

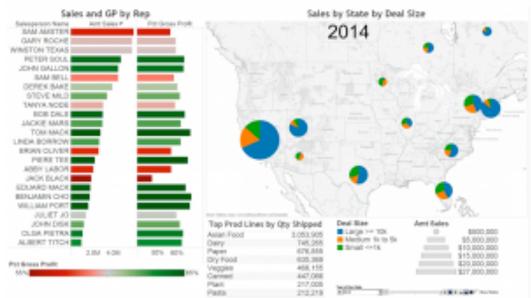
## Marketing



You've got departments hungry for insightful data. We've got easy-to-use solutions to feed every one of them. Wherever your company has a need, we've got a solution. Solutions that are easy to use and flexible enough to fit any organization. And to get started, the complete DataSelf BI solution comes with 2,000-plus must-have reports and KPIs predefined – how's that as a starting point?

### Sales Analysis

Tough times? Focus on smarter sales! See at a glance who's buying what, where you're making the most profit, which products or customers are declining or growing the most, which customers are no longer buying, and lots of other insights. The solution is so easy to use that sales people can slice and dice sales data on the fly. Our 500-plus report and KPI templates for sales analysis make it cinch to form a tight fit, no matter how unusual your operations. It's a managers' dream.



### CRM Analysis

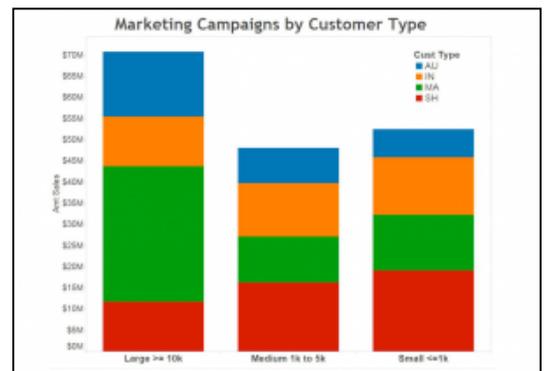
DataSelf BI combines the CRM data for a broader viewpoint. For instance, a rep can see sales history, tech-support history and open opportunities for a client on a single report. Or a tech support rep can prioritize cases based on the client history and open opportunities. This 360-degree view helps you make the most of your resources where it matters most.

### Sales Forecasting / Projection

No crystal ball? Our sales forecasting module works better. Set the system to forecast any combination of sales parameters, such as salesperson, customer and product. Base your forecasts on a wide range of rules such as past sales, open sales orders, data from customer or salesperson expectations. Or mix them up. Just try that on a crystal ball.

### Customer Loyalty

How many companies really do a good job managing customer loyalty? Understanding loyalty trends may not be simple or obvious. Our loyalty module tracks it for you by gross profitability, relationship profitability (non-COGS costs), advancing and declining customers, average sales declines, top decline, average amount per sale, number and type of transactions, size of transactions, and other metrics.





## **Sales Budgeting**

Budgeting sales is usually a time consuming and error prone process. DataSelf BI helps by automating several of the repetitive tasks. It provides easy historical and current analysis, and breaks down forecasts by periods and account segments at the click of a mouse. Flexible security limits managers to see and update only their own budget.

## **Consolidation and Data Integration**

Do you need to integrate data from several data sources for analysis? DataSelf BI can do it for you. You may have a multi-company environment or other business applications. DataSelf BI will provide you with a user-friendly and single place for all your reporting needs.

## **Multi-Currency**

Feeling lonely? No wonder. Mid-size applications usually provide only limited support for multi-currency frameworks. DataSelf BI can significantly improve the reporting of your multi-currency environment.

## **The Uniqueness of Your Needs**

This is all a great start! However, all modules can be adapted to your specific needs. On average, 70% to 100% of non-technical users can adapt report templates and KPIs without technical help—faster than it takes to eat a donut.