

# DECIPHER

Converting Data Into Knowledge

## The leader in Sales Pipeline-to-Profitability (P2P) analytics

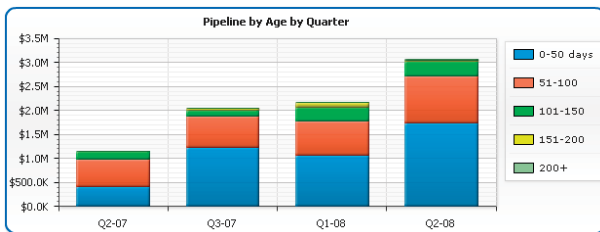
Decipher business intelligence solutions provide a panoramic view of your sales performance. Decipher analytics are easy to use, offer immediate value, and require minimal investment by leveraging your existing systems and data sources.

**Decipher analytics is a Software as a Service (SaaS) solution.** It can be deployed rapidly without the issues or costs of installing and maintaining hardware and software on your premises.

In today's economic environment, the need for better business intelligence to support performance management is especially critical. The ability to optimize the **sales pipeline** can often mean the difference between an organization's success or failure.

**DECIPHER** analytics measure 3 key business areas:

- Sales Performance
- Order Fulfillment
- Profitability Analysis



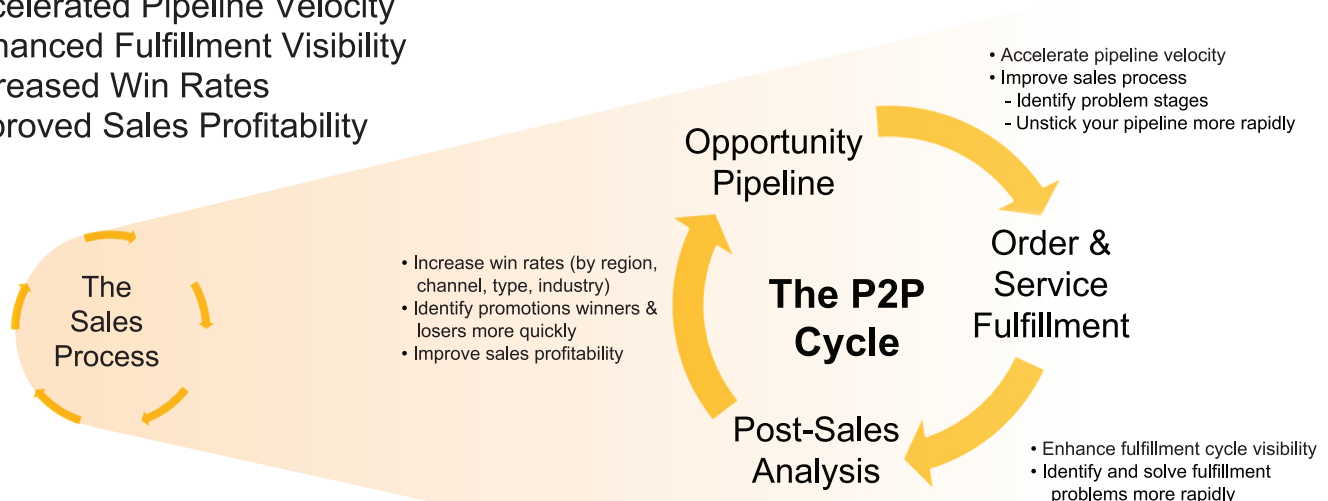
DecipherTech is a certified Salesforce.com application exchange partner



- Seamless integration into your Salesforce main page
- One-click access to key metrics
- Analytics embedded into standard Salesforce dashboards
- Real time analytics & historical trending

**DECIPHER** benefits include:

- Accelerated Pipeline Velocity
- Enhanced Fulfillment Visibility
- Increased Win Rates
- Improved Sales Profitability



"Through 2010, on average, enterprises will miss the equivalent of 10% of total annual sales in 'lost opportunity' revenue that could have been captured as a result of better visibility on sales activities."  
Michael Dunne, "Sales Analytics", Gartner Group, Sept. 2006

**DECIPHERTECH**

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