

Optimizing Insight for Salesforce.com

One click | one view | total insight

"Fractal Maps ensure that we can quickly focus our sales team on the right activities and opportunities."

Head of UK Financial Services Sales, Sybase

"Fractal Maps are invaluable in providing both our senior management and sales teams with instant insight on our sales data; facilitating effective account strategies and business development planning."

Business Development Director, Business Optix

"Our customers can see immediately how both their whole sales force or individual reps are performing against key metrics such as market share, growth and sales versus targets."

Director, Data Intelligence

By using a CRM system such as Salesforce.com you have taken a vital step in automating your sales and marketing processes. However, are you able to identify how efficient your sales functions are and whether they are focusing on the right opportunities?

Solution

Fractal Maps are fully integrated with your Salesforce.com database and allow you to view in one simple click all of your sales data. By presenting the breadth and depth of this data in one simple picture with intuitive guided navigation, Fractal Maps help ensure that you focus on the right opportunities and activities. Pipeline management issues are quickly highlighted and revenue gaps are identified. Fractal Maps are quick and easy to deploy; we can have you up and running in a matter of hours.

Advanced Visualisation

Fractal Maps display large amounts of fast-moving data, condensing 100s of traditional reports and dashboard components into one simple screen. highlighting values Bv key and providing instant visual representation of sales team strategies, you can and confidently focus quickly on emerging sales opportunities and pipeline issues.

Benefits

- Improve sales team efficiency 10x faster analysis and navigation of sales data
- Communicate and coordinate more efficiently – make individuals' activities more transparent and highlight hidden interrelationships
- Improve pipeline and activity management – respond to trends and blips when it counts
- Eliminate data quality issues quickly spot and correct out-of-date or inconsistent data

Services

A Fractal Map showing opportunity revenues and probabilities across a range of accounts. A management overview and a practice leader's view are both shown.

