



Delivering embedded SAP Analytics where you need it most...
inside Salesforce.

When standard Salesforce[®] reporting just isn't enough, leverage the power of your SAP[®] Analytics Suite

Are you working in multiple applications to pull the sales, marketing or financial data needed to gain a 360° view of your customers?

Are the limitations of Salesforce reporting forcing you to download data to other tools for analysis?

Is your investment in SAP[®] BusinessObjects[™], SAP Lumira[®] and SAP Business Warehouse untapped by your Salesforce user community?

While standard Salesforce reporting allows for simple reports and graphs, the power and flexibility of your SAP analytics suite truly unlocks the value of this data. Using SAP BusinessObjects, you can create custom analytics, leverage a wide array of interactive charts and graphs, and even link back to detailed records within Salesforce.com[®] for real-time visibility.

The power of SAP Analytics really shines when accessing the broader set of information required to achieve a 360° view of your customers. Multiple data sources, such as revenue, payment history and market information are needed for a clear understanding of your customer. With SAP Analytics, consolidating these sources and providing visual insights is easy! And it gives you the answers needed to take action quickly.

With an integrated Salesforce.com and BusinessObjects solution, you will be able to answer questions such as:

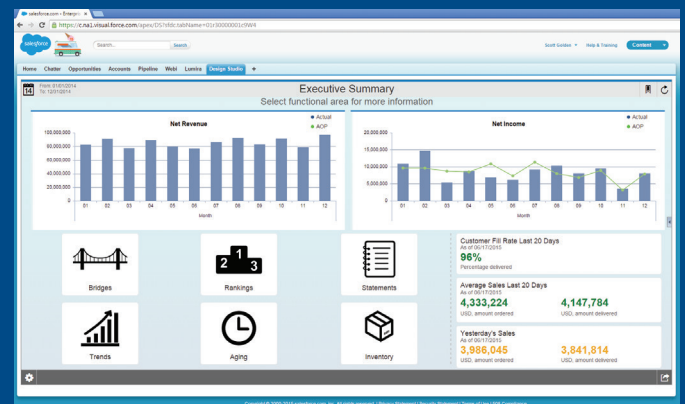
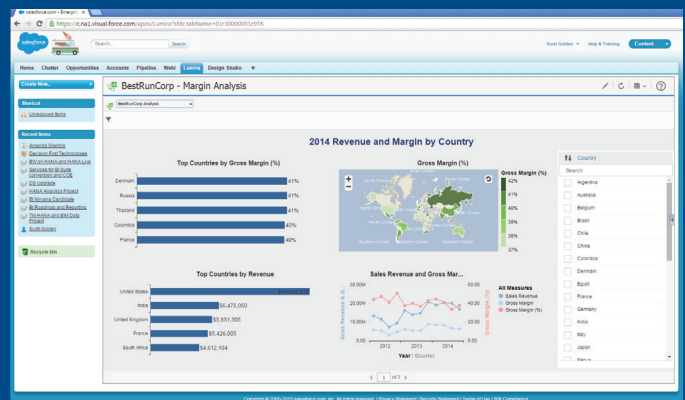
- What is my backlog for this customer?
- What is the payment history of this customer?
- What actual SKUs did this customer purchase over the past three months?
- How is this customer performing vs. budget and plan?
- How are my competitors performing with this client, industry or region?
- What is this customer's Net Promoter Score?

By alleviating the need to access multiple business applications, you become more productive, and you get answers 'in context' with no need for interpretation or data manipulation.

DFT's Salesforce[®] Connect for SAP Analytics[™] unlocks the value of your Salesforce data.

Salesforce Connect seamlessly integrates SAP Analytics into your Salesforce.com platform. No more exiting one application to access another. With Salesforce Connect, you can interact with SAP Analytics content in many ways:

- As a standalone tab within Salesforce
- As embedded reports within Account, Opportunity or other standard pages
- As embeded 'Report Parts' such as charts, graphs and tag clouds to provide Salesforce users with insight never before possible.



Give DFT a call and let us deliver embedded SAP Analytics for you.

Call 866.569.1150 or Email: sales@decisionfirst.com

Salesforce Connect puts the power of *RELEVANT* sales analytics at your fingertips.

Salesforce Connect lets you mash-up, merge and view data from SAP Lumira®, SAP® Crystal Reports®, SAP BusinessObjects Dashboards, SAP® BusinessObjects™ Web Intelligence® and more.

You can deliver interactive reports and visualizations that easily adapt to business changes and drill down requests. And you can monitor Key Performance Indicators (KPI) that improve your sales process and performance. This data can also be accessed right from your computer or mobile device.

This solution is not simply viewing SAP Analytics in Salesforce, but it is a true bi-directional integration that enables you to view, update and refresh information on the fly and in real-time. Never again will your CRM system and SAP data be out of sync due to nightly reports and data extracts.

Combining SAP Analytics with Salesforce.com provides a critical component to your sales strategy, pipeline development, account management and KPI evaluation that does not exist with standard Salesforce reporting and analysis. It gives you a holistic view of your sales performance including accounts, pipeline and prospects, but it is flexible enough to drill down to the detailed level when you need specific information.

With embedded SAP Analytics, you will always know where you stand in the sales process. No more waiting until the end of the month or quarter when it is too late. You will be able to evaluate KPIs and adjust activities as needed to ensure sales performance.

Why waste time and money with custom report development that still doesn't give you access to the data you need or provide it in a visual format. We eliminate the complexity of embedding SAP Analytics into Salesforce.com and open up a world of productivity, flexibility and relevancy like never before.

Salesforce Connect for SAP Analytics

Access, view, update and refresh SAP BusinessObjects developed content within Salesforce.com

Includes content developed against Salesforce and non-Salesforce data

Integrate specific report/visualization content into existing Salesforce tabs or pages

Deliver visibility via KPIs that drive your Sales and Marketing activities

Leverage your current investment in SAP BusinessObjects and SAP Lumira

Single sign-on to SAP BusinessObjects from Salesforce.com providing robust security

Give DFT a call and let us deliver embedded SAP Analytics for you.

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