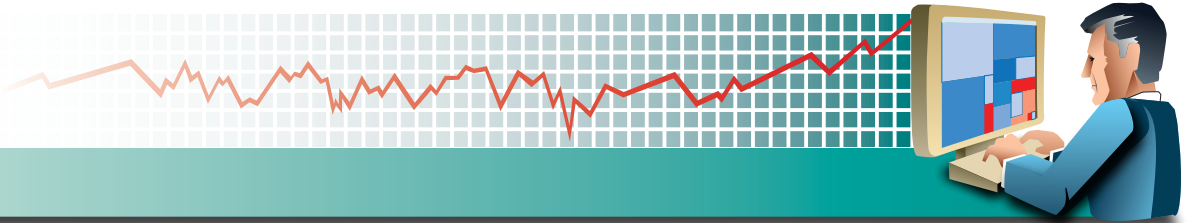
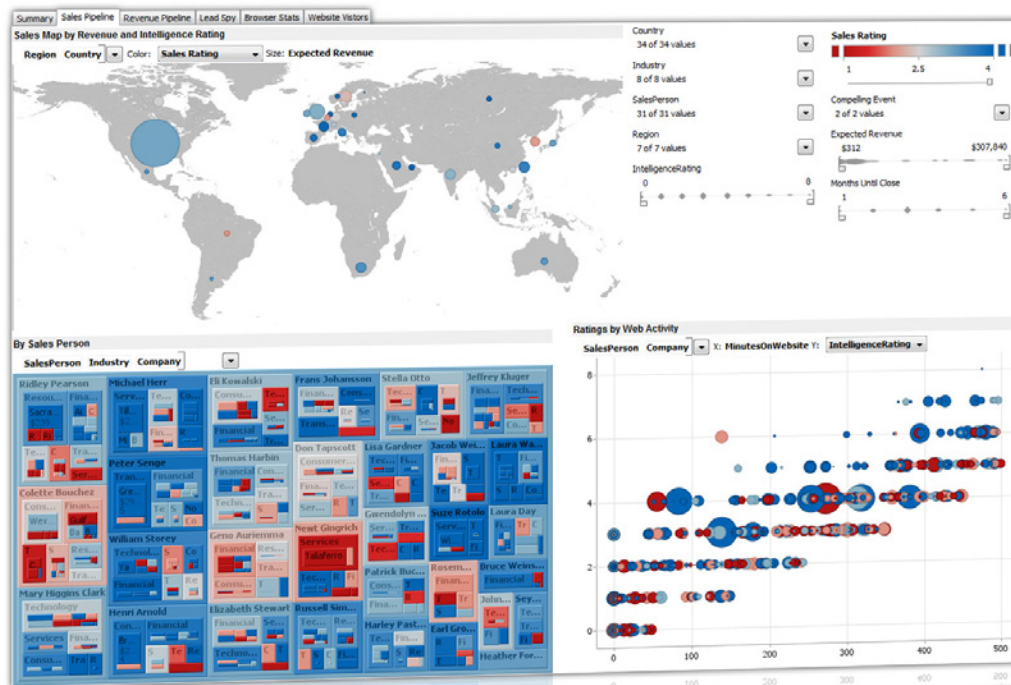


True Business Intelligence for B2B Sales



Every company needs to maximize revenue by focusing sales resources on the prospects most likely to make a purchase. Panopticon Sales Intelligence (PSI) brings data together from many different sources, including your website and your CRM system, to provide managers with excellent visibility into their sales pipelines.



Panopticon Sales Intelligence is designed to work with virtually all CRM and web analytics systems. This combination of comprehensive data and state-of-the-art interactive data visualizations makes it possible to analyze your prospects' intentions in ways that were never possible before. PSI ties everything together in executive dashboard that takes only minutes to understand.

Panopticon Sales Intelligence: Monitor, Analyze and Predict Revenue!

PSI is a revolutionary information visualization application that combines objective statistics from web traffic and other sources with subjective input from your sales force to:

- Use behavioral and demographic data about website visitors to differentiate tire-kickers from real prospects
- Determine the likelihood of closing business with specific prospects
- Monitor the quality of your sales pipeline and the quality of leads coming into your organization
- Determine whether the hottest leads are receiving an appropriate level of attention from your sales force
- Ensure that hot prospects are included in your sales pipeline
- Evaluate the performance of your sales people
- Evaluate the impact and efficiency of online marketing efforts
- Analyze the sales cycle, including time to close and marketing ROI
- Accurately forecast revenues based on predictable sales patterns

Increase Sales: Focus on Your Serious Prospects

Prospects are constantly coming to your website to learn about your company and about your products and services. Regardless of your industry, your website functions as your most public storefront. It attracts a lot of window shoppers — many who are only casually interested in what you offer and a few who have a real need. Some of those shoppers will actually enter your site and read several pages, but many of these are not serious prospects. They may not have the purchasing authority or budget in place, they may still be in an exploratory phase or perhaps they realize that your offering is not what they are looking for.

How can you understand what a prospect is truly interested in? How likely are they to make a decision soon? PSI's intuitive user interface helps you analyze that information quickly so you can take action based on buyer behavior combined with data from your CRM system and input from your sales team.

SHORTEN SALES CYCLES

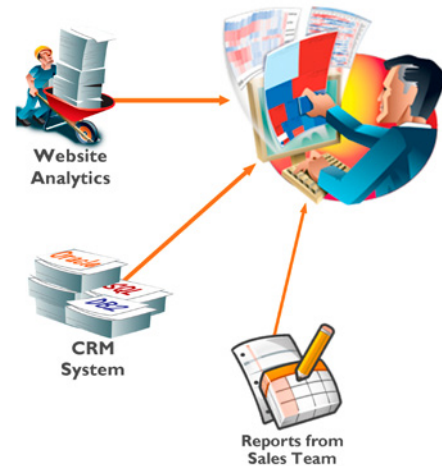


Shorten Your Sales Cycle: Understand When Your Prospects Are Ready To Buy

Every salesperson understands the importance of timing. You must be there when the prospect is ready to get more information and move towards a decision. You can use this opportunity to influence them to buy and help them select the product or service that will be the best fit for their specific requirements.

Serious prospects need timely attention and careful cultivation in order to bring the sale to a close. It therefore helps to know when the time is right to step in to ask questions and offer help. Panopticon Sales Intelligence consistently reveals where your prospects are in the sales process.

PSI gives you the ability to get inside your prospects' heads in order to fully understand what stage they are at in the sales process and which aspects of your offer are most attractive to them. Using this information, your sales team can offer appropriate levels of assistance to prospects — at the right times — to advance the process to the close as quickly as possible.



*Panopticon Sales Intelligence is built with **Panopticon EX**, our comprehensive data visualization system. It can connect to virtually any data source, including your CRM system, the databases containing your website statistics and even ad hoc spreadsheets. You can leverage all of your existing data resources and make them even more valuable by adding this new visual analytics layer.*

Implement Panopticon Sales Intelligence in Days

Since it works with your existing systems, companies can implement Panopticon Sales Intelligence in just a few days. Thanks to its fast in-memory OLAP data model, PSI Panopticon can connect to and display data from relational databases of any size. It can even accept and display visualizations using real-time streaming data feeds as well as reports you may be generating today in Excel, Access or FileMaker Pro.

Panopticon Software

Panopticon's data visualizations combined with our Business Intelligence capabilities help banks, retailers, manufacturers, telecommunications firms, engineering organizations, and other businesses make timely, insightful and informed decisions. Clients typically see a very fast ROI on a Panopticon implementation since these visualization tools allow users to work productively and make better, more profitable decisions for their firms.



***Lead Spy** is one of the powerful sales tools incorporated in the Sales Intelligence system. It uses our interactive Treemap visualization to make it clear which prospects are spending time on your website, the average time per visit and the number of visits in a particular period. Lead Spy filters allow you to find outliers that can reveal new prospects that are just starting to take an interest in your products. You can quickly aggregate up and down in your hierarchy by sales territory, company type, or other criteria thanks to the fast in-memory OLAP processing capabilities built into the system.*

Sales Intelligence includes a special Revenue Pipeline Dashboard that lets you monitor and analyze anticipated revenue. Compare salespeople's individual pipelines and simultaneously understand which revenue projections are most realistic. The dashboard also displays regional, industrial and time period breakdowns. A comprehensive set of filters allow managers to analyze revenue projections thoroughly and make judgments on how to allocate sales resources to optimize future revenue.

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