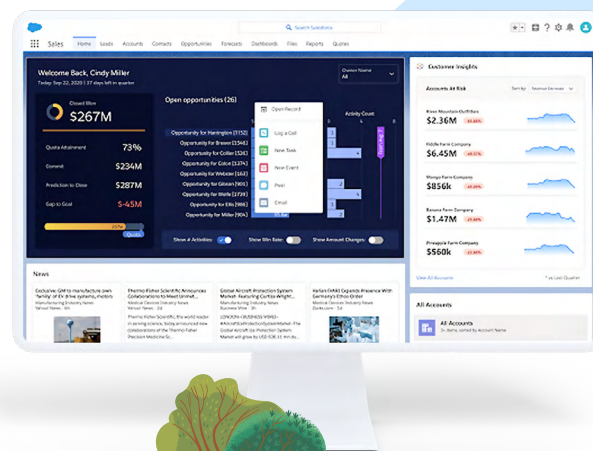


CRM Analytics

Intelligent experience built for the world's #1 CRM

Your organization is sitting on massive amounts of data, but what good is data if you can't harness it and put it at the center of every customer interaction? Today, Salesforce CRM users spend hours in operational reports and dashboards or toggling between point solutions to get the insights they need. By the time they find the answer they're looking for, they're completely out of their flow of work. Organizations need data-driven insights at their fingertips to run their business effectively.

CRM Analytics makes it easy to discover the full story of your data and gain actionable insights and AI-powered predictions right within your Salesforce workflow to efficiently deliver better business results.

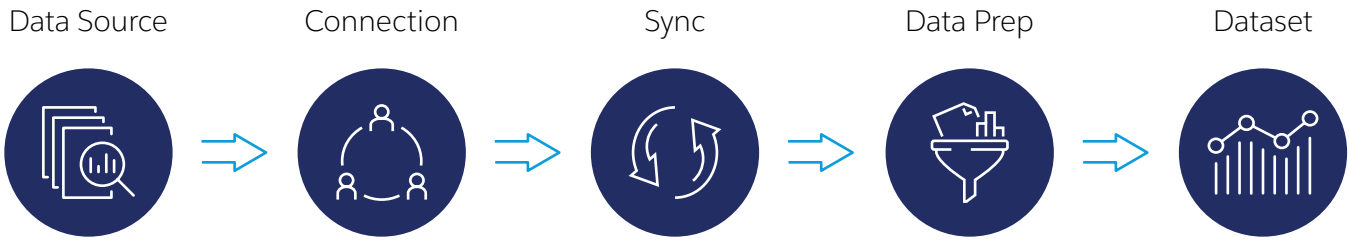


Why CRM Analytics?

- 1 Native to the Salesforce workflow**
 CRM Analytics allows you to easily embed insights, predictions, and recommendations right where you work, whether that's on your homepage within your Sales or Service console, or on the Salesforce pages in which you live – like accounts, opportunities, or cases. With the action framework, you can act right at the point of insight – saving time and driving results fast.
- 2 Infused with Transparent AI**
 Uncover patterns, trends, and correlations automatically by easily combining your Salesforce and external data. Embed these predictive and prescriptive insights everywhere you work - in Salesforce and Slack. With model evaluations and clear explanations behind every prediction, your team can confidently use machine learning to accelerate decision making.
- 3 Trust you can expect from Salesforce**
 Because CRM Analytics is built natively in Salesforce, it has the speed and security you've come to expect. Integrated Salesforce role and hierarchy permissions makes security and user management easy, so there's no need for additional SSO or logins.
- 4 Backed by Trailblazer Community**
 More than a million Trailblazers stand ready to support you with every step you take to develop your data skills. Nurture powerful connections and learn how to do things with data that you never imagined possible.



Key Capabilities

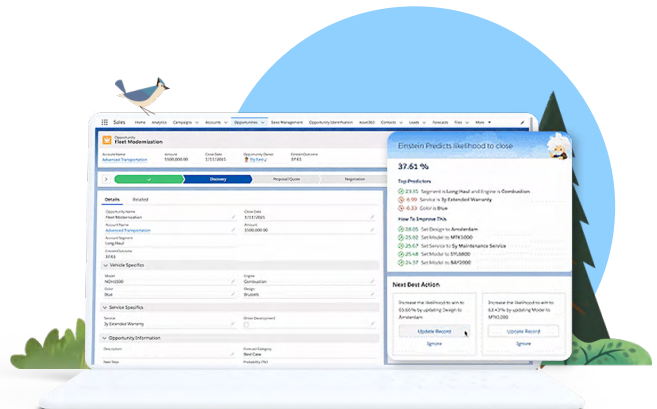


Connect and Manage All Data

CRM Analytics data platform comes with 50+ native connectors to sync and query Salesforce and third-party data sources. Then, you can cleanse and enrich data to create a unified dataset ready for analysis. Direct Data Connectors allow you to query data sources directly, without moving any data, for real-time insights.

Fast Start Department & Industry Templates

Analytics templated and prebuilt apps from Salesforce speed your organization’s time-to-value. Apps come with best-practice datasets and KPIs your team can use out of the box or customize to meet your unique business requirements. Additionally, companies using Financial Services Cloud, Manufacturing Cloud, Consumer Goods Cloud, Communications and Health Cloud can leverage industry-specific dashboards and KPIs.



Line of Business Templates



Sales
 Revenue Insights
 (exclusive to Revenue Intelligence)
 Pipeline Analytics
 Sales Analytics



Service
 Service Analytics
 Field Service Analytics



Marketing
 Campaign Analytics
 B2B Marketing Analytics



Commerce
 B2B Commerce Analytics

and many more!

Industry Templates



Financial Services

Wealth Management Analytics
Corporate and Investment
Banking Analytics
Insurance Analytics



Healthcare & Life Sciences

Healthcare Analytics
Salesforce Analytics for Veeva Template



Communications

Business Communications Analytics
Consumer Communications Analytics



Manufacturing

Manufacturing Analytics



Public Sector

Public Sector Analytics

and many more!



Transparent, No-code AI

AI technology powered by Einstein Discovery helps you find insights quickly all with no-code machine learning. CRM users can ask key questions such as “what is happening,” “why is it happening,” “what could happen,” and “what can I do about it.” Additionally, Einstein Prediction Builder enables you to build custom predictions on any Salesforce object without writing a single line of code.

Simple Deployment and Scale

Whether you’re looking for traditional visualizations or augmented analytics with machine learning, CRM Analytics powers every Salesforce user with one technology stack. Deployment is fully integrated with Salesforce CRM administration and setup tools that help you scale performance in the cloud as your CRM data load and user base expands. Every org comes with 10B rows of data as a standard and complex queries execute quickly across all internal and external data.

LEARN MORE ABOUT THESE CAPABILITIES AND MORE FOR YOUR SALESFORCE ORG – CONTACT YOUR ACCOUNT EXECUTIVE TODAY.

LEARN MORE