

# Get your digital crystal ball here

Information is knowledge, and knowledge is power. You can use that power to gain a market competitive advantage.

**Identify and develop new opportunities by transforming raw data into meaningful and useful information. CGI can, using Salesforce, help you to gain correct, clear, and real-time information you can base your decisions on.**

## Challenge

The growing amount of (raw) data brings great new opportunities to rapidly discover external and internal opportunities and threats, even on a daily basis. Getting the right information at the right time to the right person with easy access is the key to success. Precise, accessible, and trustworthy predictions in a competitive environment are essential. Questions you should be asking are: Who is responsible for business intelligence? Is your data reliable? Are you using the right KPI's? Are you looking at the correct information and making correct interpretations? Are you getting the most out of your data?

## What we do

We provide you with tailor made tools, improved data quality and knowledge to get in control of all the opportunities your data exists of. This is done through a couple of steps. The first being interviews and workshops to gather an understanding of your situation. Then, we analyze the information through our collective experiences to come up with a framework, a project foundation and a proposed solution, tailored to your needs.

Our approach:

- Gain a full understanding of the challenges you are experiencing, as well as the context in which you are operating
- Establish a project foundation
- Executive level & User agreement on proposed solution
- Iterative design & Build
- Application deployment, Training & Closure
- Evaluation follow-up



CLOUD ALLIANCE  
**PARTNER**



## BENEFITS AND BUSINESS EFFECTS

CGI can help you get all the insights you need to accelerate your business through the Salesforce console.

- Reduce time spent finding and preparing data
- Dynamic dashboards
- Easily create reports
- Easy access to business intelligence
- Gain customer understanding
- Insight in marketing conversions
- Multi-level reporting
- New insights on sales & marketing
- Real-time analytics
- Reliable forecasting
- Sustainable and predictable revenue

## ROAD TO NEW INSIGHTS: BUSINESS INTELLIGENCE

- **Data Quality**

Get your data structured and increase data quality. Prevent data duplication, use data validation and data sharing, and import, export, delete, update, and upsert data. The result being more and better quality data into your CRM system that you can then integrate with other systems.

- **Analysis**

Unlock the power of business intelligence by analyzing your data to gain customer insight that you can act upon.

- **Reports**

A user friendly drag-and-drop dynamic report builder. Give access to data on different levels, be able to schedule reports, use out of the box reports, or create different report types.

- **Dashboards**

A user friendly dashboard builder based on your reports. Create snapshots, dynamic dashboards, and email alerts. Allow user sharing, drill down on deeper levels of data, and visualize data through different graph types.

- **Data.com**

Your single source for Dun & Bradstreet company data and millions of complete, accurate contacts to grow your sales.

### WHY CGI

Founded in 1976, CGI is a global IT and business process services provider with 69,000 professionals delivering high-quality business consulting, systems integration and outsourcing services.

- High-end IT and business solutions
- Covering all IT and business consulting areas
- Deep industry knowledge
- Local presence with 35 offices in Sweden
- Global reach with 400 offices in 40 countries
- Certified, experienced and dedicated Salesforce consultants committed to deliver excellence
- Focused on your growth and value creation



For more information about CGI, visit

[www.cgi.se](http://www.cgi.se)

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