



Understand Your Pipeline and Achieve Results



BIRST SALES PERFORMANCE MANAGEMENT

Identify top opportunities, troubleshoot your sales pipeline, and understand how to manage your sales team for outstanding performance.

Quickly and easily create dashboards and reports that give you critical information about:

- **Forecast-to-plan-to-actual** Understand real results by sales person, manager, by region, or product. Compare performance over time, such as quarter-to-date results, year-to-date results, or year-over-year.
- **Pipeline** Understand your pipeline by analyzing it by critical factors such as age, sales stage, or pipeline growth or decline.
- **Performance management** Analyze actual performance to quota by sales rep over time, pipeline growth to actual performance, etc.
- **Proactive troubleshooting** Analyze the state of your pipeline along with actual orders to spot and fix problems, identify sales drivers, and re-allocate resources to your best sales opportunities.

Better Sales Performance with Advanced Analytics

Your CRM data contains a wealth of information on your customers, prospects, and sales operations. Birst helps you to make sense of that information, so that you can make pro-active, fact-based decisions that close more and bigger orders, quickly.

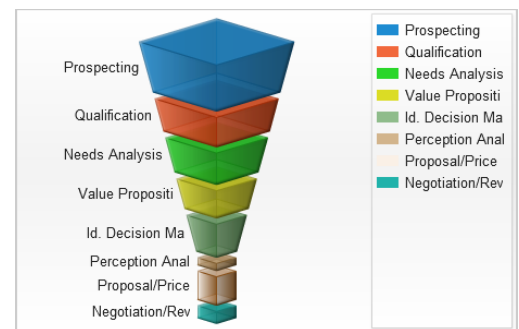
The Birst BI suite integrates with a variety of CRM systems such as Salesforce.com, Microsoft CRM, SalesLogix, Pivotal, Onyx and Sage CRM.

Here are some examples of how leading sales organizations use Birst for sales management.

- **Compare current forecast to plan.** If there's a problem, slice and dice by region, product line or representative to find the reason why and address it.
- **Pipeline benchmarking.** Analyze this quarter's pipeline build against last quarter's or the year-earlier quarter to check if sales velocity is on track.
- **Up-selling opportunities.** Identify which products your current customers already have, and which products similar customers have, to find up-selling opportunities.
- **Marketing performance management.** Analyze marketing and sales results together to identify campaigns that drive the most profitable customers per marketing dollar spent.

"Birst will save us about 40 hours of work per month. That's the amount of time my team currently spends running, exporting, editing, and emailing revenue reports provided by Salesforce.com."

— Jessica White, Executive Director of Sales Operations, The NPD Group



Pipeline funnel analysis.

Only Birst offers a powerful on-demand solution that automates the complexities of sales analytics, so that you can focus on making better informed decisions to drive revenue.

Get started today – no additional IT resources, special hardware, or consultants required.

You don't have to spend millions and work for months to get powerful business intelligence. Birst is available on demand over the internet.

Combine CRM data with information from other key systems including:

finance, marketing and supply chain. Answer strategic questions about financial performance and integrated demand generation by combining data from multiple data sources.

Discover as you go.

Start with Birst's built-in reports and dashboards; to follow a hunch or look at the numbers in a different way, just use the intuitive, ad-hoc reporting area. Birst helps you easily discover critical insights hidden in your data.

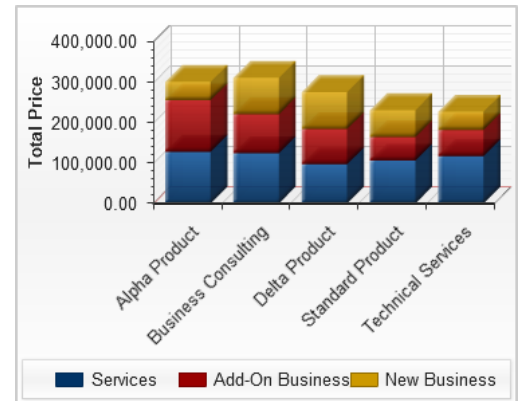
Share reports with co-workers and management.

Want your salesperson in Buffalo or Bangkok to see your reports? Invite your colleagues to your Birst space, where they can view up-to-date reports. Now everyone is "on the same page" and can understand trends impacting the business.

Scale your system from groups to entire companies.

Birst is appropriate for individuals, groups, or the entire company. Birst grows with your needs.

The Birst Team would be happy to discuss with you the impact that better sales insight can have on your business. Contact us today toll free at (866) 940-1496.



Pipeline by product type.

“We needed to go beyond traditional Salesforce CRM reporting...”

*— Sean Wedige
Vice President of Sales Technical Operations, Rackspace Hosting*