sugarcrm

Predictive Customer Insights – Zero Effort

Sugar Discover is a radical new approach to customer analytics that makes it incredibly fast and easy to extract insight from your Sugar data. Track and analyze hundreds of meaningful, actionable metrics automatically. Rewind history, understand trends, and make accurate predictions about the future with historical data analysis.

Discover surfaces what's important now, automatically alerting you to changes in key metrics that are trending significantly above or below target, or that break from historical patterns. Even better, Discover makes these alerts actionable by providing Discovery Insights – related facts and patterns in the data that could be contributing to the change. With Discovery Insights, you'll be able to quickly identify root causes and take action.

Unlike a general-purpose BI tool, Discover provides real value on day one. With Discover, there is no need to build and maintain your own analytical database, no need to learn SQL, no need to run ETL processes, no need to learn complicated general-purpose BI tools, and no need to hire expensive technical resources. Any person with basic Sugar user skills can be exploring revenue data and discovering actionable insights.

sugar discover

Out-of-the-Box Customer Analytics ///

Pre-loaded with hundreds of high-value metrics, analytics, and KPIs out of the box.

Continuous Automated Analysis ///

Tracks predefined and custom metrics in real time, alerting users when significant changes are detected.

Discovery Insights ///

Augments metrics and alerts with actionable insight into the relevant factors impacting metric performance.

Discover improves visibility into the sales funnel and conversion rates, as well as provides invaluable insights into historical trends, and the underlying dynamics of revenue performance. Discover gives users the ability to manage–by–exception with 24/7 metric tracking and alerts. With Discover, you empower your business users with key analytics and metrics, giving them the ability to take swift action on issues and opportunities as they arise.

Benefits

- More predictable revenue resulting from:
  - Faster identification and resolution of funnel problems and their root causes
  - Ability to identify sales and marketing opportunities quickly, More accurate forecasting
- Improved agility and speed of business
- Better business outcomes from more data–driven decisions

Interactive Analysis

Empowers non–technical users with a highly intuitive and interactive data exploration tool:

- Drag–and–drop query creation
- Robust filtering
- Simple formatting
- Sharing and collaboration

Advanced Analytics

Sophisticated analytical tools that go way beyond reports and graphs with capabilities such as:

- Lead to Close Funnel Analytics
- Historical Analysis
- Cohort Analysis
- Target Tracking
- Forecasting

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high–definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel–KKR.

To learn more visit www.sugarcrm.com or follow **@SugarCRM**.