



How CRM Analytics Benefits the C-Suite

Before investing in a Business Intelligence tool, it's important to have support from the C-Suite and executives at your organization. Here are 6 selling points of CRM Analytics that can help demonstrate its benefits to the C-Suite at your company.

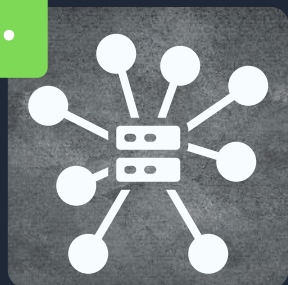
1.



Immediacy

A self-serve analytics tool like CRM Analytics provides the immediacy of a spreadsheet with the governance and transparency of a single source of truth.

2.



Centralized Data

Keeping information in CRM Analytics makes data easier to maintain, providing your org with data that is verified and accurate while ensuring everyone is pulling insights from the same place. This helps with trust, adoption and governance.

3.



Actionable Information

With access to a tool like CRM Analytics, business users are empowered with the information required to answer questions as they arise and make informed decisions in the heat of the moment.

4.



Familiarity

CRM Analytics seamlessly integrates with Salesforce, so users will feel familiar in the environment and admins can leverage the ability to easily embed analytics dashboards directly into Salesforce.

5.



Speed to Insight & Seamless Scaling

CRM Analytics is integrated with Salesforce CRM. As data scales, CRM Analytics automatically increases compute resources for you, reducing the need for manual intervention.

6.



Integrations

Integrate CRM Analytics with an existing Data Warehouse and/or many other tools that are natively supported out of the box so your organization can maximize its existing technology investment.