



Manual Lead	Event
4721	4386
Incomplete Cart	



ANALYTICS





SIMPLIFY YOUR REPORTING SYSTEM

SherWeb Analytics are easy to use, even for people without technical skills. Just focus on the reports and metrics you need to run your business.

- Best practices—we help you select the metrics and KPIs that show you exactly where you can maximize performance.
- Reliable—During the set-up phase, SherWeb focuses on data transformation designed specifically for your business. This includes testing of the complete data workflow -- from source systems to final visualization --, to ensure reporting accuracy.
- Centralized—Our analytics platform links your standalone systems to provide you with a 360-degree view of your business. From a marketing lead, to a closed sale, to a case history – get insights about the entire customer journey so you can target which areas should be improved.
- Evolutive—your solution scales as your company grows and requires more business intelligence for sales, marketing, customer service and other critical areas.
- Flexible - the normalized data repository allows you to quickly design and deploy your own reports, providing self-reliance needed for efficient ad hoc analysis.

Functional Areas

- Sales
- Marketing
- Customer Service
- Project Management and more

Industries

- Professional Services
- Retail
- Transportation
- Property Management and more



ENTERPRISE-GRADE QUALITY FOR A FRACTION OF THE COST

When it comes to business decisions, data quality matters.

Self-serve BI tools are ideal for personal reports, quick prototypes and on-the-spot insights. But if these tools aren't used properly, they quickly create an expensive data mess. This leads to BI failure.

A BI tool makes a positive impact when it's used with enterprise-level architecture. It acts as a central reporting database that ensures data quality and accuracy using solid Extract, Transform and Load (ETL) processes.

An enterprise-level BI project usually costs about \$100K+ and takes several months to implement. This involves building databases and systems from scratch, paying for hardware and software licenses and assigning costly internal IT resources. Ongoing maintenance adds to the unpredictable total cost of ownership.

With SherWeb, you get a fixed and affordable cost

Since a large portion of the Analytics & BI solution is prebuilt by SherWeb, we can offer customers a fixed price for both set-up and subscription fees. This keeps update costs to a minimum.

Set-Up Fee

One-time project implementation fee:

\$15 000 / Standard project, 4-6 weeks

\$30 000 / Large project, 7-10 weeks

The number of data sources and duration of the ETL effort are estimated during the quoting process to determine if the project scope is Standard or Large.

Monthly Fee

\$158 / Month

Platform Fee

\$30 / Month

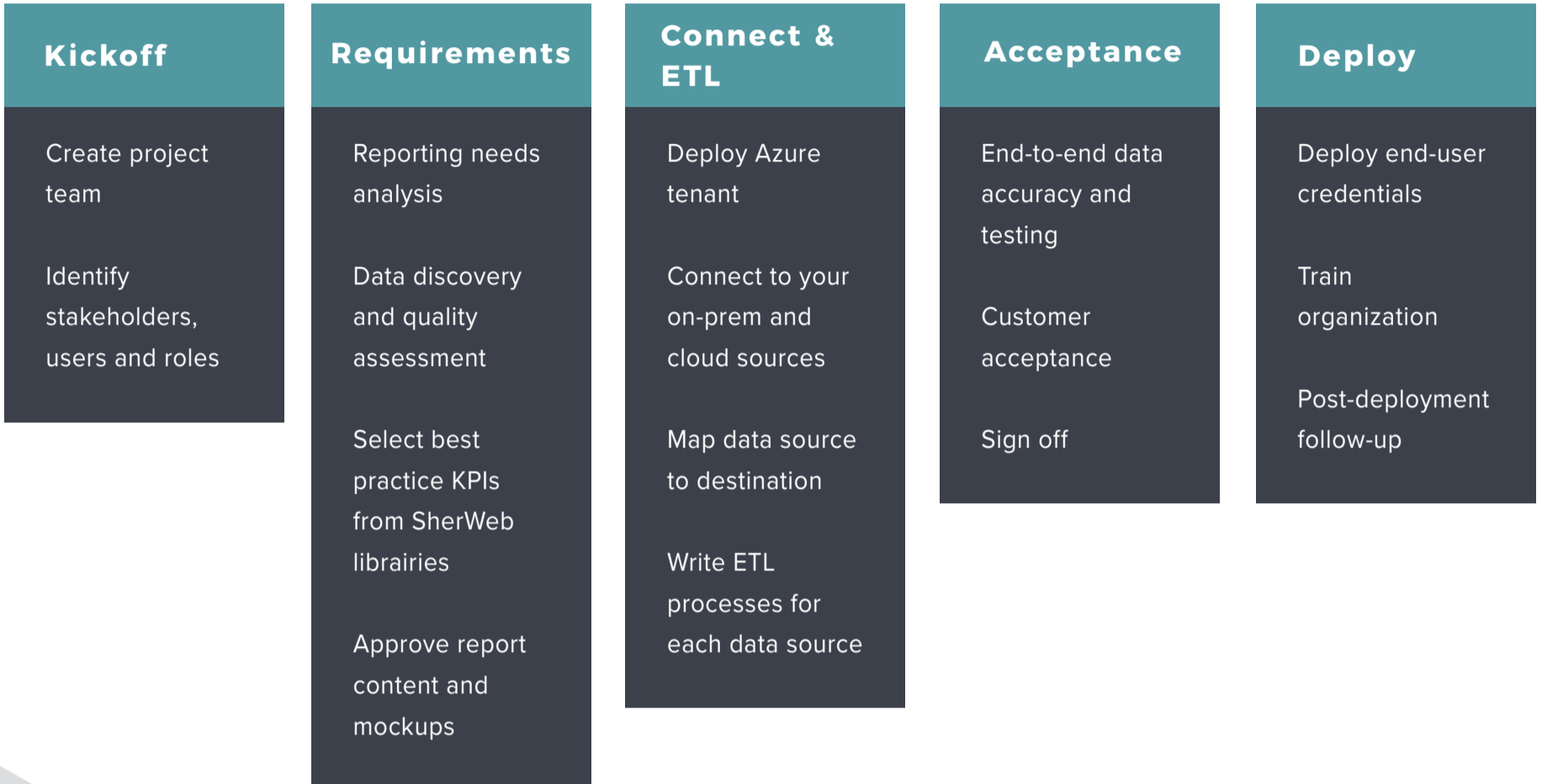
Per Report (15 KPIs)

\$10 / Month

Per User

As an example, an organization of 10 users with 10 reports (150 KPIs) will pay \$558/mo. This platform fee is for 50GB/mo. and 1 daily refresh. Different sizes and refresh rates are available.

STREAMLINED DEPLOYMENT



SherWeb's Analytics & BI Team Production-ready in weeks

Team of BI experts, including Business Analysts, Database Administrators, ETL Developers, and Power BI Specialists

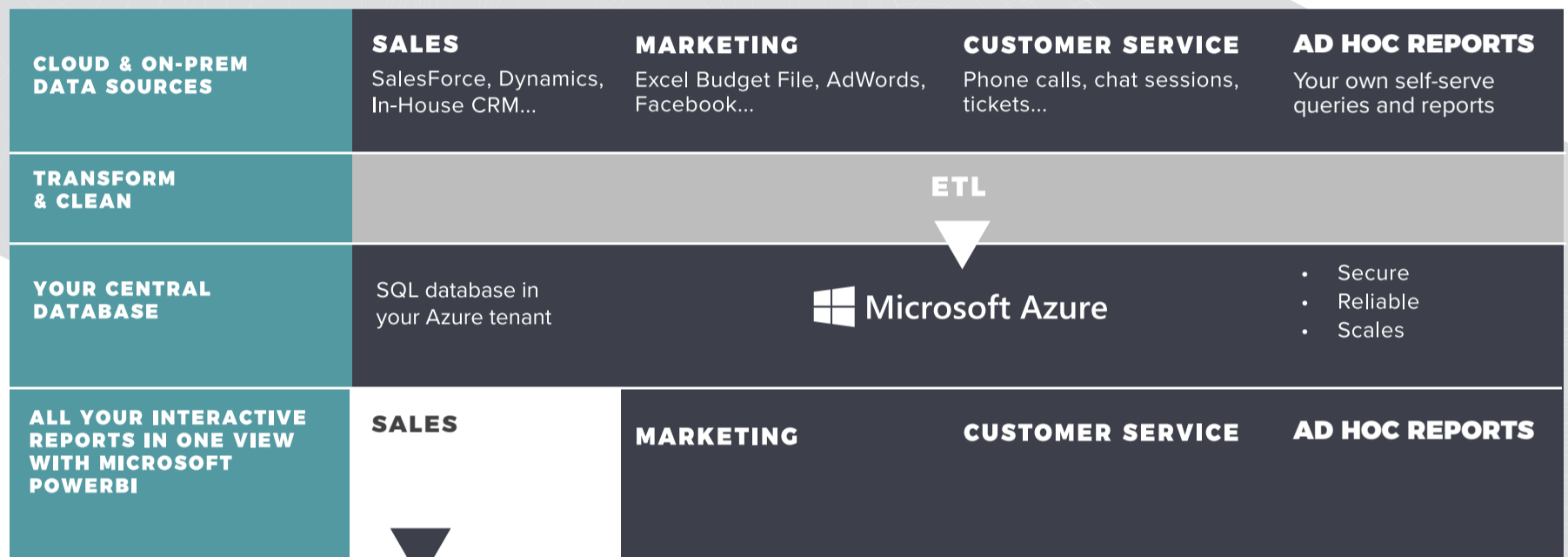
Delivers a standard project in 4-6 weeks
Delivers a large project in 7-10 weeks

Compare with 6+ months for traditional BI projects where everything is built from scratch.

Compare with self-serve in-house projects leading to BI failure beyond quick prototypes and spot insights

YOUR FUTURE-READY PLATFORM

SherWeb leverages Microsoft Azure and Power BI to deliver the most robust, flexible and intuitive experience for your business users.



Opportunity Overview

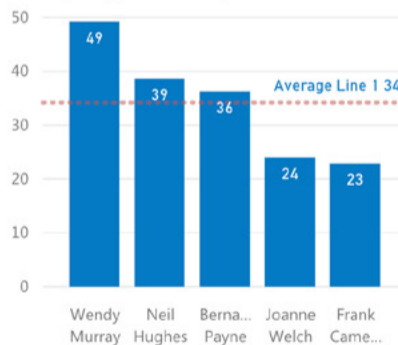
Sales rep: **Tout** | Lead/opp create date: **Quarter: Tout** | **Month: Tout**

Leads 39K	Lead Lost 21K	Opportunities Open 14K	Opps Won 9 035	Opps Lost 4 845	Opp Conversion Rate 65,1%
---------------------	-------------------------	----------------------------------	--------------------------	---------------------------	-------------------------------------

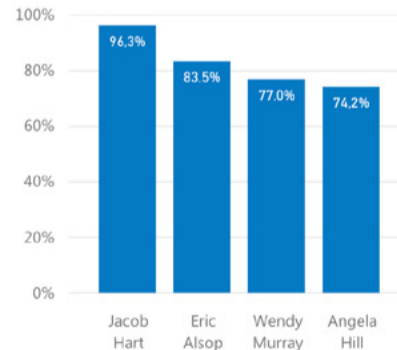
Leads from New vs Existing Accounts



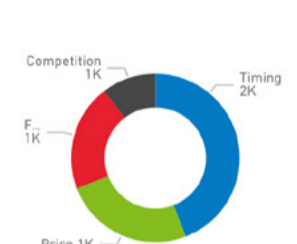
Average Days to Close by Owner



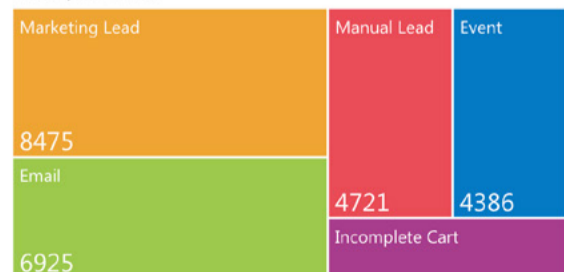
Conversion Rate



Lost Reasons



Leads par Source



Opportunity	Account	Owner	Status	Source	Est. Close Date	Est. Revenue
AuditSys	ProShares Group	Andrew Quinn	Converted	Event	28/02/2017	\$6 111,00
SecurityCams	Greenpeace Lim.	Andrew Lambert	Converted	Manual Lead	31/03/2017	\$6 000,00
SecurityCams	PosterXXL LLP	Rachel Dowd	Converted	Marketing Lead	30/04/2017	\$6 000,00
SecurityCams	Unique & Bros	Warren Campbell	Converted	Event	28/02/2017	\$5 400,00
AuditSys	Change	Joseph Jackson	Converted	Event	30/09/2015	\$5 370,00
LiveScan	NKD & Bros	Rachel Dowd	Converted	Marketing Lead	31/05/2017	\$5 000,00
SecurityCams	MSUFCU Limited	Warren Campbell	Converted	Event	31/03/2017	\$5 000,00
SecurityCams	Endivia Inc	Warren Campbell	Converted	Event	12/04/2017	\$5 000,00



ANALYTICS

SherWeb has nearly two decades of experience simplifying the cloud for MSPs. Today, more than 5,000 partners worldwide rely on our expertise in high-volume provisioning, migration and support. SherWeb is an Indirect CSP partner in Microsoft's Cloud Solution Provider (CSP) program. This allows SherWeb to help partners go to market faster with Power BI. You own the customer relationship, control the pricing and billing and set your own margins.

[**analytics@sherweb.com**](mailto:analytics@sherweb.com)

1-855-338-3232