Dramatically increase sales productivity

Sales analytics and mobile enablement solutions.
Sales Force Automation (SFA) and Customer Relationship Management (CRM) tools, such as Salesforce.com and Microsoft Dynamics CRM, give you basic operational reporting. But basic isn’t enough – you need to do more. You need to deliver analytics that will improve operational performance and increase revenue growth. Advanced analytics and Mobile Sales Enablement Apps make your sales team smarter, more effective, and more productive. MicroStrategy extends and enhances native SFA and CRM reports to open new worlds of analytical insight and power. MicroStrategy makes it easy to:

- Deliver Mobile Sales Enablement (MSE) tools that radically increase sales productivity in the field
- Give every sales person a 360° view of their customers with all relevant data
- Track top and bottom 20% sales performers over rolling quarters
- Predict product sales due to factors such as seasonality
- Map sales regions using geospatial data to graphically view coverage area
- Spot trends in revenue or expense categories that need immediate attention

Bring your sales data to life
Combine data from multiple sources

SFA and CRM data alone is limited. Combining data from SFA and CRM with other sources enables you to create unique insights. Use sales, marketing, and customer support data together in ways that were not possible until now. By integrating SFA and CRM data with other data, such as product and financial data, you can see what products are selling best, where you have holes in your salesperson coverage, and make predictions about future product sales numbers based on seasonality. Answer all of the questions you need to ask in order to be successful.

Seamless integration

Use industry standard ODBC connectivity or manipulate data using Web Services with native MicroStrategy connectors for tools like Salesforce.com. Import a single report with the click of a button to enable slicing-and-dicing. Alternatively, import an entire module to create more complex and dynamic applications. Simply add additional data sources as necessary. All reports and dashboards are seamlessly accessible through MicroStrategy Web or Mobile.
Brilliant, effortless data visualization

Connect instantly to your SFA and CRM data and use our powerful visual data exploration interface to surface new insights and quickly build interactive dashboards. Start slicing and dicing with just a click to begin spotting outliers and trends. A convenient, graphical user interface lets you interact with and change visualizations effortlessly. Visualizations include sophisticated heat maps, popular line and bar charts, and interactive advanced visualizations.

Integrated mapping enables easy analysis of geospatial data. Drill directly from a visualization to more detailed information. Investigate and analyze the data further by defining new metric calculations, zooming into details with filters, and color-coding the results with thresholds. Create multiple visualizations to get additional insights and perspectives that enhance data comprehension. Combine your findings into a dashboard you can save and share with your colleagues.

“...Our sales reps only have a short 15 minutes with their clients and they need to use all this time for their visit; they can’t waste time waiting for technology or information. The MicroStrategy sales app is very easy to use and provides quick access to all the data they need to customize a conversation with a client, even if they don’t have network connectivity.”

– François Tricot, CIO, Ceva Santé Animale
Easy-to-use advanced analytics

SFA and CRM systems don’t provide advanced analytics, limiting the value of your data. MicroStrategy’s data mining, statistical, and predictive analytic capabilities deliver correlation and trend analysis as well as financial analysis and projections. Enhance the usability of your data to more accurately predict performance, proactively identify pipeline or sales rep issues, and easily spot market trends. True OLAP slice-and-dice functionality enables thoughtful analysis of data down to the transaction level. MicroStrategy’s optimized query engine and in-memory cubes deliver high-speed advanced analytical capabilities.

Mobile analytics

SFA and CRM mobile tools are limited to providing the same simple operational reports as Salesforce.com. Take your analytics on-the-go via MicroStrategy’s innovative mobile apps.

MicroStrategy Mobile extends all of your SFA and CRM data, analytics, reports, and dashboards and places them at your fingertips with intuitive native iOS and Android apps. Interactive, device-specific visualizations enhance the mobile experience and provide users the best possible format to view and consume data.

Rapid results with Cloud

MicroStrategy Cloud provides world-class Business Intelligence and mobile apps without the need for hardware or software. Implementing superior information-driven apps has never been faster or easier. Now you can focus on sales pipelines, forecasts, and customer interactions, not maintaining IT systems.

Simple, subscription-based pricing lets you quickly and easily deliver mobile apps, dashboards, and the reports you need to answer all of your questions without the up-front investments in setup and infrastructure.
Powerful Mobile Sales Enablement apps

Go beyond analytics to revolutionize how you sell

Build powerful Mobile Sales Enablement (MSE) apps by integrating various data sources and including access to multimedia content such as presentations, videos, and other sales collateral. MSE apps on tablets and smartphones drive spontaneous, interactive information exchange between your sales reps and their customers. Sales reps prepare and know what they need to know, when they need to know it. With on-the-go processing, sales reps can update account information or forecasts, create sales quotes, and log meeting activities; they never wait until the end day to catch up administrative tasks. Armed with these tools, MicroStrategy enables a smarter and more effective sales team that outperforms the rest.

Don’t have sales reps scramble to download the latest information and content five minutes before their next meeting. Push out updates on a scheduled basis at time when devices typically have connectivity.

Provide on-line and off-line access to:

- Product Information – Arm sales reps with the latest multimedia sales collateral
- 360° customer view incorporating data and analytics from internal and external systems – Know your customers inside and out
- Market and Competitive Intel – be smarter about the competitive landscape and changes in market conditions
Our MicroStrategy Mobile app is a game changer for our business. With MicroStrategy, AutoTrader.com executives have the ability to tap their iPad devices and track the performance of the company’s top producers instantly, and by glancing at up-to-date sales information, our sales force can engage in meaningful conversations with member auto dealers.”

– James Tom, Regional Director, AutoTrader.com
In sales, vintage is not always trendy.

Yesterday

Static schedules
Passive preparation was part of the daily grind. Navigating through various spreadsheets with client names, phone numbers, and addresses, you prepared rigid daily schedules far in advance. Cancelled meeting? You probably shrugged it off and there went the day’s productivity.

Weighed down and limited
For every meeting, you lugged around a briefcase overflowing with outdated collateral in case your prospect had marginal interest in one of your company’s many solutions. In another bag, you carried around a heavy laptop that was expensive, a tech support burden, and a virus incubator that took forever to boot up.

Cookie-cutter presentations
Every presentation held the same structure and flow. You spent hours preparing, but the general background research conducted lacked the depth to address personalized business needs of clients. “Death by Powerpoint” claimed many clients—too many.

Files, files, and more files
You logged information in spreadsheets, SFA, or CRM tools. Folders and zip files scattered your screen. Instead of selling, you spent 80% of your day trying to organize files or searching for buried information.

Today

Optimized, flexible course of action
Advanced analytics inform you how to spend your time. When customers invariably cause daily fire drills, you can adapt. Know which deals or customers you should spend time on. Powerful mobile apps allow you to make productive, strategic decisions while working in the field.

Mobile and boundless
A tablet is all you need to achieve maximum productivity. On your mobile app, you always have access to critical sales tools, regardless of connectivity. Client information, multimedia collateral, and data exploration are at your fingertips. Free up your evenings by staying caught up on administrative work as you go about your day.

Personalized conversations
You enter meetings nimble, fully-prepared, and ready to counter any left-turns. Bring on spontaneity and interaction! Don’t play guessing games; leverage real insights for personalized conversations. No more “I’ll get back to you” statements. Respond to questions and close deals now, not later.

Insights mean business
Sales enablement apps streamline your workflow. Intuitive and visually-pleasing, apps highlight critical information that help you attend to customers more carefully and intelligently. Being a salesperson never felt so efficient and elegant.

One thing hasn’t changed in the life of a salesperson—the need to be social, personable, and an expert on customer needs. Successful selling requires engagement with prospective clients and a deep understanding of their pain points. The salesperson of tomorrow is here today. With advanced analytics and mobile sales enablement apps, we’ve reinvented the sales process so your salespeople can extract more value out of your SFA/CRM investment. Learn how MicroStrategy can turbocharge sales productivity for your organization.