To help customers improve their results, Jive works inside companies to power vibrant collaborative networks. Externally, it supports thriving customer communities that dramatically improve service, support, and customer satisfaction.

The Costs of Incomplete Information
As a successful and rapidly growing organization, Jive employs a number of applications to manage its day-to-day business. However, these applications were integrated in terms of transactional workflows, but not in regard to their data. Each lacked strong reporting capabilities and Jive was unable to easily tie together information across applications to gain a complete view of the business.

As a result, onerous reporting processes required that employees download reports that were manually created in Excel each month. A financial analyst might spend an entire day assembling a single report, with little time left over to focus on its meaning. “When we added up the enormous amount of time we spent on reporting and considered the costs of having incomplete information, we realized we needed a solution that could quickly and easily analyze information within and across applications to gain a complete view of the business.

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No SQL Required
As a pioneering provider of cloud-based solutions, Jive well understood the benefits of deploying technology in the Cloud. “We have a very streamlined IT organization and a distributed workforce, and didn’t want to expend resources installing things on desktops and keeping versions up to date,” said Herman. “Considering our requirements, it was obvious that Birst’s cloud-based BI platform would be an excellent fit for our business.”

Additionally, Jive was focused on providing business users with quick, self-service access to the information they need. “We don’t want our decision-makers sitting across from someone in IT, waiting for a report,” said Herman. “When we looked at the ease with which various BI solutions allow business users to construct, maintain, and add new sources to a data model, Birst blew everything else out of the water. It was point and click—no complex SQL required.”

Jive also recognized in Birst™ the values it requires of a long-term partner. Added Herman, “Our introduction to the Birst team was incredibly positive. They were—and are—extremely knowledgeable, diligent, and committed to our long-term success.”

—Monique Herman,
VP Business Operations
Jive Software

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Company: Jive Software
Industry: Software
About: Jive Software (JIVE) is a leader in social business. Its cloud-based platform connects employees, customers, and partners and is a proven system, focused on value use cases, that, according to research performed by a top three global business consultancy firm, increases productivity within companies by up to 15%. By combining the power of cloud, mobile, big data, and proprietary collaboration technologies, Jive is transforming the way work gets done and unleashing productivity, creativity, and innovation for millions of people in many of the world’s largest companies.

www.jivesoftware.com

**Source:** Top three global business consultancy research; December 2012
Key Selection Criteria:

- Quick, easy deployment in the Cloud
- Ability to combine and analyze data from multiple sources
- Rapid, self-service access for business users, without help from IT
- Mobile access to information
- Extensive BI expertise and commitment to customer success

Birst Boosts Impact of Sales Initiatives

In the process of deploying Birst’s BI platform throughout the organization, Jive first focused on sales initiatives due to their significant impact on the company’s continued growth. In support of Jive’s sales efforts, Birst’s intuitive, always-on dashboards are now delivering detailed information that is helping sales representatives to more easily and accurately evaluate sales prospects. Once a promising target is identified, representatives can increase their efficiency and reduce sales cycle time by seamlessly transitioning, with the click of a mouse, from Birst’s dashboards to Salesforce.com.

Jive has also employed Birst to create several dashboards that analyze the organization’s sales pipeline. “We’re gaining phenomenal insight through Birst,” said Herman. “With a better understanding of the behavior and dynamics of our pipeline, we’re able to make more-informed decisions that optimize our use of sales resources.” Using Birst Mobile, Jive is providing its management team with the ability to easily access these dashboards on the go. Users are able to leverage the iPad’s native, touch-screen functionality to flick through charts and tables, filter to information of interest, and drill into reports for more detail. “Birst Mobile is a huge productivity win for our organization,” said Herman. “As our employees travel—or just walk around the office—they’re increasingly migrating their work onto iPads. Birst Mobile ensures that they can still easily collaborate and make quick decisions, with all the information they need at their fingertips.”

—Monique Herman, VP Business Operations
Jive Software
To become familiar with Jive’s solutions, prospects frequently utilize trial accounts. Birst makes it possible for Jive’s sales representatives to view within Salesforce.com the number of times and frequency with which a prospect has logged into a trial account, as well as the activities completed. “With the information provided via Birst, our representatives can decide which prospects to pursue first, and engage much more deeply during the sales process,” said Herman. “Because our representatives can access this information in real-time through Salesforce.com, they’re more efficient and effective and can close more deals, faster.”

Moving forward, Jive will continue to expand its Birst deployment across the organization. The company will extend Birst’s usage analysis to its entire customer base to gain a greater understanding of how organizations are using its solutions. This information will enable Jive to make customer-specific recommendations for optimizing usage and maximizing results. Additionally, Jive will use Birst to analyze inside sales data from its ShoreTel communications system. By determining how sales representatives’ communications with prospects affect deal close rate, Jive will be able to identify outreach behavior that leads to greater inside sales success. And to close the loop on its sales analysis, Jive will analyze revenue-related data from NetSuite, including bookings, billings, and backlog. “Ultimately, Birst will analyze our full lead to cash process,” said Herman. “From leads in Marketo, to opportunities in Salesforce.com, and revenue in NetSuite, Birst will help us to identify opportunities for improvement in efficiency and effectiveness. We’re excited to continue to explore the multitude of ways Birst can help to boost our bottom line.”