory hierarchies, Cloud9 also enables pipeline management for organisations that employ matrixed management, overlay teams, global account teams, product hierarchies, and custom organisational hierarchies – all while preserving security and data visibility rules.

Insight into Changes

Visualise change and reconcile the pipeline.

“Since implementing Cloud9, we’ve seen a 47% increase in closed/won deals and a 74% improvement in pipeline activity”



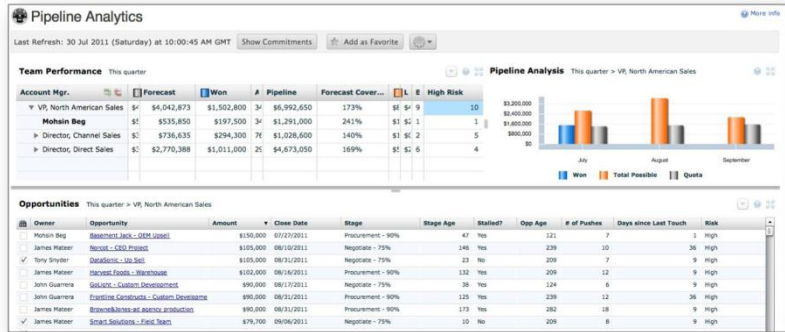
Scott Johnson, sales operations manager, Stanley Black & Decker

Historically, sales teams have been frustrated because CRM systems do not let them see what is changing in their deals over time. Cloud9 allows users, with a simple click on a particular category, to get a list of all the deals that make up that change. With Cloud9 Pipeline Accelerator, sales managers can visualise their pipeline and drill down to the opportunities that comprise each change.

Cloud9 Pipeline Accelerator provides periodic, configurable email updates on “what’s changed” in your pipeline (e.g. new, closed/won, deferred, etc.) with direct links to the opportunity detail. Managers get the information they need the way they want – anytime, anywhere. Cloud9 also offers configurable reports and dashboards that include links back to the underlying data.

Focus on Exceptions to Target the Team’s Actions

Sales teams can quickly identify key information that allows them to focus their attention on risky deals and find out why their status has changed



Cloud9 Pipeline Accelerator gives sales teams immediate visibility into the deals with highest risk – and insight into “why”. For instance, highlighting which deals have stalled, have had too much slippage, have changed stage or close dates too many times, and more. Focusing on exceptions allows sales managers to reprioritise resources on an ongoing basis – not just in a moment of crisis.

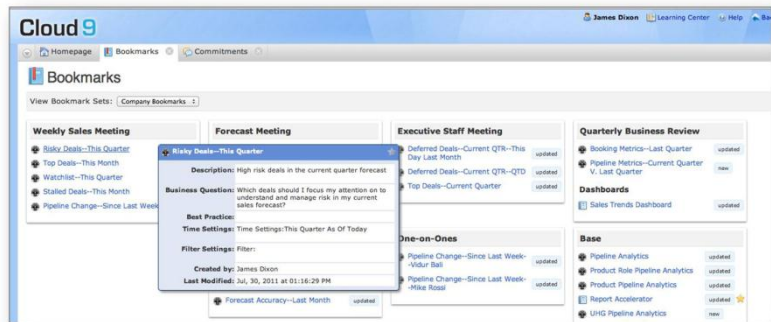
“Cloud9 is a mission critical application”

Jake Hofwegen, vice president, global sales strategy and operations, Websense

Bookmark Actionable Information

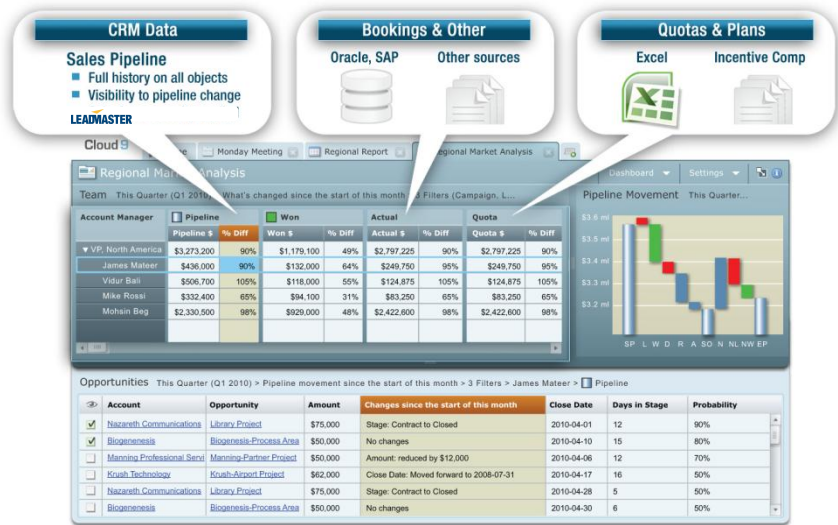
Cloud9 Pipeline Accelerator has a customised home page that quickly shows visibility into changes and exceptions. Cloud9 also allows managers to “bookmark” key reports and views to rapidly access the most actionable information. Cloud9 bookmarks give users answers to frequently asked questions, help identify new opportunities and exceptions, and uncover other insights team members can use to reduce the sales cycle and close deals more quickly.

Bookmark content to match the cadence of events, such as key meetings and business reviews.



Integrate Data from a Variety of Sources

Cloud9 Pipeline Accelerator integrates pipeline data with goals and actuals for a true performance management



The Cloud9 Technology Difference

Cloud9 is built on a robust platform that includes:

- An historical, time-versioned database that records and stores all changes to all CRM data
- Sales analytics that aggregate historical LeadMaster CRM data into meaningful information
- Cloud data extraction technology, which pulls any data needed from the CRM system, actual data from the ERP system, and any other data required such as quota information from compensation systems or spread sheets. Users can import daily, weekly, or monthly versions of data and view them “as of” a specific date.

CONTACT US NOW to complete your CRM suite!

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