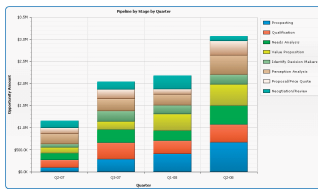


Solutions for Sales Managers

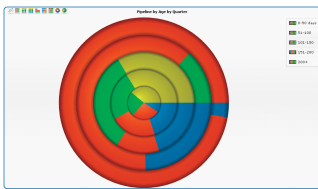
Decipher's sales analytics provide a panoramic view of your sales performance. Decipher empowers your CRM system with current & historical analytics to improve your **Sales Pipeline-to-Profitability (P2P) Cycle** and enhance sales results.

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 help you accurately analyze sales performance to **increase revenue, minimize risk, and reduce the cost of sales.**

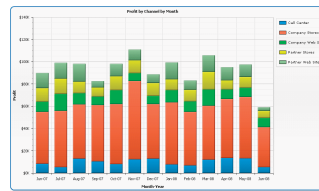


■ Pipeline by Stage by Quarter

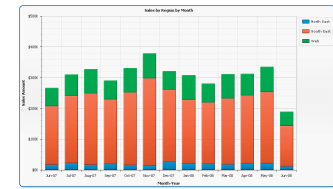


■ Pipeline by Age by Quarter

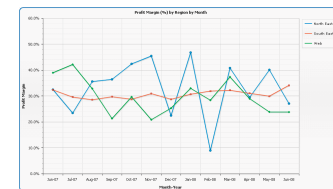
DECIPHER analytics measure over 30 key business metrics including:



■ Wins by Industry by Month



■ Sales by Region by Month



■ Profit Margin (%) by Rep by Month

DECIPHER analytics are built for the Sales Manager. Our business intelligence solutions are easy to use, offer immediate value, and require minimal investment. Adding Decipher analytics provides the critical elements you need to track sales activities over time, understand why things are happening, and **optimize your sales performance** to improve bottom line results.

- **Increase Revenue:** Focus efforts on top margin and highest confidence prospects.
- **Minimize Risk:** Identify and target your best prospects based on customer demographics and historical sales performance.
- **Reduce Costs:** Dislodge stuck opportunities and stop wasting efforts on dead ones.
- **Better Manage your Sales Organization:** 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.



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

