



Strategic Thinking

New Business Models for Tech Success

Cloud9 Analytics Provides Performance Management Solutions for the Front Office

Software-as-a-Service Solution Enables Front-Line Managers to Gain Greater Insight into Ongoing Operations to Achieve Goals

Opening Thoughts

The software-as-a-service (SaaS) model is gaining broad-based acceptance among organizations of all sizes, because these 'on-demand' alternatives not only overcome the costs and complexities of traditional enterprise applications, but also deliver added functionality which translates into new forms of value.

One of the particularly exciting segments of the SaaS market is performance management solutions. While there is a plethora of SaaS-based business intelligence and reporting tools available in the market, a new breed of more sophisticated, SaaS-based performance management applications promises to give a broader array of functionality, giving managers greater control over day-to-day operations so they can focus resources on optimal revenue-generating activities.

Traditional business intelligence systems took a top-down approach to generate analytics primarily geared toward meeting the needs of corporate executives rather than front-line managers. These traditional business intelligence systems entailed costly and cumbersome reports and dashboards which took months to deploy and could only be used by a select few within the organization. As a result, most organizations have been disappointed with the limited benefits they've derived from their traditional business intelligence systems and the higher than anticipated costs associated with them. These inefficiencies can no longer be tolerated in today's demanding environment.

This profile will examine how Cloud9 Analytics (www.cloud9analytics.com) is leveraging a more powerful and flexible data management architecture to change the way organizations utilize performance management solutions. It will also review the company's unique approach and the measurable business benefits it is delivering to its customers.

Cloud9 Analytics' Front-Office Oriented Performance Management Solutions

Cloud9 Analytics provides SaaS performance management applications for customer-facing front office functions such as sales, operations, marketing, services and support. The company's solutions help companies optimize revenue opportunities and manage their operating costs by providing real-time visibility into key management processes on an ongoing basis, such as managing the sales pipeline or forecast.

Traditional corporate performance management (CPM) vendors, such as Hyperion, and a new generation of SaaS-based CPM vendors, like Host Analytics and Adaptive Planning, deliver solutions which track back office functions such as budgeting, planning and consolidation. Cloud9 Analytics provides performance management solutions to support the day-to-day needs of front-line managers.

The company has initially focused its attention on the management processes associated with sales pipeline management, forecasting, territory planning and assignment. The Cloud9 Analytics solution gives sales managers, as well as corporate executives, configurable applications which automate the sales management process. It helps the managers set goals, monitor day-to-day

Cloud9 Analytics is leveraging a more powerful and flexible data management architecture to change the way organizations utilize performance management solutions.

Cloud9 Analytics' Pipeline Accelerator Suite is a perfect example of how today's leading SaaS solutions deliver rapid business value.

execution, manage exceptions, benchmark patterns, collaborate and re-set goals wherever necessary in a single, consistent and flexible view. Cloud9 Analytics is able to generate this information because it utilizes an automated data warehouse which captures and maintains the full history of every CRM object, and external sources. The analytics engine detects and highlights performance outliers, and leverages existing records of named users, roles, territories, sharing rules, hierarchies, fiscal calendars, currencies, etc. This eliminates the manual record-keeping processes which can be inefficient, inaccurate and costly.

Cloud9 Analytics' flagship solution is the **Pipeline Accelerator Suite** which gives sales managers "dynamic pipeline management" applications, report automation, and pipeline management best practices. Unlike the static reports generated by typical business intelligence systems, the Cloud9 Pipeline Accelerator Suite gives sales managers and their superiors complete sales pipeline visibility anytime-anywhere, and real-time "what's changed" information to improve forecast accuracy, increase win rates and encourage greater CRM adoption. The Pipeline Accelerator Suite also includes a report and dashboard delivery service, and permits mobile watch lists on any browser-enabled device so users can track activity and changes real-time.

The Suite is fully integrated with salesforce.com, and appears as a tab inside the Salesforce CRM application. As a result, it automatically inherits the hierarchy, security and administrative settings from Salesforce. This enables users to more easily deploy the Suite and quickly generate value from the solution. The Suite will also be integrated with Oracle CRM On-Demand in the coming months.

Covad Communications is an example of the measurable business benefits customers are experiencing with Cloud9 Analytics' solutions.. Covad wanted to reduce the amount of time quota-carrying sales managers were spending on sales reporting. In order to achieve this objective, Covad needed to standardize on salesforce.com across its business groups and implement a focused solution selling methodology. Covad deployed Cloud9 Pipeline Accelerator to automate sales reporting. As a result, Covad's sales managers have saved more than 80 hours per month in sales reporting time so they can now spend more time selling and coaching their teams.

It is for these reasons that Cloud9 Analytics was recently named a **Best of SaaS Showplace (BoSS) Award** winner. As a result of these measurable business benefits, Cloud9 Analytics' solution has also attracted over eighty (80) corporate customers, and the company is adding 5-10 new customers a month.

Strategic Thoughts

One of the myths about today's SaaS solutions is that they are simply less sophisticated, online versions of legacy applications. The truth is that many are more robust and flexible to meet the escalating challenges of today's increasingly tough business climate.

Cloud Analytics' Pipeline Accelerator Suite is a perfect example of the powerful capabilities of the leading SaaS solutions and the rapid business value they deliver.

However, Cloud Analytics' core technology is also extensible, giving it a 'platform' capability which can be configured to meet a broader set of front-office requirements. This will not only permit the company to expand its own solution portfolio, but also enables it to develop a partner strategy which can leverage third-party developers and value-added resellers (VARs) to address additional customer requirements.

About THINKstrategies, Inc.

THINKstrategies, Inc.® is the only strategic consulting services company formed specifically to address the unprecedented business challenges facing IT managers, solutions providers and investors today as the technology industry shifts toward a services orientation. THINKstrategies helps enterprise decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and VCs with their investment strategies. THINKstrategies is also the founder of the SaaS Showplace, the largest and highest ranked, vendor-independent, online directory and resource center of industry best practices in the SaaS market. For more information, visit www.thinkstrategies.com, or info@thinkstrategies.com.