

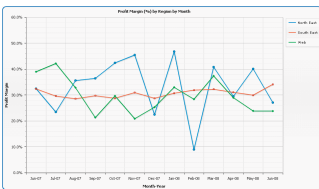


Solutions for Executive Management

Over one million companies have taken the first step towards improving their **Sales Pipeline-to-Profitability (P2P) Cycle** through the use of CRM solutions. Adding Decipher's business intelligence analytics provides the next logical step by leveraging your existing data to further enhance sales performance.

The success of any business depends upon the **profitable acquisition of new customers**. The ability to optimize the sales pipeline can often mean the difference between an organization's success or failure.

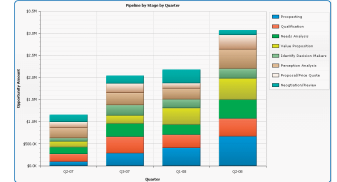
Decipher's business intelligence solutions provide current visibility and historical insight into your sales pipeline to help **drive revenue growth** and **increase profitability**.



Profit Margin (%) by Rep by Year

Decipher provides **Sales Effectiveness** and **Revenue analytics** to improve contact rate, sales yield, win/loss status, revenue concentration and average selling price.

Decipher's **Pipeline analytics** help you understand the health of your pipeline and increase velocity, reduce leakage, and improve lead source quality.



Pipeline by Stage by Quarter

DECIPHER analytics empower Executive Management. Our business intelligence solutions are easy to use, offer immediate value, and require minimal investment. Conventional CRM applications capture transactional information and present snapshots of your current sales pipeline, but they only provide half of the information you need to make the best decisions. Adding Decipher analytics provides the critical elements that help you understand **why things are happening** to optimize your sales performance and improve bottom line results.



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



- **Increase Revenue & Reduce Risk:** Focus efforts on top margin and highest confidence prospects based on historical sales performance and relevant customer demographics.
- **Reduce Costs:** Dislodge stuck opportunities and stop wasting efforts on dead ones.
- **Make Better Decisions Faster:** Reinforce positive trends and correct negative drift in your sales execution.
- **Enhance Performance:** Track Sales Rep results including by time, pipeline stage, prospect types, sales, profit, and profit margin.