

# Analytics

## Business Benefits

**Chart your business performance:** Get valuable insight into your business performance using advanced data visualization techniques that pull information from across the organization onto a single page.

**Generate actionable intelligence:** Make more sense of the huge information base with smart dashboards that process data to make it more meaningful.

**Identify and eliminate bottlenecks:** Utilize sophisticated graphics to identify the bottlenecks. Understand their causes using extensive drill down techniques that detail information to record level.

**Spot market trends:** Employ advance dashboards to analyze present & historical data, identify trends, market directions and use the knowledge to gain strategic advantages.

**Take informed decisions:** Use Interactive dashboards to understand the hidden drivers of your business performance. Base your decisions on hard facts readily available through reports and dashboards.

**Identify potential problems:** Pick potential problems in their early stages to enable corrective measures. Drive success by charting progress in real time and meet your objectives.

## Key Features

**Multidimensional Analysis:** CRMnext is the only hosted CRM to offer interactive multidimensional analyses based on four axes (time, territory, product and team) traditionally offered only by expensive third party OLAP analytical solutions.

**Interactive Dashboards:** Analyze your business with a host of pre-built interactive dashboards like:

- Company Overview
- Pipeline Analysis
- Sales Effectiveness Analysis
- Product Performance Analysis
- Territory Sales Analysis
- Team Performance Analysis
- Competition Analysis
- Service Analysis
- Customer Analysis

**Built-in Analytics:** Most overview pages come with relevant built-in analytics that offer drill down capabilities to the record level. Now analyze your performance on a daily basis as you interact with the system.

**Reports on demand:** Choose from over 96 pre built reports offering more than 620 unique analyses. You can even build your own custom reports in minutes using the "report builder". This easy to use visual report designer enables you to construct complex reports without any IT or engineering support.

**Data Warehousing:** CRMnext has been designed with extensive data warehousing capabilities to enable you to perform historical and comparative data analysis.