INTRODUCING THE NEW SALESFORCE ANALYTICS CLOUD
EVERYTHING YOU NEED TO KNOW

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Introduction
THE NEW ANALYTICS CLOUD

- For years, Business has been divorced from data.

- Data-Driven decision-making
  - Despite the undeniable advantages,
  - Tools that give modern businesses a comprehensive view of their data are rare, if they exist at all.

- Business Intelligence(BI)
  - Is a field that has attempted to close the gap between business process and data-driven insights.
  - Yet most exist BI Tools fail to meet the needs of modern business professionals.
  - Legacy tools are designed for executives with team of analysts, not for the everyday business user.

Introduction
THE NEW ANALYTICS CLOUD

- They are
  - Impenetrable where Modern workers need accessibility
  - Rigid where professionals need flexibility
  - Limited in there scope and capabilities

- They fail
  - To engage the mobile workforce
  - To leverage cloud and mobile technology

- "Big Data" is a buzzword
  - Failed to deliver the actionable insights businesses need

Introduction
THE NEW ANALYTICS CLOUD

- Salesforce is about to change all that.

- Salesforce Analytics Cloud is
  - Powered by the "wave platform"
  - Designed for everyone
    - to get insight on any device
    - Build any app
    - Connect any data

- Is it Possible?
  - Four main advantages of the new Analytics Cloud:
    - 100% cloud platform
    - Accessible to All
   - Mobile-first

Chapter 1
100% CLOUD PLATFORM

- Benefits of analytics : McKinsey & Company
  - 경쟁자를 능가할 가능성 23배 높다
  - 수익을 낼 가능성도 19배 높다

- Why doesn't everyone have a analytics tool of their own?
  - Legacy BI tools weren't designed for everyone
  - Traditional BI tools were not designed to keep up modern business
    - Not agile : Taking months or even years to set up
    - Not flexible : only carry out a narrow range of functions
    - Not accessible to everyone : require analysts or specialists to operate

- The salesforce Analytics Cloud is
  - The first analytics platform built entirely on the cloud
  - With features designed to meet the needs of everyone in the modern business.

100% CLOUD PLATFORM

FASTER TIME TO VALUE

- **BI Solution Implementation**
  - **Take months and sometimes years**
  - Design and construction of data warehouses
  - Developing appropriate and relevant schemas
  - Overlaying reporting and Dashboard

- **With Analytics Cloud,**
  - **These obstacles all but disappear. Because it is 100% cloud**.
  - **Analytics cloud users can be up and running in days, not months**
  - No expensive on-premise hardware to install
  - No maintenance costs,
  - No schemas required

- **Analytics Cloud에 당신의 salesforce 데이터, ERP 데이터, 모바일 -앱 사용데이터, 또는 어떤 형태의 CSV file이라도 한번 연결(LINK) 되기만 하면, 즉시 이 Tool의 full power를 경험하게 됩니다**
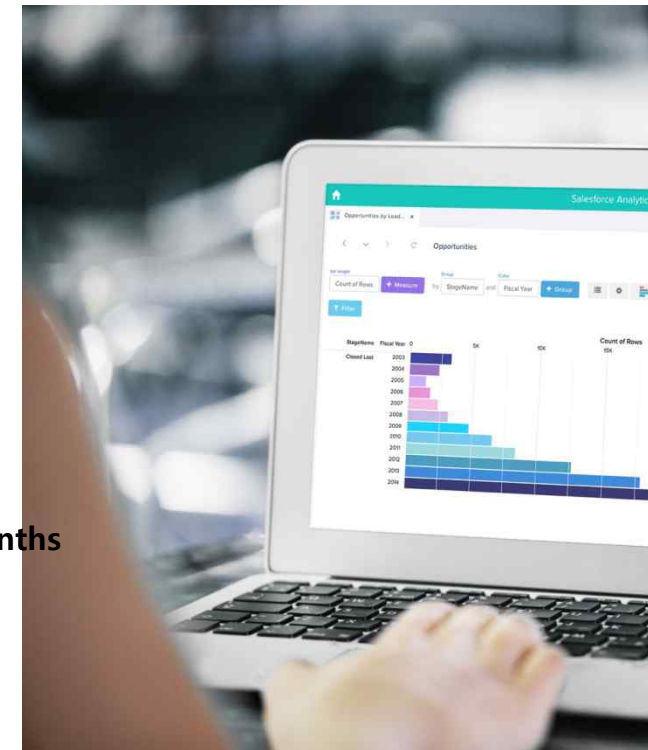
Chapter 1
100% CLOUD PLATFORM

POWERFUL

- **Being Faster and more flexible**
  - **More powerful than legacy BI platform or discovery tools**
  - By Cloud capability
    → process billions of rows of data at unprecedented speed
  - Uses a **search-based data index**
  - **Agonostic data platform**
    → you get explore data instantly
    → can connect any data, from any where

SECURE

- With integration to salesforce security, you can even open up analytics up to all your users without fear of someone seeing what you shouldn't

Chapter 1
100% CLOUD PLATFORM

HIGH SPEED

- 대량의 데이터(Billions of rows of data)를 믿기 어려운 속도로 처리하여
- 며칠이 아닌 수 분(within minutes)안에 올바른 해답을 얻을 수 있습니다.

OPTIMIZE DATA COVERAGE
MULTIPLE DATA SOURCE

- Sync Salesforce data automatically
- Built to handle all of Multiple location data
  - Leverage connectors built by ETL partners
  - Upload your own data
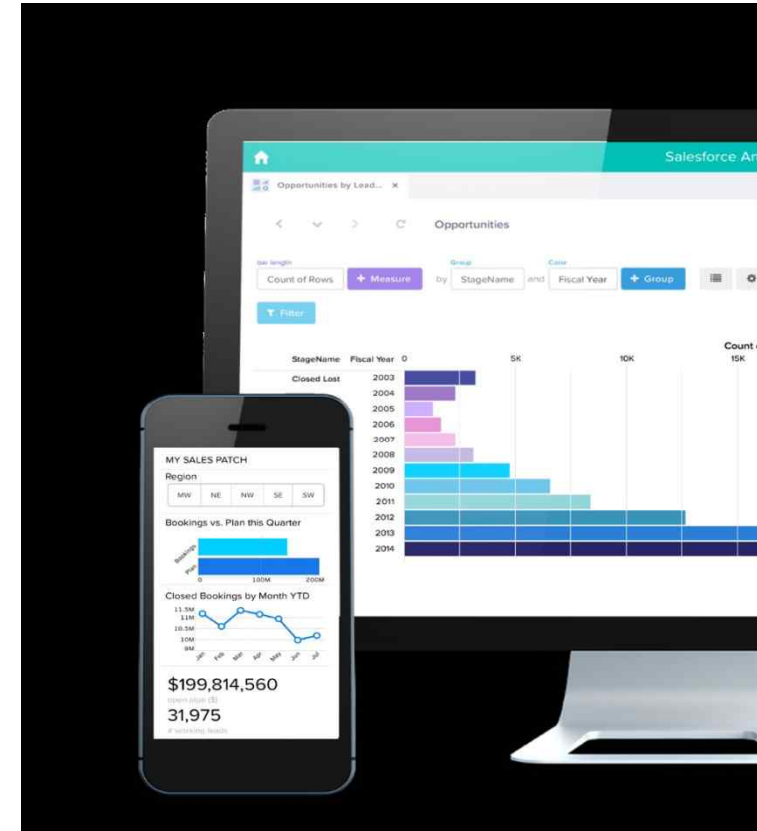
Chapter 2
ACCESSIBLE TO ALL

- Data
  - We exist in a world of data
  - Extract real value, deliver information to the people who need it most
  - shouldn't be siloed away in the hands of a few experts

- Legacy Systems
  - Designed Closed information model(not Open data approach)
  - Complex and difficult to use
  - Everyday business users (accessible? Easy to find answer? Sharable?)

- Salesforce Analytics Cloud
  - Redefine this old paradigm → **designed for business user**

Chapter 2
ACCESSIBLE TO ALL
## BUILT FOR THE BUSINESS USER

- ## SIMPLE USER INTERFACE
  - Draws inspiration from consumer-facing app
  - Easy to use and even entertaining

- ## ACCESSIBLE TO ALL

  EXPLORATION FOR EVERYONE
  - Improved UI → Dramatic improvement in ease of use
  - No longer need experts or analysts to spend weeks
  - Everyday business user → endlessly explore their data → get Insights

- ## COLLABORATIVE
  - Designed to be make insights sharable, collaborative and actionable

Chapter 3
MOBILE-FIRST

- Today's workforce
  - Always on, always connected, and always mobile
  - Modern office is everywhere
  - Most valuable business tools → enhance mobile workforce

- Analytics cloud was built MOBILE-FIRST
  - Designed for every devices
  - Desktop, tablet, smart phone, smart watch
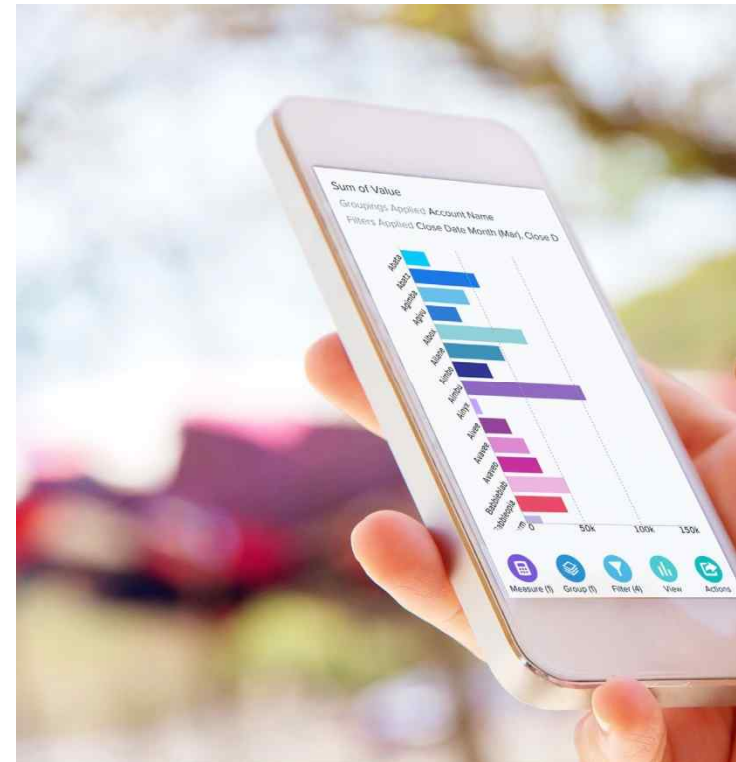
Chapter 3
MOBILE-FIRST
DESIGNED FOR EFFICIENCY

- DASHBOARDS
  - Find the meaning in the massive influx of information
  - Most effective tool → dashboard
  - Presenting complex information visually, at a glance

- TAKE ACTION ANYWHERE

  EXPLORATION
  - Dashboard 만으로 통찰력을 얻는 것이 충분치 않을 경우
  - 질문에 답을 하고, 데이터를 계속해서 찾아야 할 필요가 있는 경우
  - 어떤 장소에서든 데이터를 찾아볼 수 있도록 제공

  COLLABORATION
  - Report, dashboard를 보내고 공유할 뿐만 아니라
  - 팀 구성원들이 장소에 상관없이 데이터에 대해 논의하고 협업할 수 있도록 기능을 제공

CONCLUSION

- Analytics Cloud was built for the modern business user
- Faster, more powerful, and more accessible than any BI tool to come before it
- Allows you to get insight faster and understand your customer like never before.

salesforce

THE CUSTOMER SUCCESS PLATFORM

㈜SM2 Networks 소개

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	Salesforce.com Marketing cloud(Radian 6) Reseller	
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