CLOUD 9

WEBSITE

KEY ATTRIBUTES THE CLOUD9 ANALYTICS WEBSITE SHOULD EVOKE?

ON-DEMAND ANALYTICS
TEAM PERFORMANCE
IMMEDIATE RESULTS
OPPORTUNISTIC
"THIS DOG WILL HUNT"
DO IT YOURSELF
FULL VISIBILITY & PERSPECTIVE
LEARN FROM THE PAST TO PREDICT THE FUTURE
LEVERAGES CRM TOOLS
MUST HAVE
PERSONALIZATION
MAKE YOUR NUMBERS
"WHAT'S CHANGED" REPORTS
A REAL COMPETITIVE EDGE

KEY DIFFERENTIATORS:

Cloud9 Analytics

- Complements salesforce.com application and delivers embedded analytics
- Captures historical data—allowing for daily snapshots and trending analysis without IT involvement. The Time Machine.
- Increases the use of CRM adoption
- Helps morph the cowboy salesperson into an analytic salesperson in a painless way
- Answers the question, "Where does my team need help?"—Detect & correct sales management

TARGET CUSTOMER/AUDIENCE:

The current focus is on the salesforce.com ecosystem, including:

1. Vice Presidents of Sales
2. Directors of Sales & Operations
3. General salesforce

Additionally, website audience includes:

- New Cloud9 Analytics customers
- Potential Cloud9 Analytics employees
- Venture capitalists

KEY VALUE PROPOSITION:

- Helps to make analytics valuable and available to everyone—sales and management
- Easy-to-use
- On-demand—get the value right away
- Ability to perform immediate trend analysis
- Provides a service that no one else can offer

CLOUD9 ANALYTICS POSITIONING:

Cloud9 Analytics delivers on-demand analytic applications for salesforce.com customers.

Dream tagline: "This dog will hunt."

GOALS AND OBJECTIVES FOR THE WEBSITE:

- Frictionless registration (on every page)
- Content to arm internal champions
- Search Engine Optimization
- Attract and engage potential recruits and investors
- Web-to-lead integration with salesforce.com

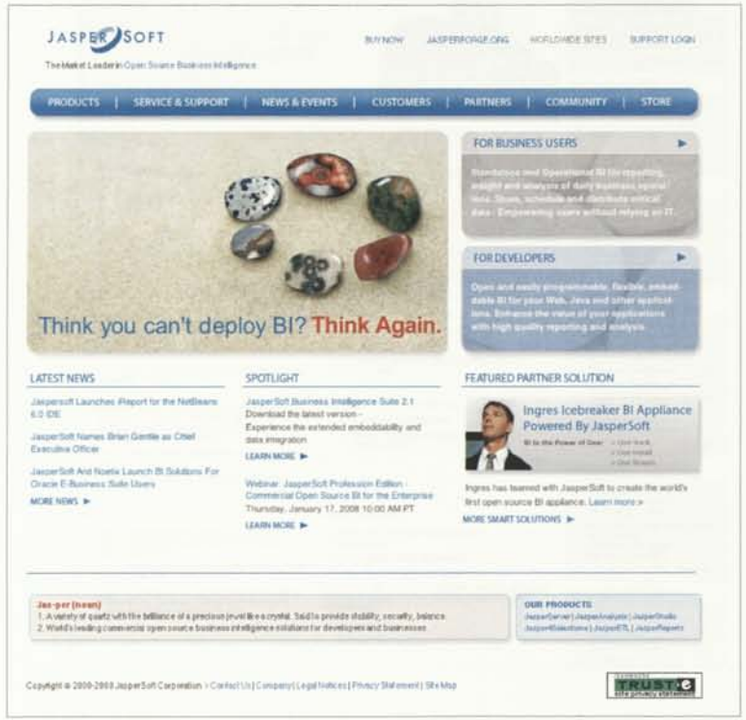
LUCIDERA — www.lucidera.com

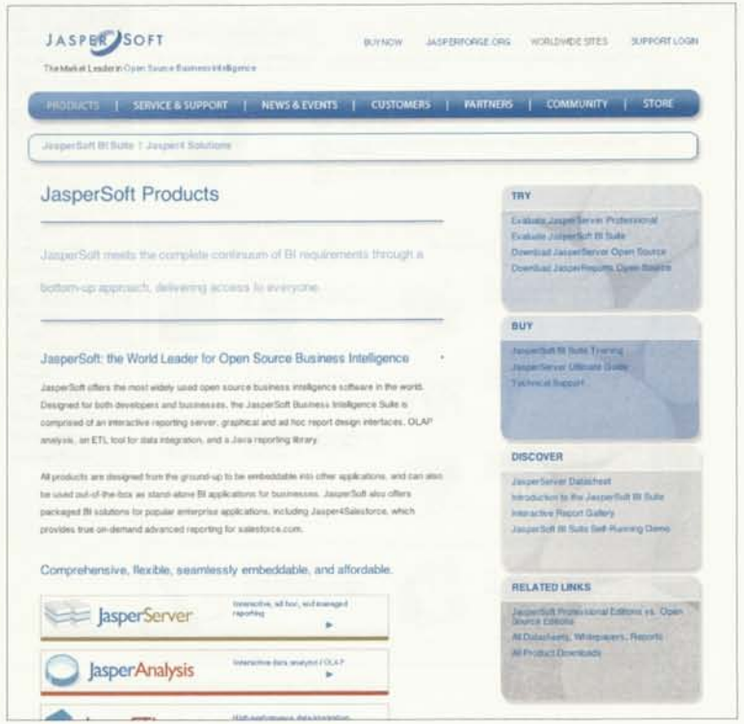
CURRENT LOOK & FEEL

COMPETITIVE WEBSITES

JASPERSOFT — www.jaspersoft.com

CURRENT LOOK & FEEL





COMPETITIVE WEBSITES

COGNOS — www.cognos.com

CURRENT LOOK & FEEL

COMPETITIVE WEBSITES

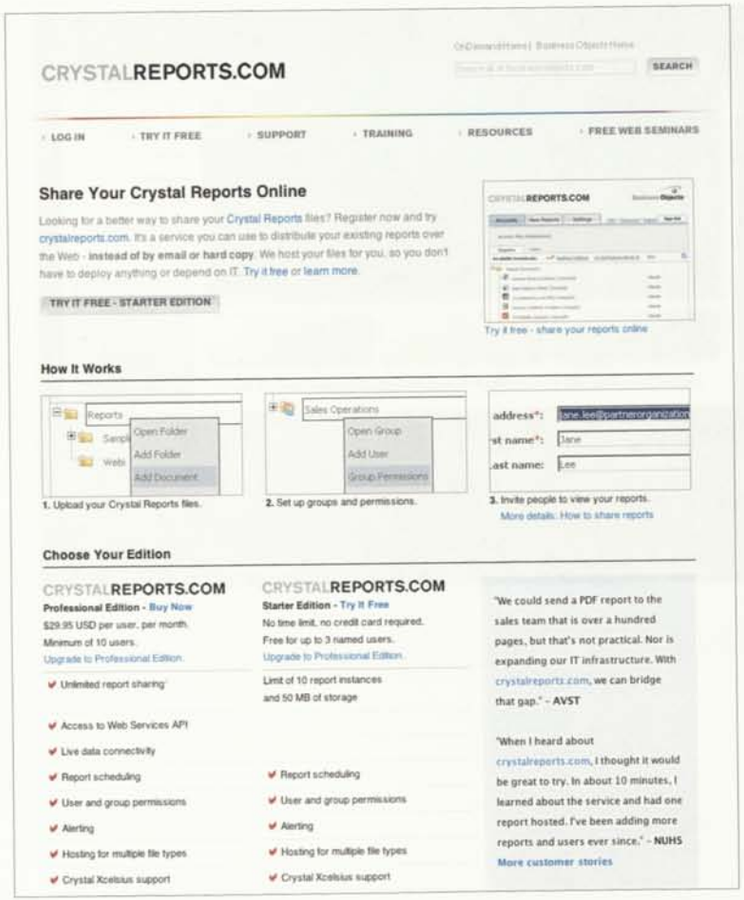
VISUAL MINING — www.visualmining.com

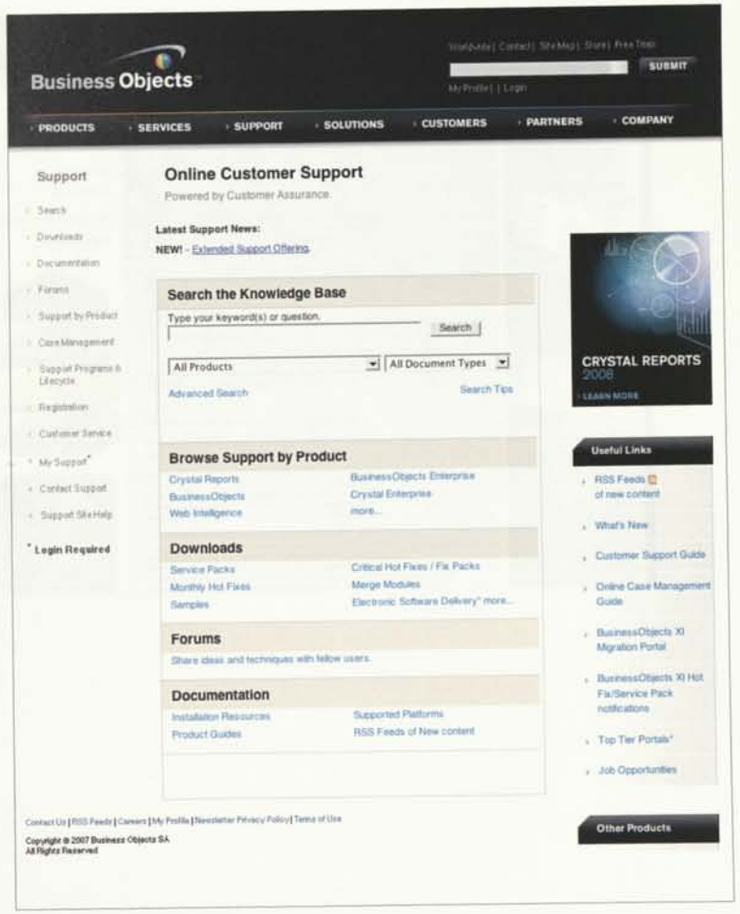
CURRENT LOOK & FEEL

COMPETITIVE WEBSITES

CRYSTAL REPORTS — www.crystalreports.com

CURRENT LOOK & FEEL





CLIENT WEBSITE

CLOUD9 ANALYTICS — www.cloud9analytics.com

CURRENT LOOK & FEEL

SAMPLE WEBSITE

SERENA — www.serena.com

CURRENT LOOK & FEEL

optionone

CLOUD9 WEBSITE

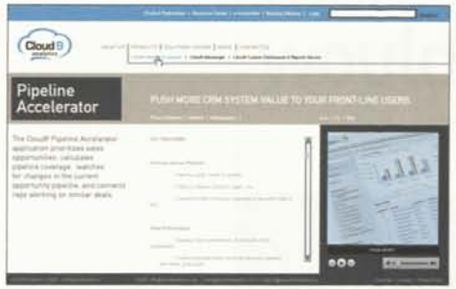
Real Rewards

The Creative:

Home

Home Rollover

Secondary



The Concept:

This concept is all about closing the deal and getting on with the real rewards. With Cloud9 applications, companies now can accelerate sales cycles, gain pipeline insight, uncover new opportunities and promote team selling through on-demand analytics. The bottom line is real results and real rewards. A clean, candid look and feel underscores the no nonsense approach of the Cloud9 Analytics solutions.

Typography:

Din Light
DIN Regular
DIN 1451 Mittelschrift

Arial Regular
Arial Bold

Color Palette:

55 176 220

64 64 65

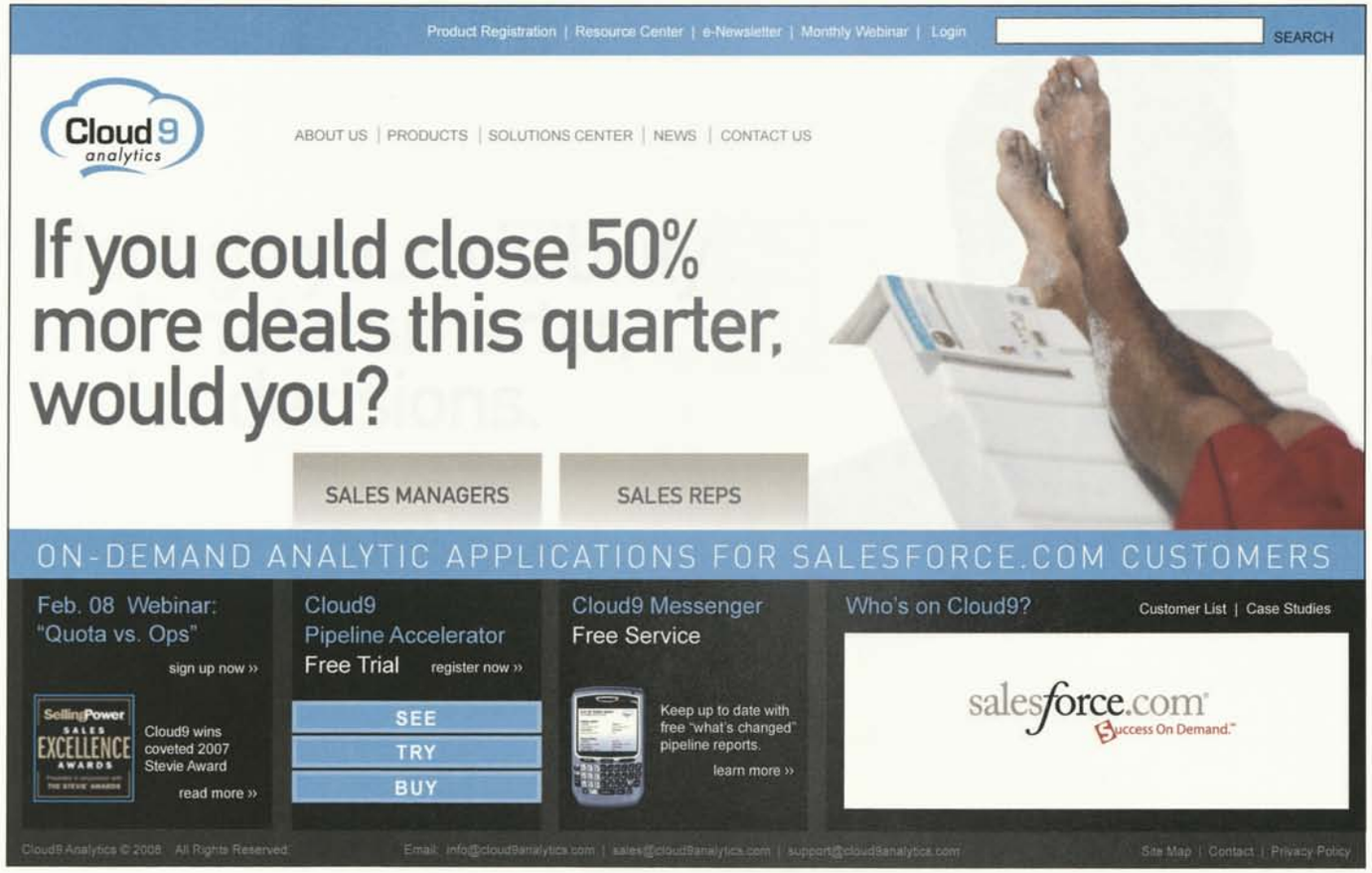
191 185 168

Photography Style:

Crisp color portraits of relaxed, confident customers on white backgrounds.

The Grid System:

The grid is based on a five-column, four-row grid.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Cloud 9 analytics
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If you could close 50% more deals this quarter, would you?
SALES MANAGERS
SALES REPS
ON-DEMAND ANALYTIC APPLICATIONS FOR SALESFORCE.COM CUSTOMERS
Feb. 08 Webinar: "Quota vs. Ops"
sign up now ››
SellingPower SALES EXCELLENCE AWARDS
Cloud9 wins coveted 2007 Stevie Award
read more ››
Cloud9 Pipeline Accelerator Free Trial
register now ››
SEE
TRY
BUY
Cloud9 Messenger Free Service
Keep up to date with free "what's changed" pipeline reports.
learn more ››
Who's on Cloud9?
Customer List | Case Studies
salesforce.com
Success On Demand.
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Email: info@cloud9analytics.com | sales@cloud9analytics.com | support@cloud9analytics.com
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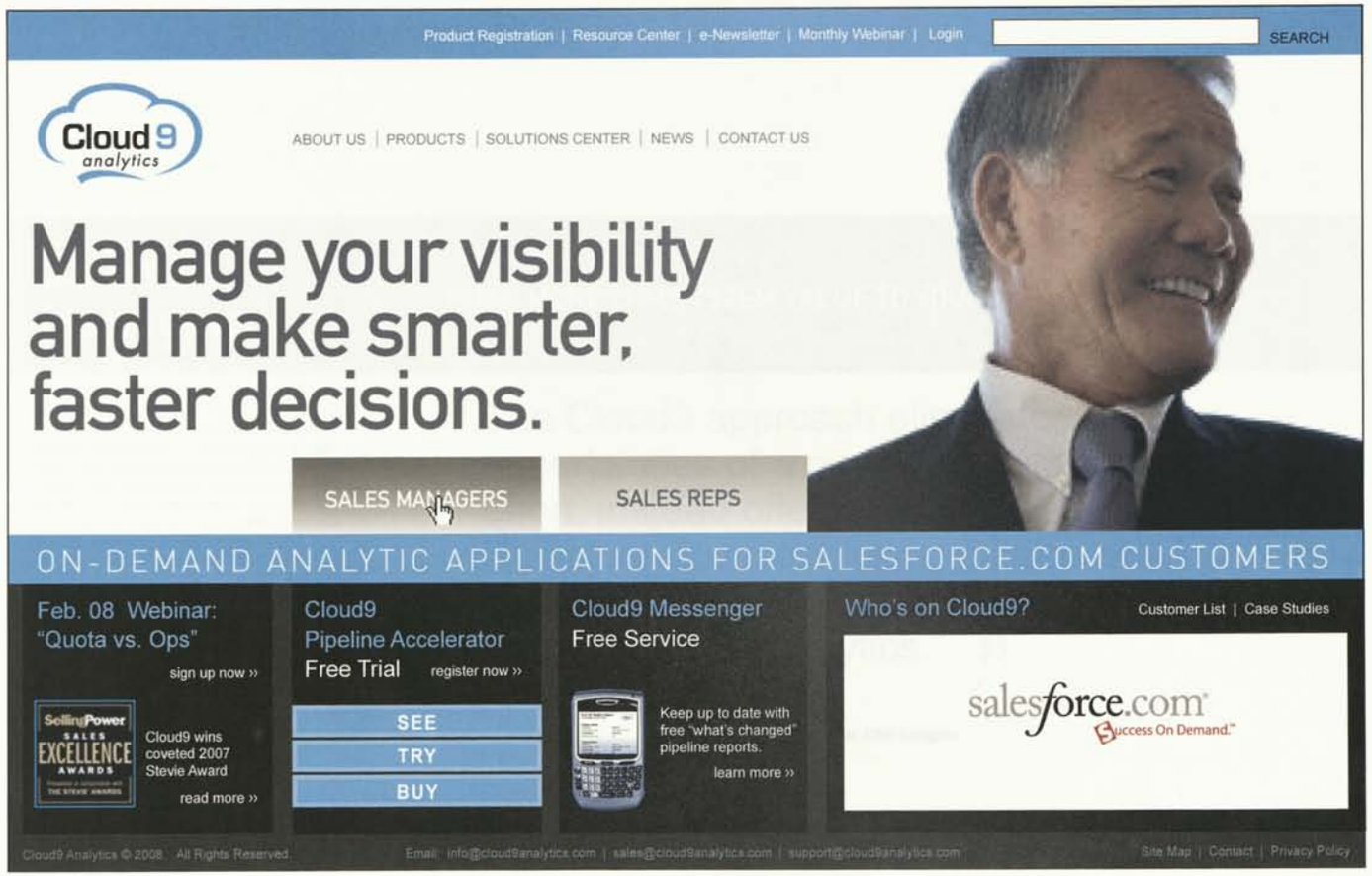
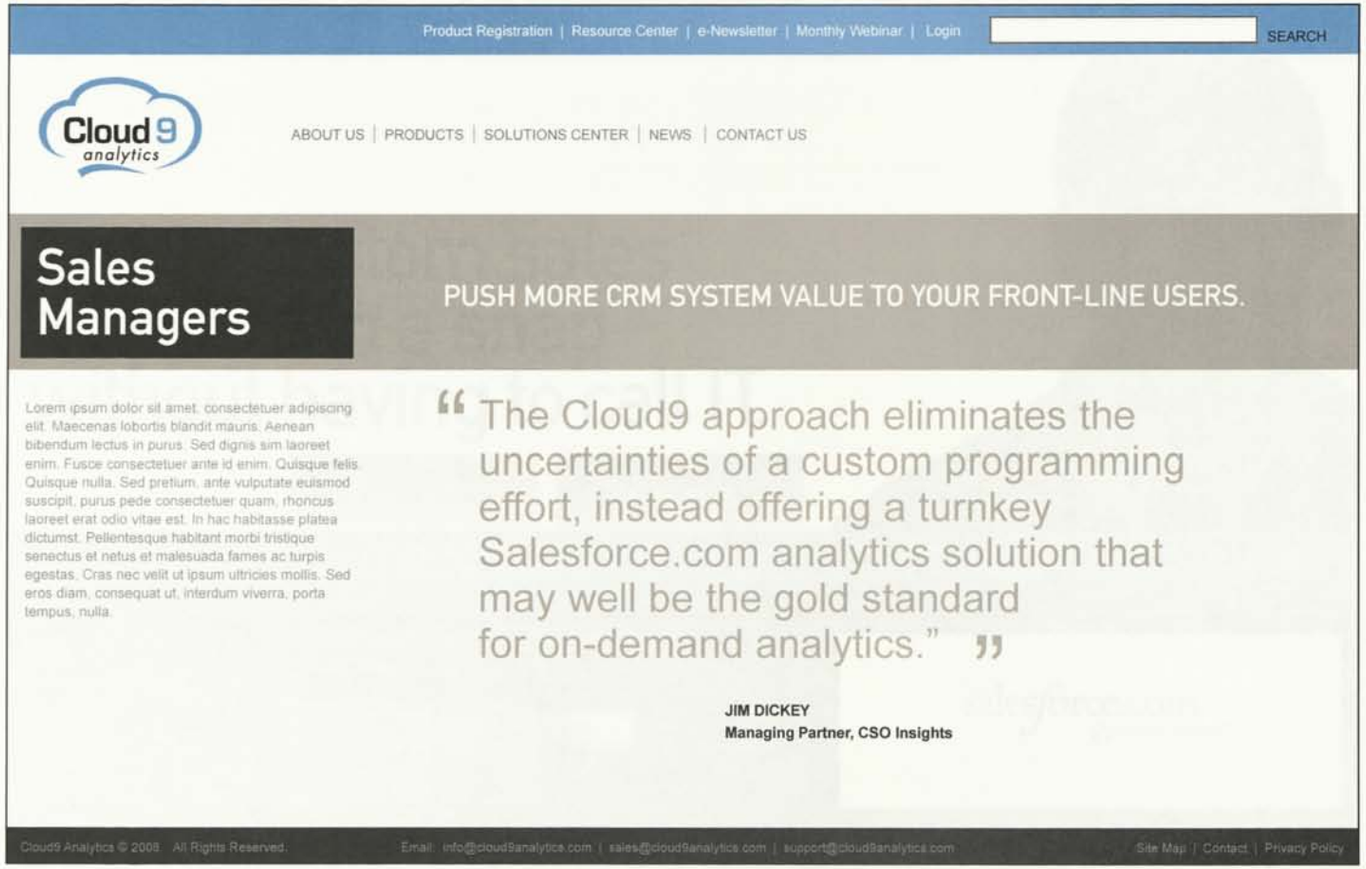
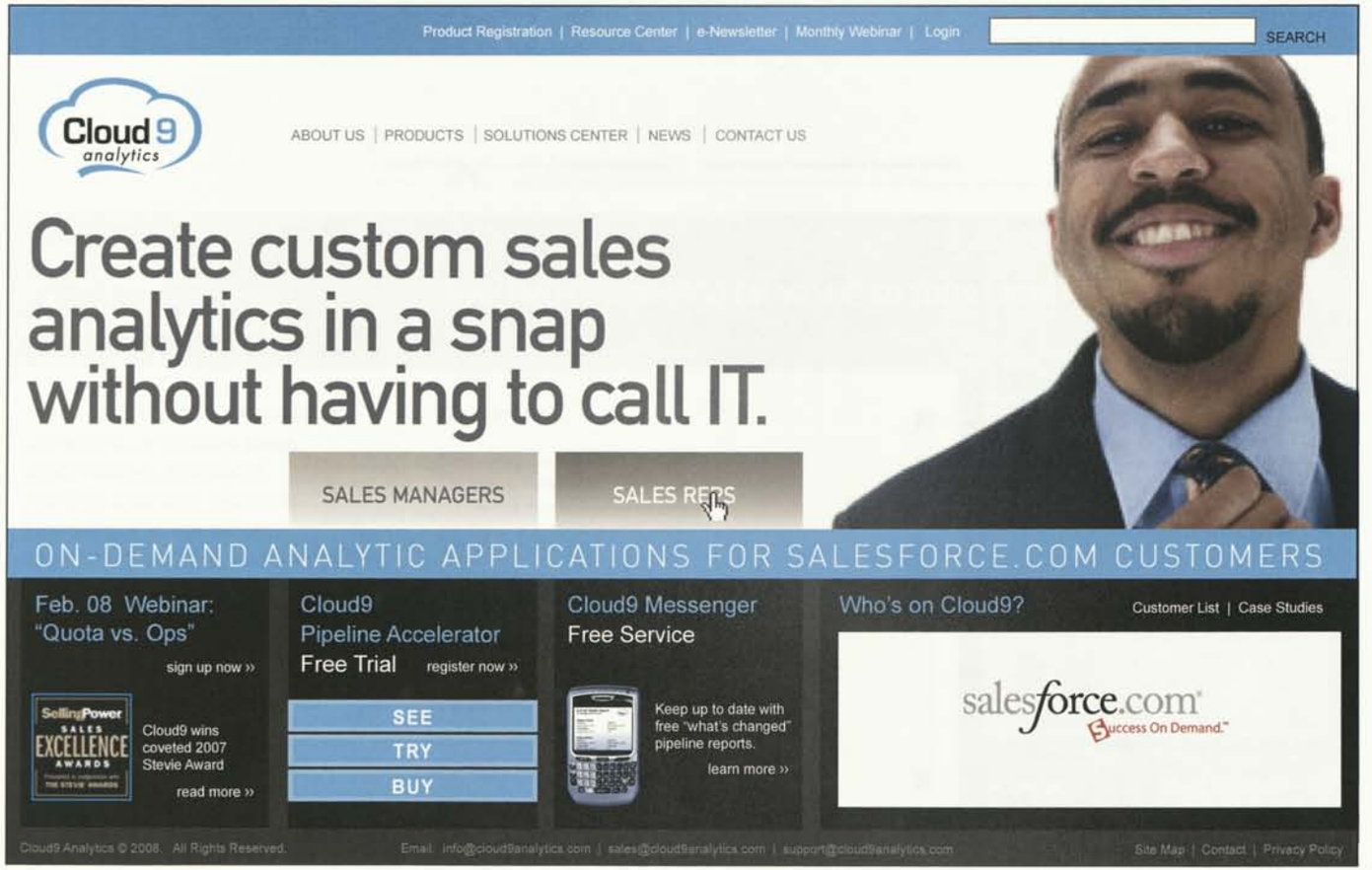


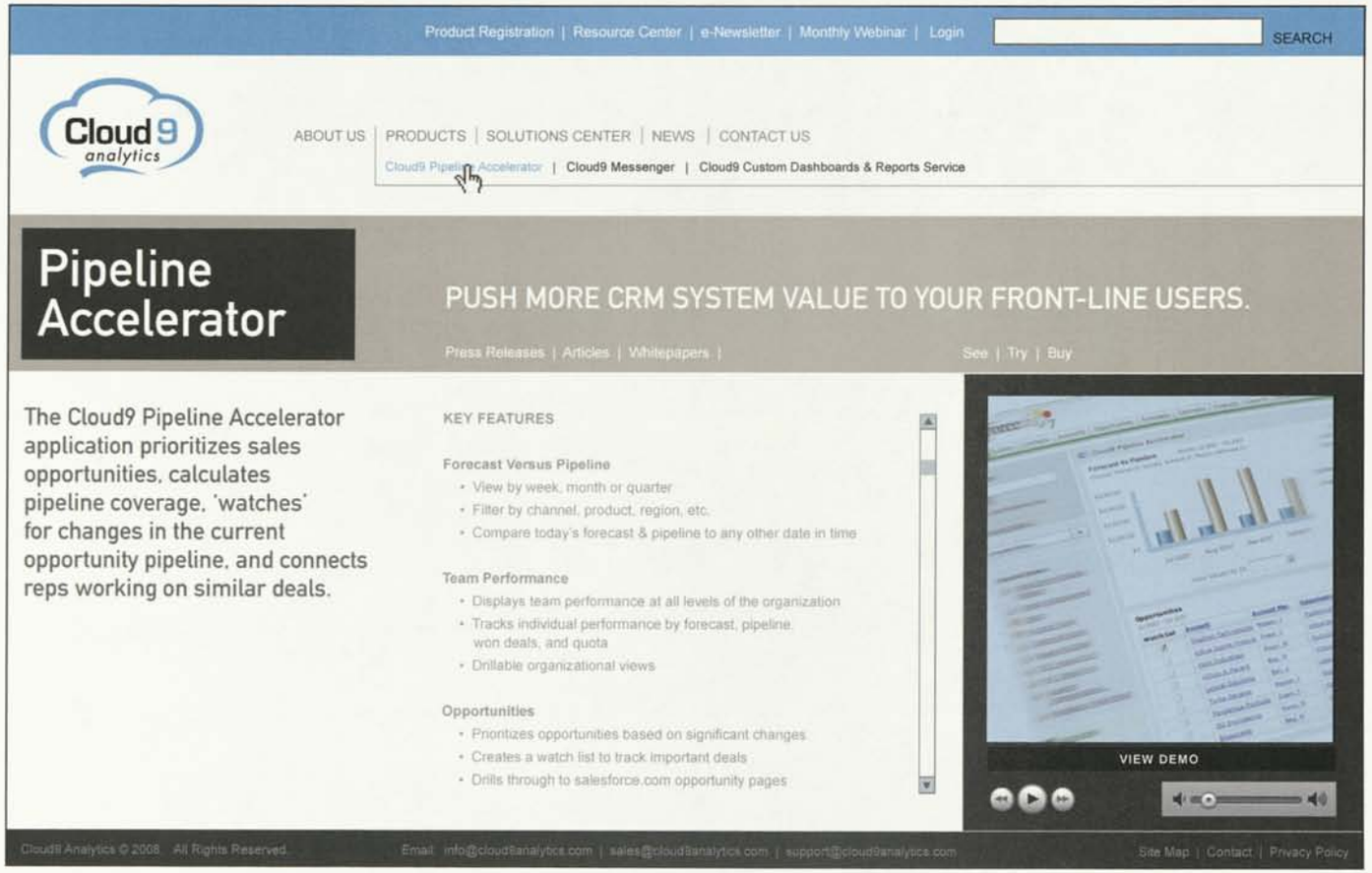
HOME PAGE / ROLLOVER "SALES MANAGERS"



SALES MANAGERS LANDING PAGE



HOME PAGE / ROLLOVER "SALES REPS"



SECONDARY PAGE

optiontwo

CLOUD9 WEBSITE

Big Thinkers and Rock Stars

The Creative:

Home

Secondary

Photography Style:

Black and white imagery of famous figures in history.

The Concept:

This concept uses black and white imagery of both historical figures well known for their intellectual contributions to society and pop culture icons famous for their "rock star" quality. The "big thinkers" represent the sales managers who regularly employ their "intellectual" side to evaluate and strategize around the numbers and trends in sales cycles. On the flip side, the "rock stars" reprensent the sales person who relies heavily on personality and instinct to make the sale and to build a strong client base or following of his or her own "groupees." Cloud9 Analytics brings together the qualities of these two, distinct personality types, making real super star sales quality a reality.

Typography:

ITC Franklin Gothic Book
ITC Franklin Gothic Demi
ITC Franklin Gothic Heavy

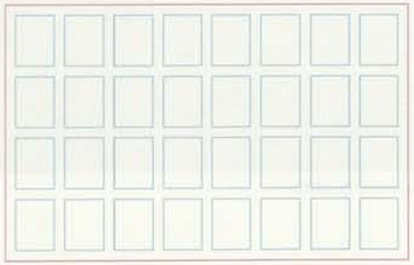
Arial Regular
Arial Bold

Color Palette:

179 35 23	242 158 0	252 177 49	159 166 23	81 116 123	166 166 166	82 82 82

The Grid System:

The grid is based on an eight-column, four-row grid.



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Cloud9 Analytics Delivers On-Demand Analytic Applications for Salesforce.com Customers.

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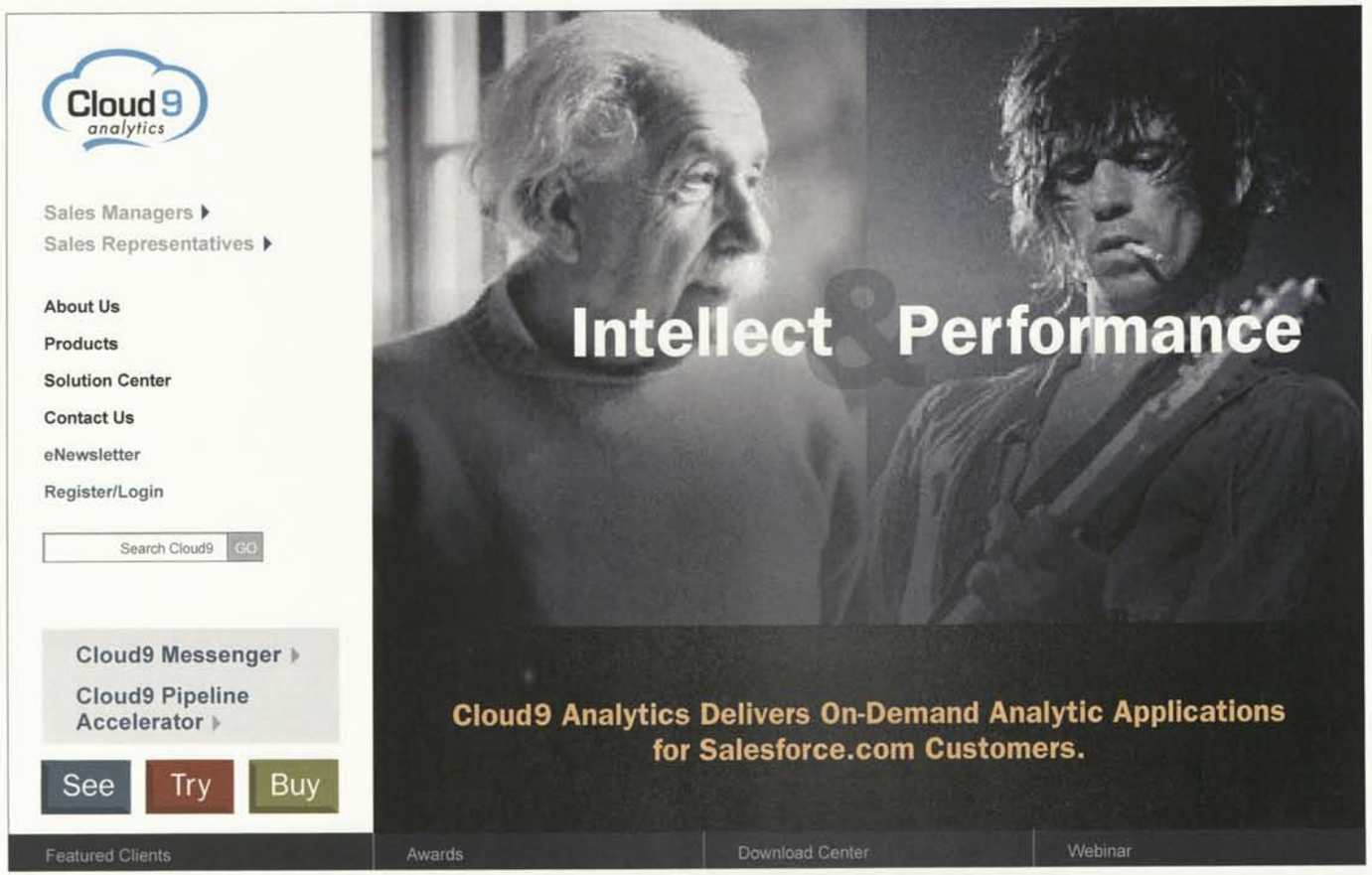
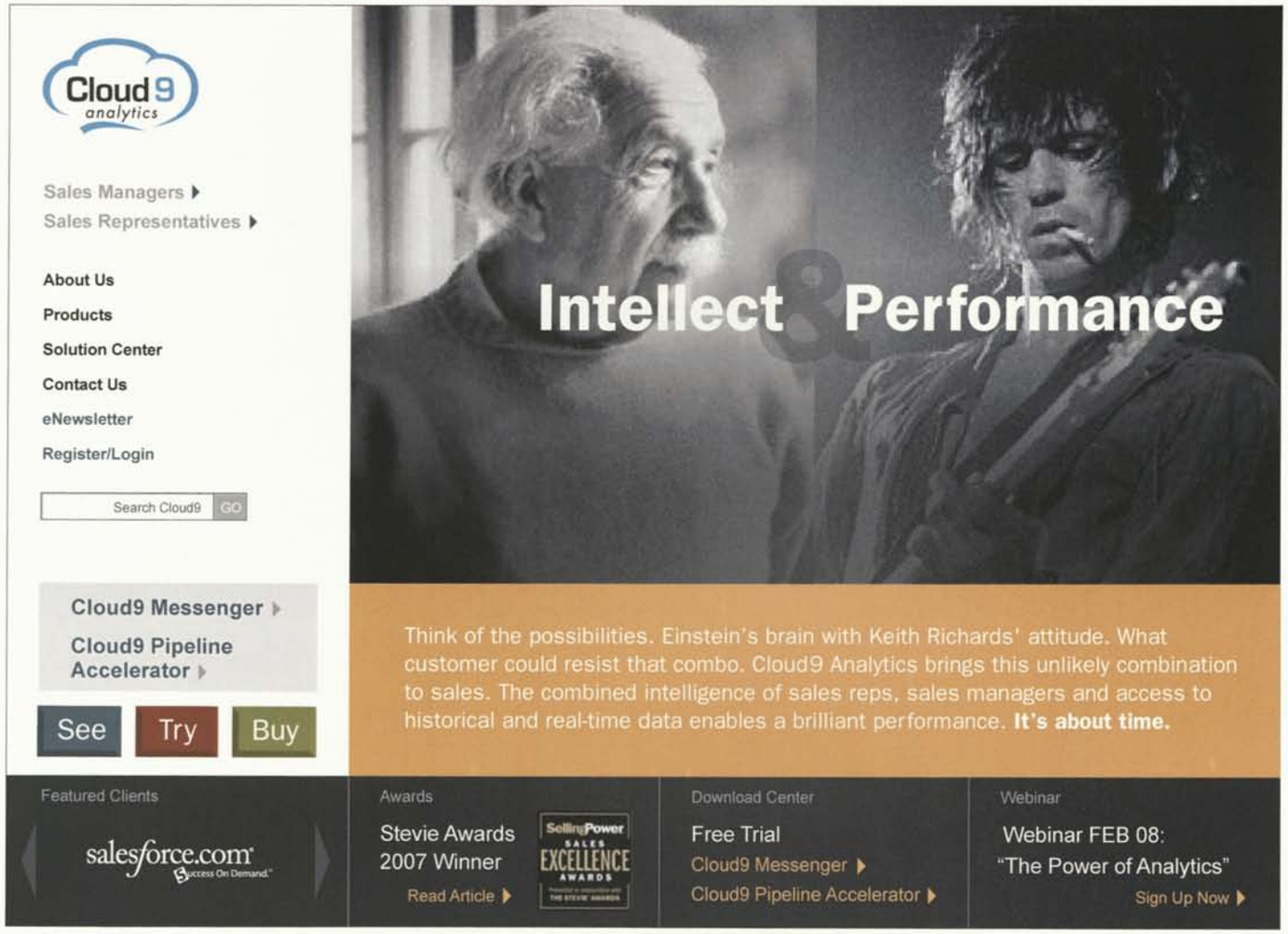
Home Page



Home Page (showing the fold cut-off point)



Home Page (Animation Sequence 1)

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Think of the possibilities. Einstein's brain with Keith Richards' attitude. What customer could resist that combo. Cloud9 Analytics brings this unlikely combination to sales. The combined intelligence of sales reps, sales managers and access to historical and real-time data enables a brilliant performance. **It's about time.**

Featured Clients

salesforce.com Success On Demand.

Awards

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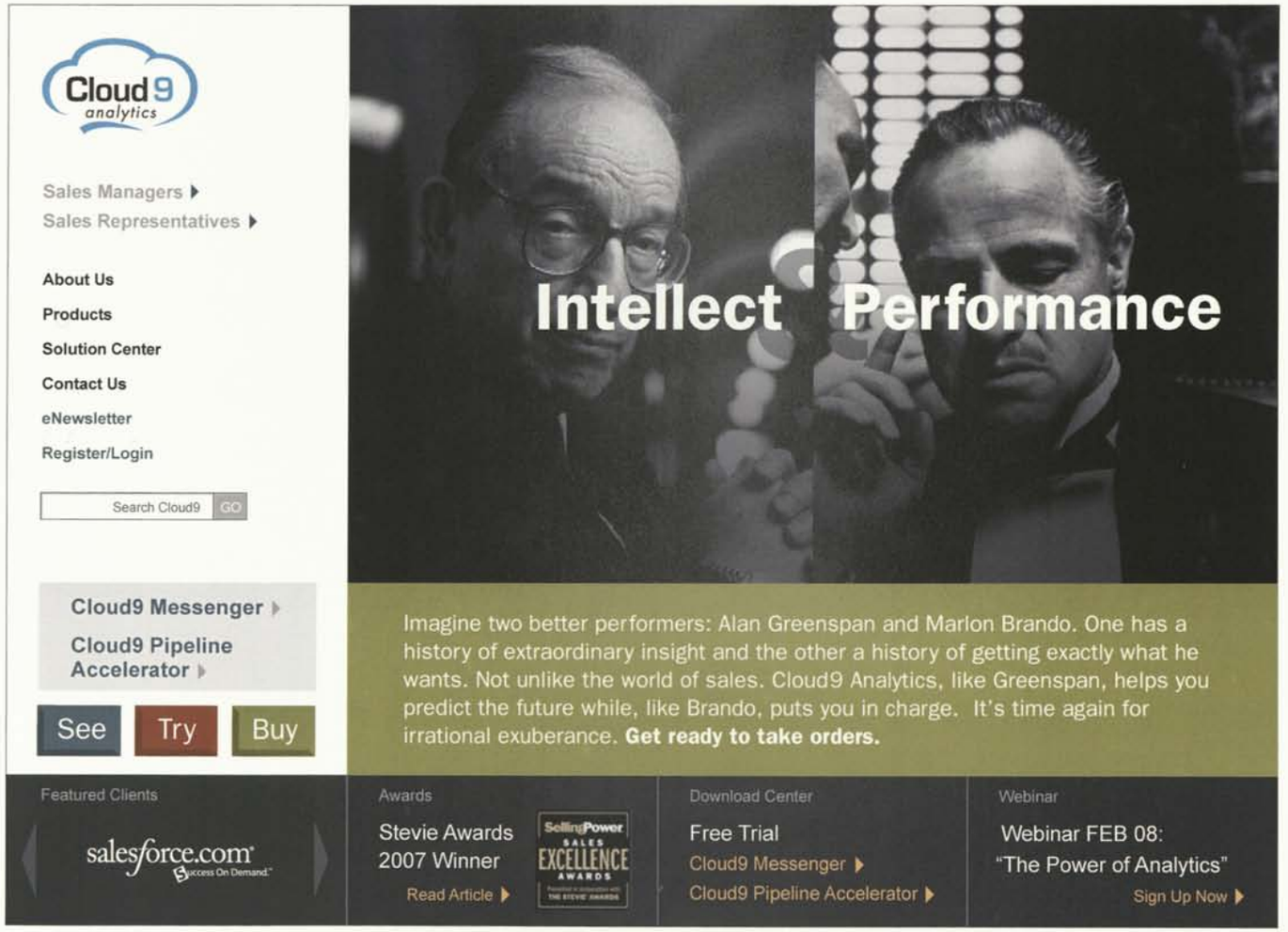
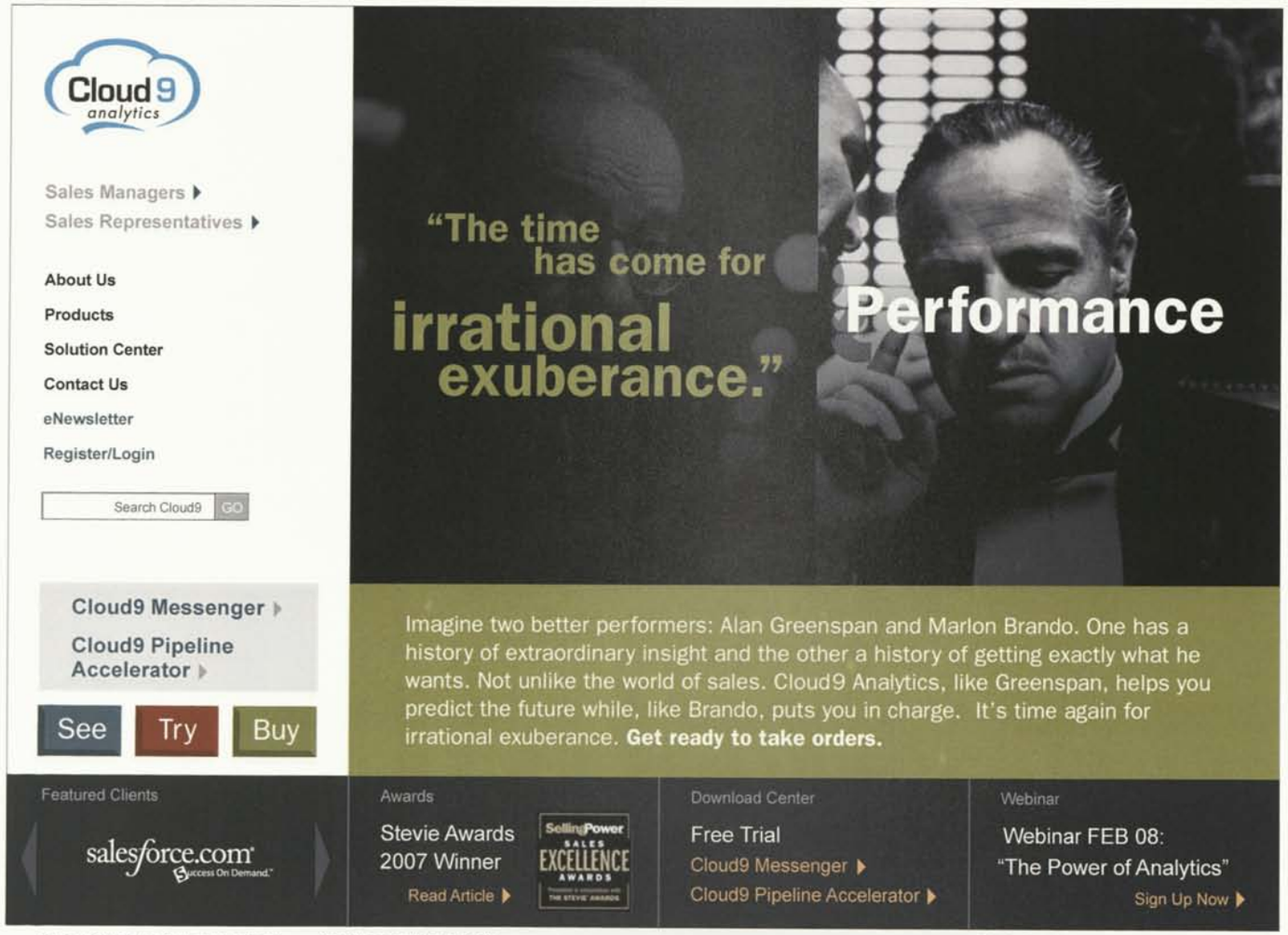
Home Page (Animation Sequence 2)

Home Page (Animation Sequence 3)



Home Page (Image Set 2, Animation Sequence 1)



Home Page (Image Set 2, Animation Sequence 2)

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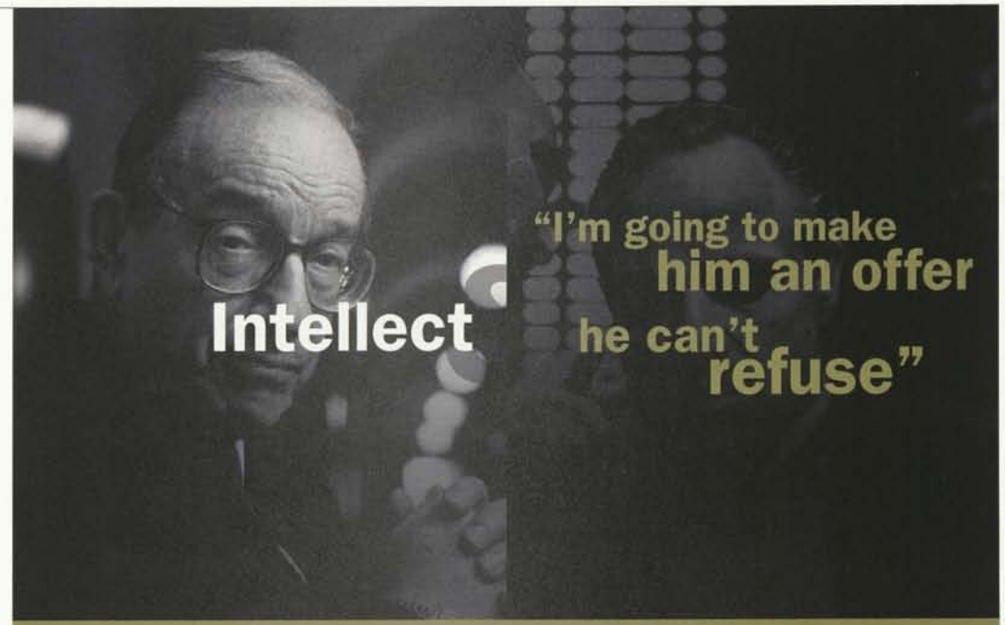

Imagine two better performers: Alan Greenspan and Marlon Brando. One has a history of extraordinary insight and the other a history of getting exactly what he wants. Not unlike the world of sales. Cloud9 Analytics, like Greenspan, helps you predict the future while, like Brando, puts you in charge. It's time again for irrational exuberance. **Get ready to take orders.**

Featured Clients

salesforce.com Success On Demand.™

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Stevie Awards 2007 Winner

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Home Page (Image Set 2, Animation Sequence 3)

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Products

CLOUD9 PIPELINE ACCELERATOR

The Cloud9 Pipeline Accelerator application prioritizes sales opportunities, calculates pipeline coverage, 'watches' for changes in the current opportunity pipeline, and connects reps working on similar deals.

Cloud9 Pipeline Accelerator answers important questions such as:

- "Am I going to make my number?"
- "Where does my team need help?"
- "What should I work on right now?"
- "How can I push more CRM system value to my front-line users?"
- "Can I create some custom sales analytics without having to call IT?"

KEY FEATURES

Forecast vs Pipeline

- View by week, month or quarter
- Filter by channel, product, region, etc.
- Compare today's forecast & pipeline to any other date in time

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Secondary Page

optionthree

CLOUD9 WEBSITE

The Creative:

Home

Secondary

Photography Style:

Photographs of faces up close with half of the hair in an edgy fashion.

BEST OF BOTH WORLDS

The Concept:

This design highlights two seemingly conflicting thought processes – the analytical and the instinctual – both of which are commonly found in the sales world. On one side is the traditional, relationship-driven cowboy who prefers to follow his or her gut instincts about how and when to make a sale. On the other side is the analytically minded sales manager who focuses on numbers and hard data because he knows they work. The ideal sales person, however, does not limit himself to only using one side of his brain but skillfully employs the best of both worlds. Cloud9 Analytics gives every sales person the ability to successfully use both sides of his or her brain for ultimate sales success. This website brings these two worlds together in an in-your-face manner, using bold messaging and edgy portraits for an accurate picture of the complete sales mind.

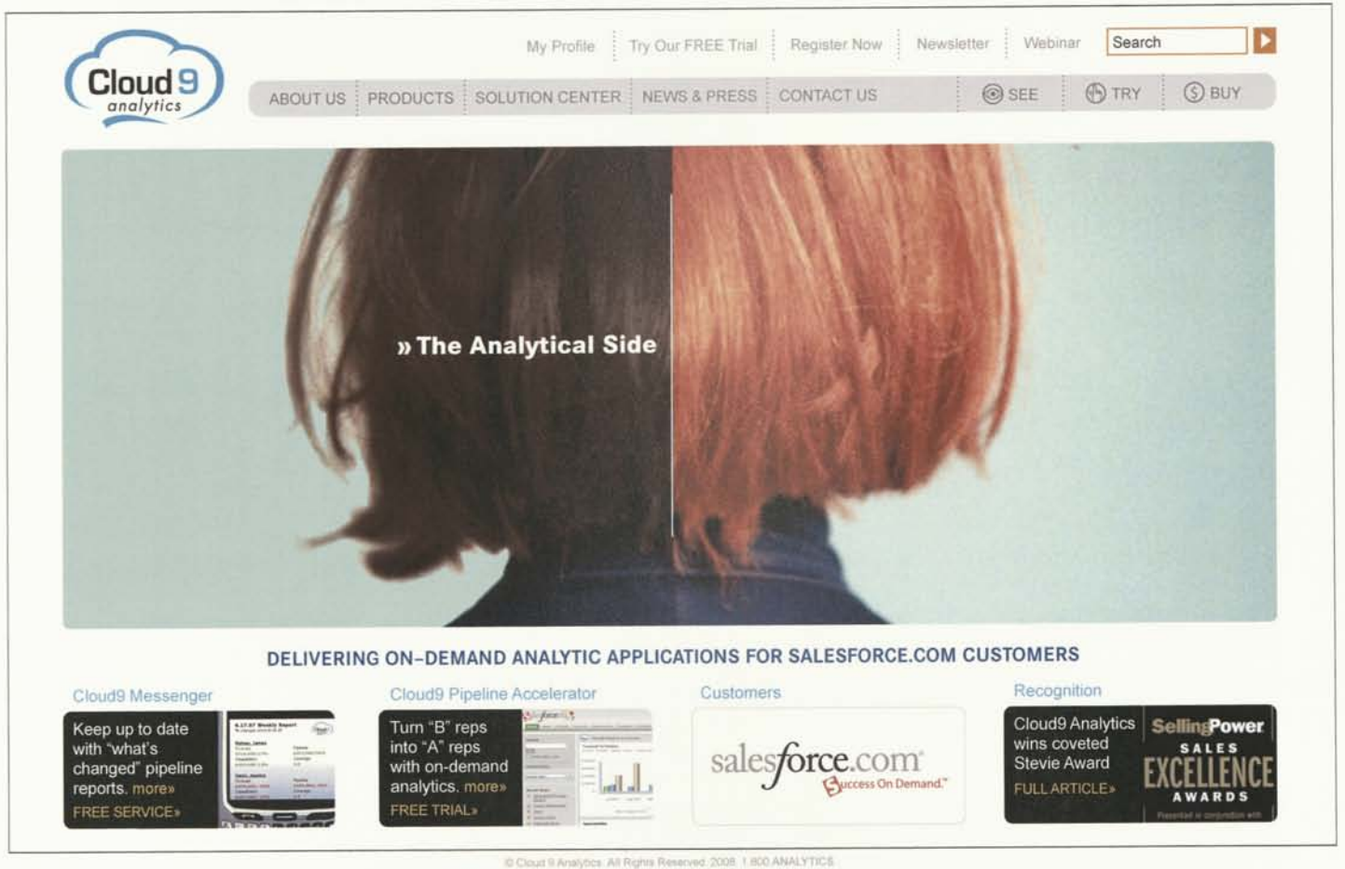
Typography:

Corporate SBQ Bold	Arial Regular
Corporate SBQ Extra Bold	**Arial Bold**

Color Palette:

The Grid System:

The grid is based on an eight-column, six-row grid.



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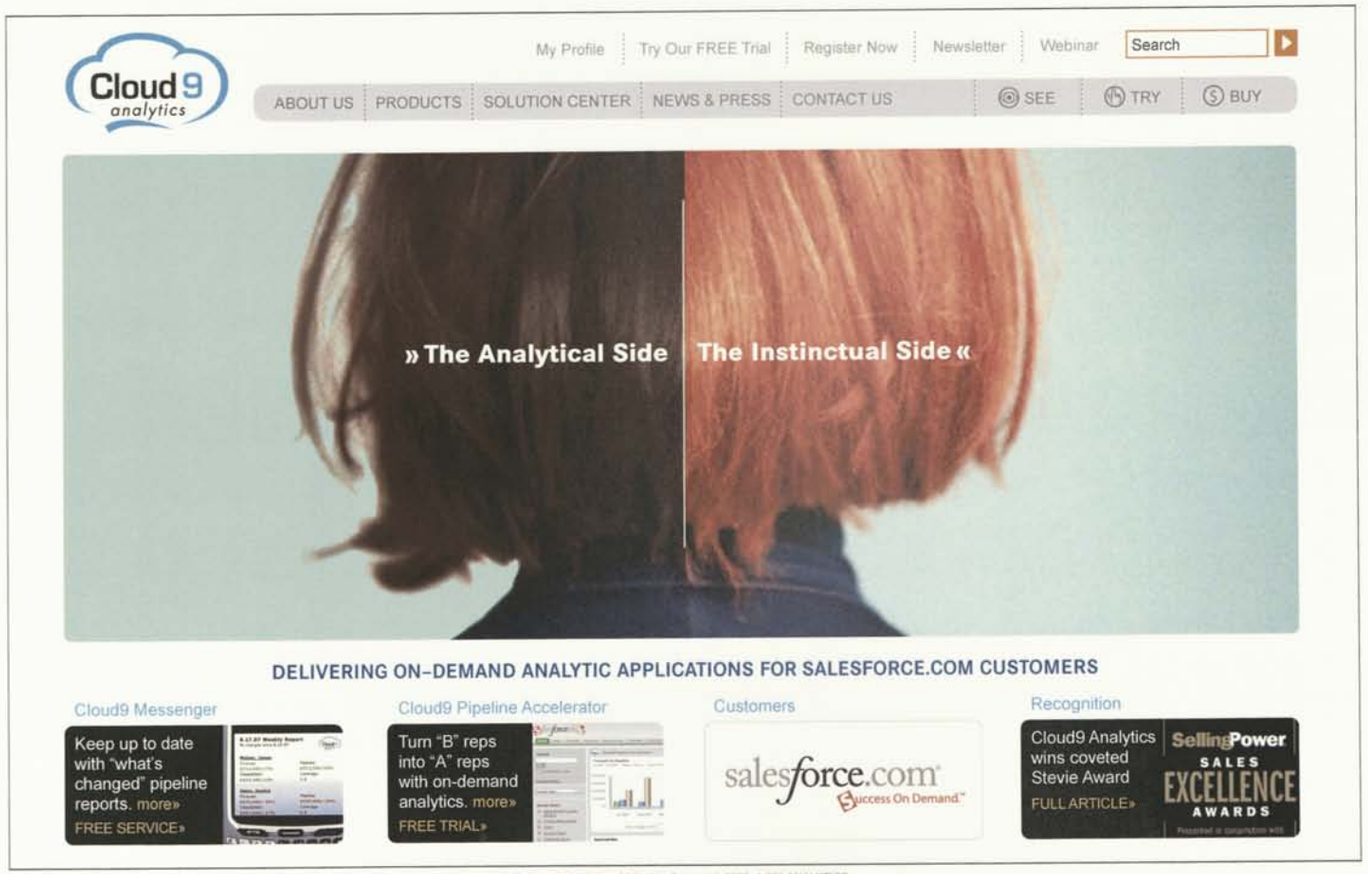
Home page (animation frame 1)



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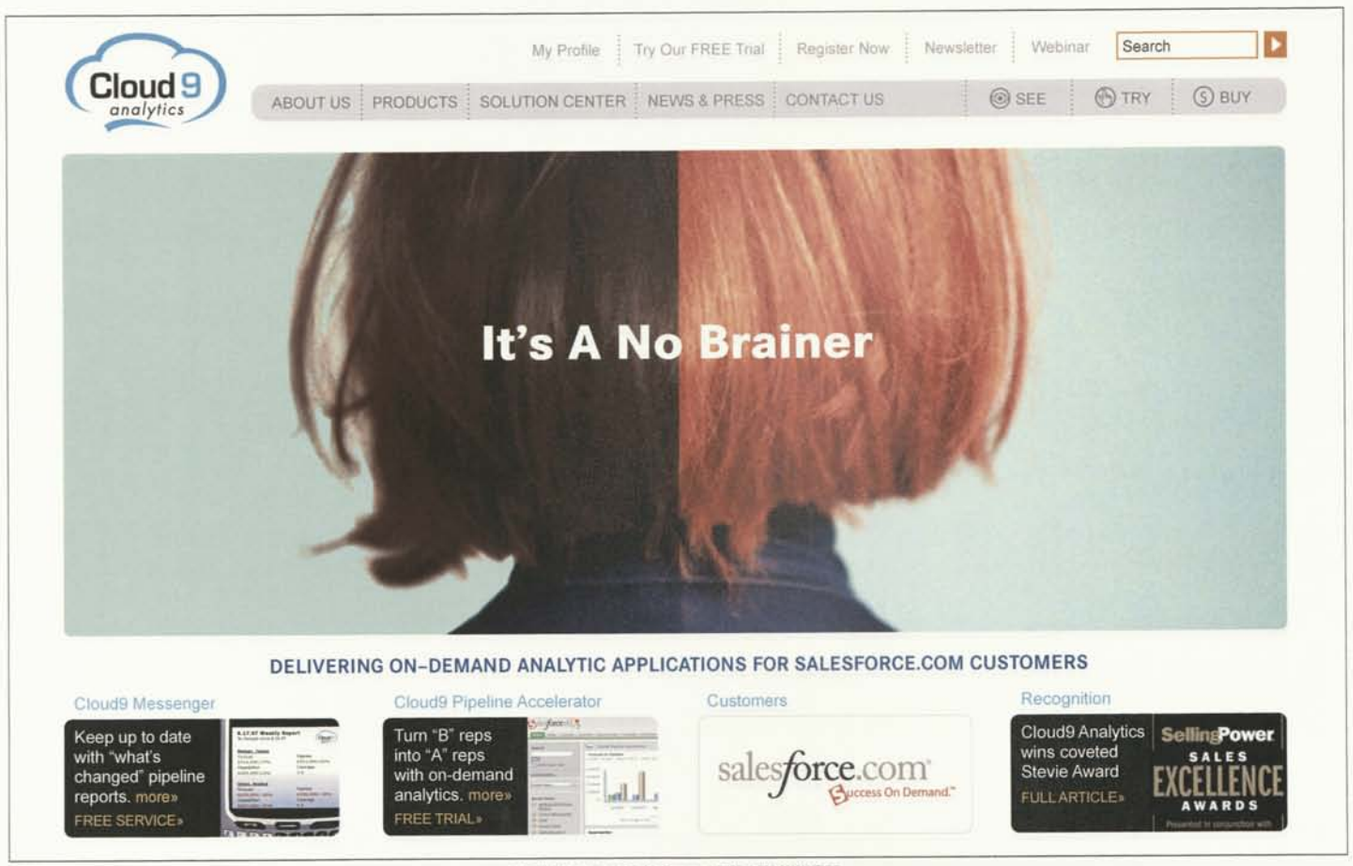

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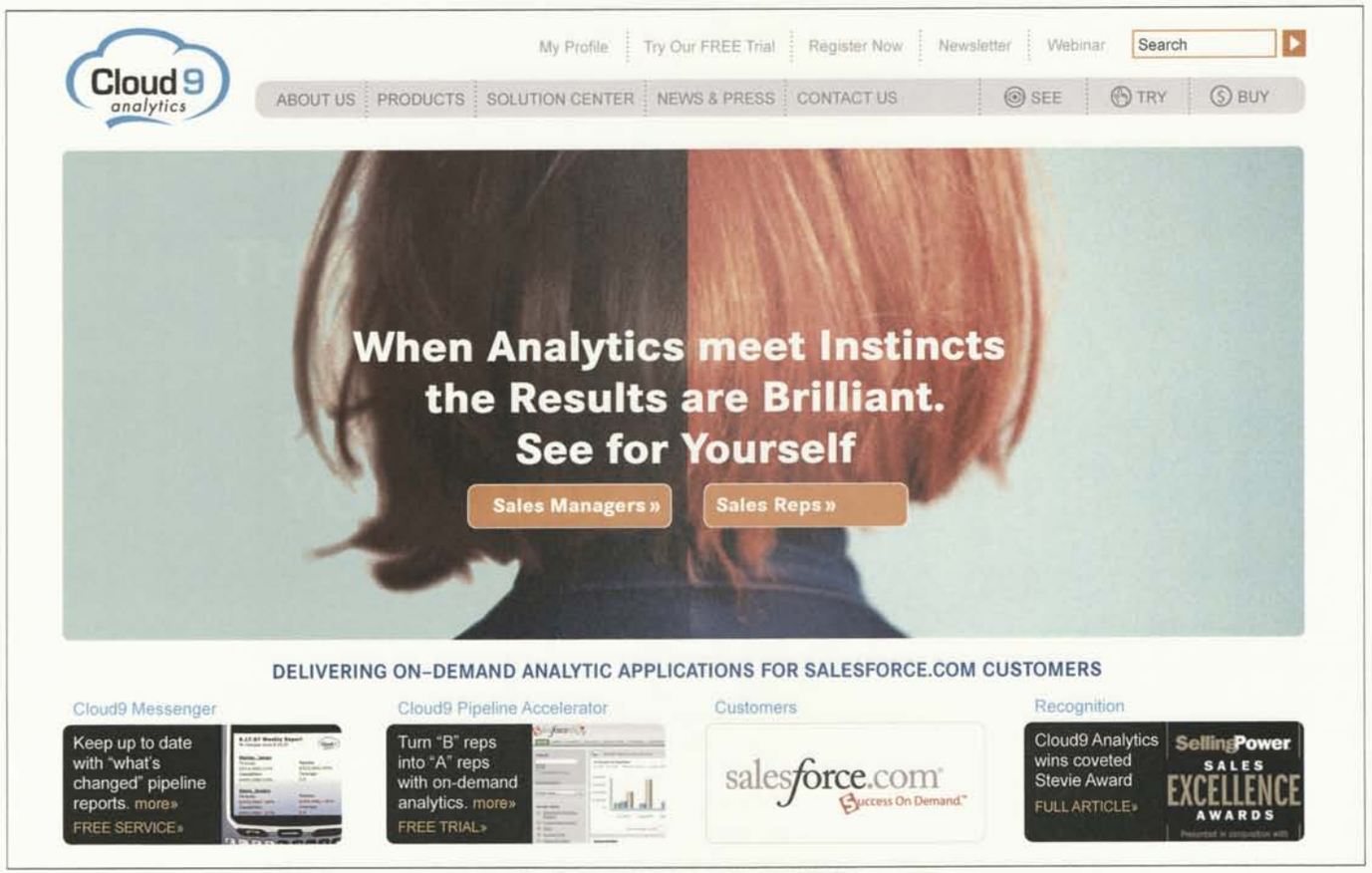
Home page (animation frame 3)



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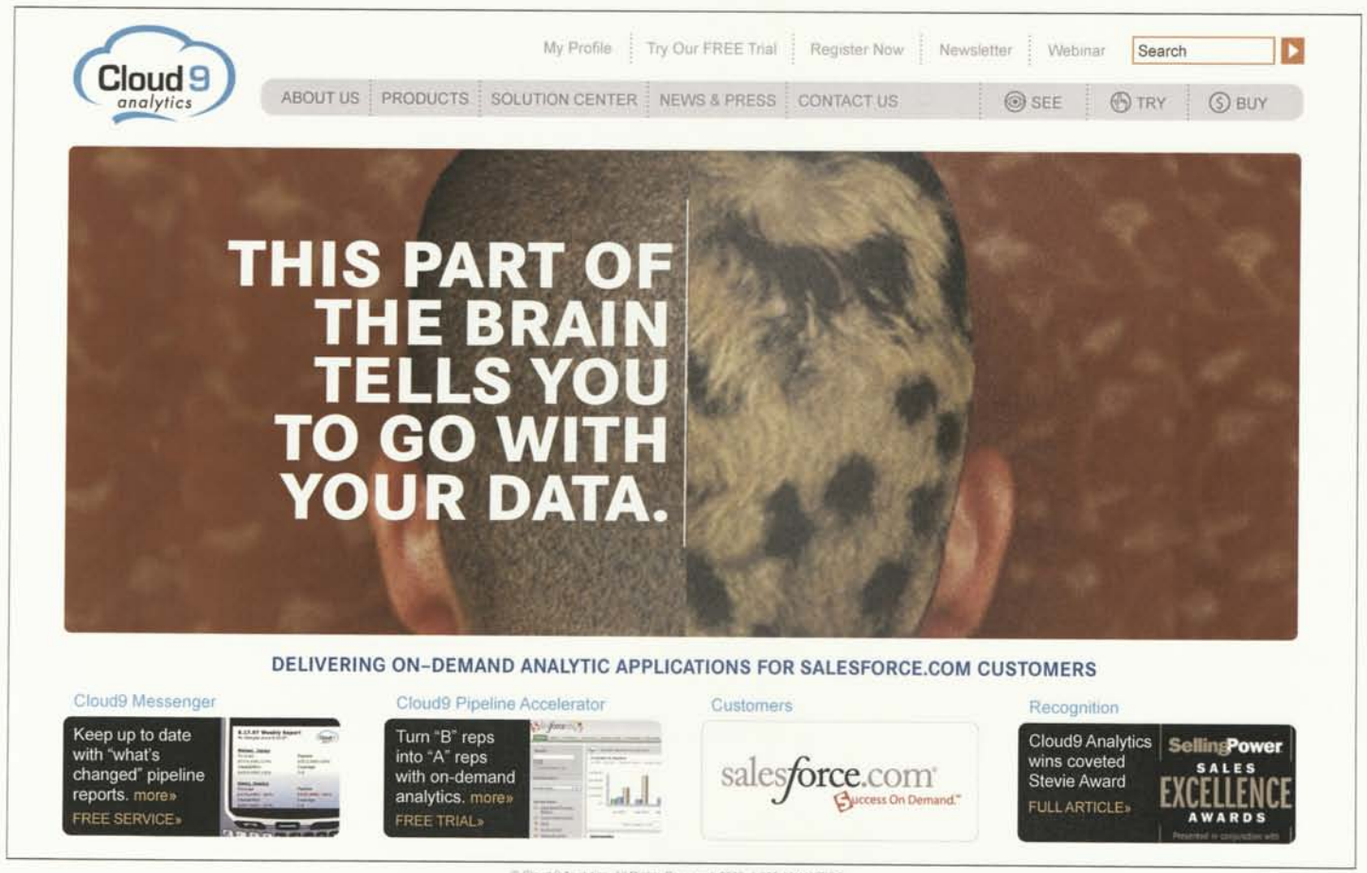
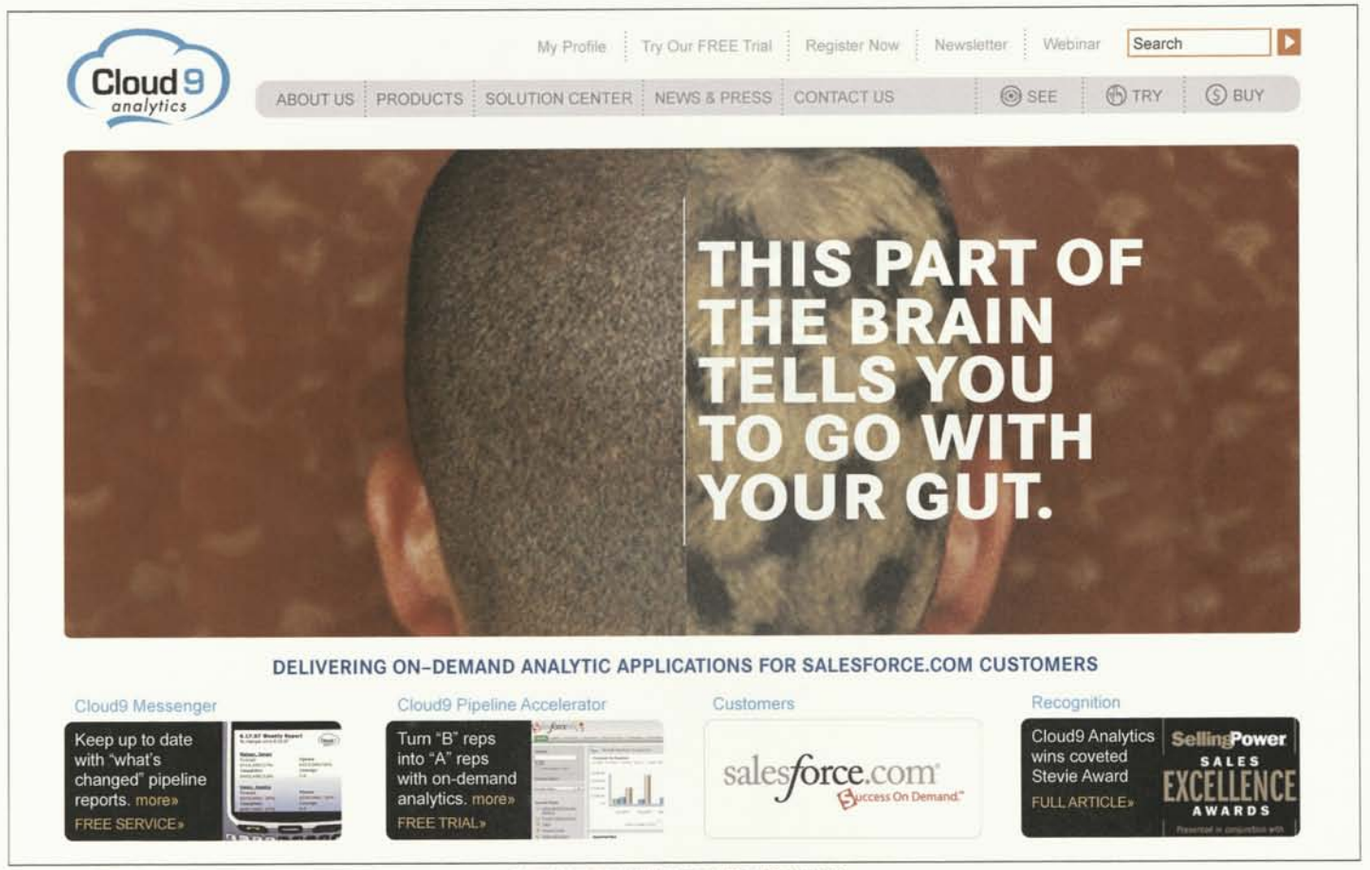
Home page (animation frame 4)



Home page refresh (animation frame 1)



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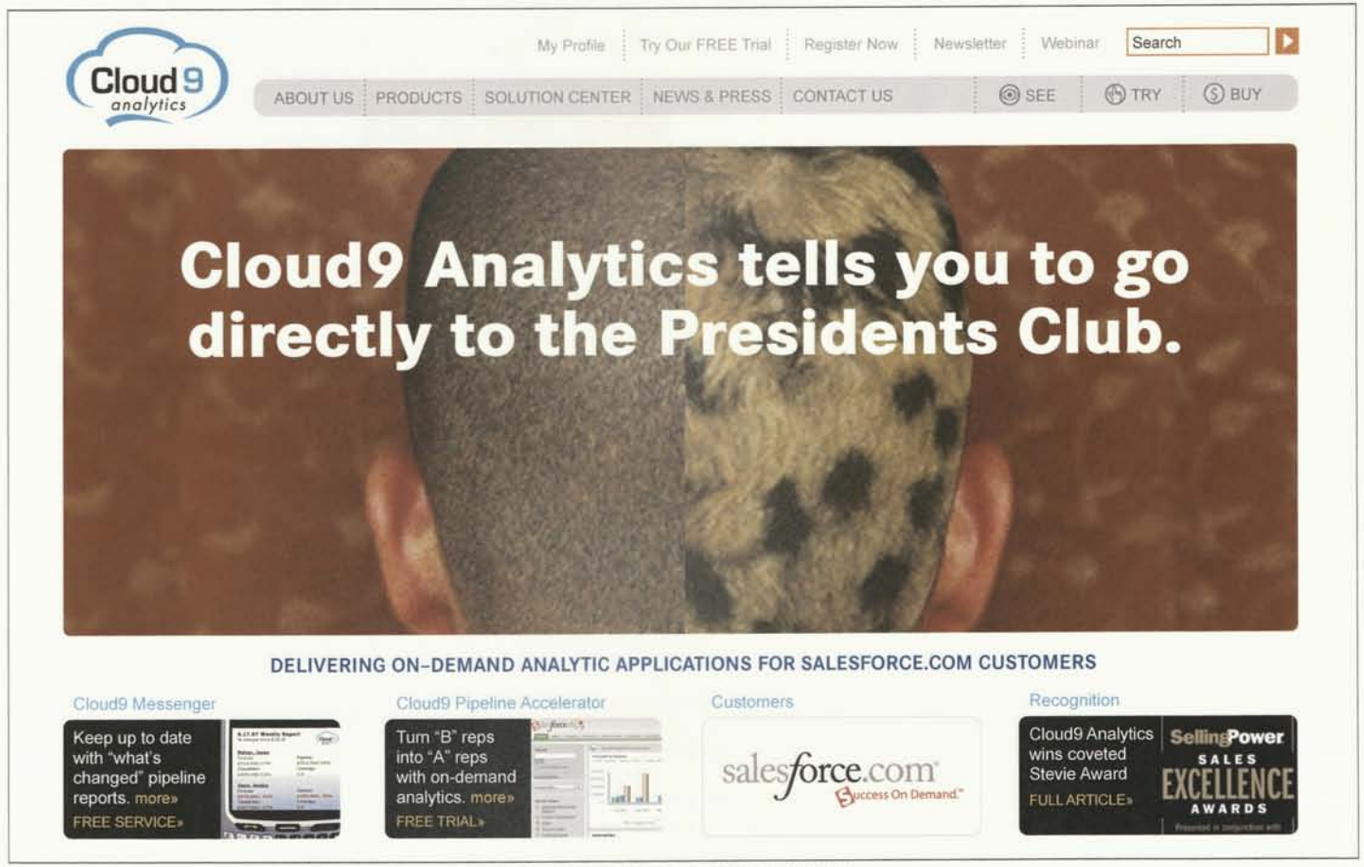
Home page refresh (animation frame 2)



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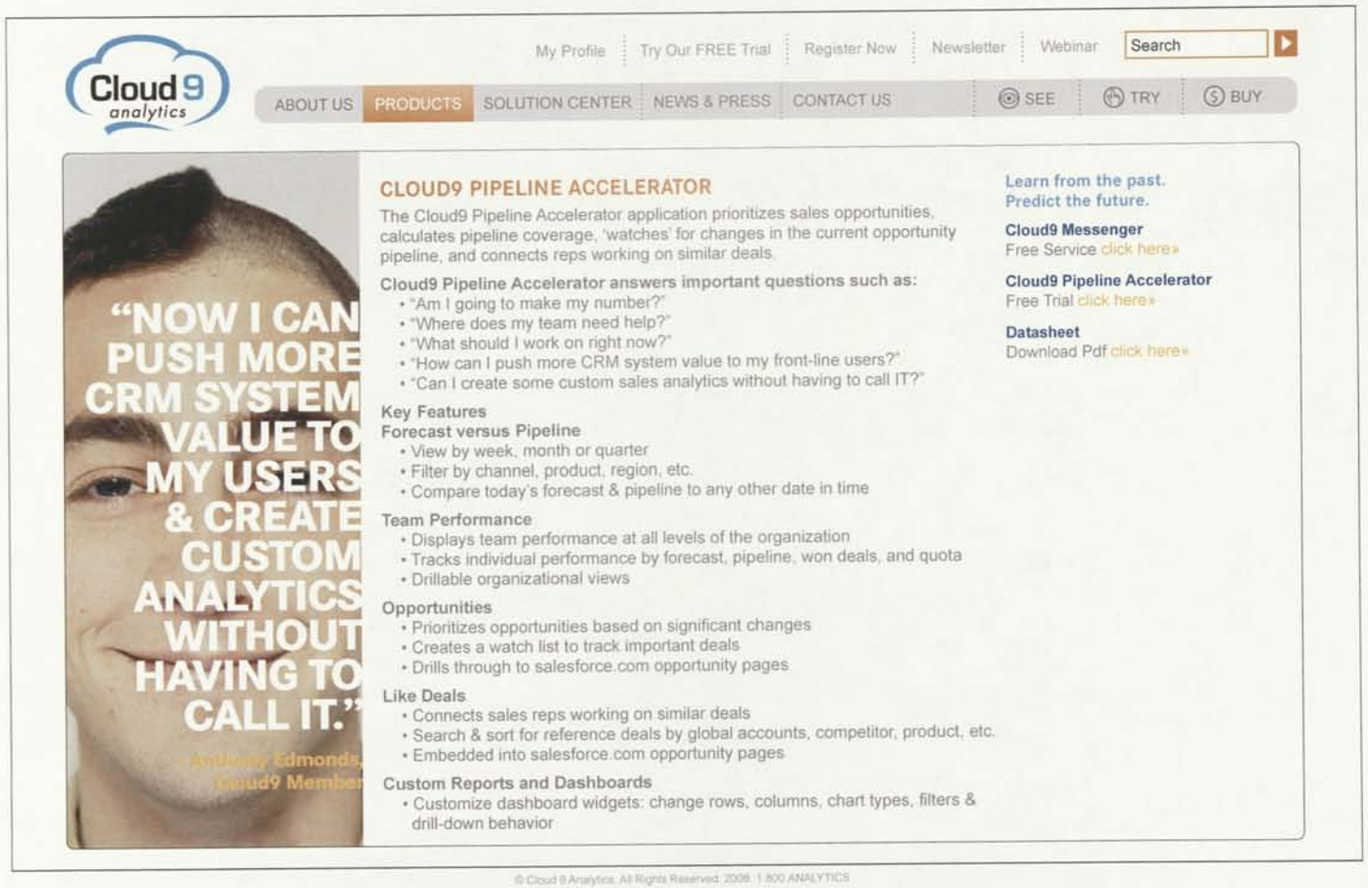
Home page refresh (animation frame 3)

Home page refresh (animation frame 4) with simulated rollover



Secondary page

option**four**

CLOUD9 WEBSITE

The Creative:

Home

Secondary

Photography Style:

Uniquely cropped portraits of a variety of personalities are overlaid with a color wash.

DEAL OR NO DEAL

The Concept:

At the end of the day, it's closing the deal that really matters. This site plays with the idea of "the deal" by displaying a handful of customer images and the various stages of their sales deals. The word equation running below the customer image "Instincts + Insight = Results" helps tell the real story. That is to say, improving the odds of how often you win a deal is a balance of employing gut instinct and the historical insight that you can only gain from hard-core data. The concept further illustrates that the difference between being in the game and being on top of the game is taking a new, blended approach to how you play. By providing real-time visibility into the pipeline, Cloud9 allows sales persons and managers to make data-driven decisions and sales projections. So, ultimately, Cloud9 offers today's deal makers exactly what it takes to become a new, hybrid kind of odds maker – one who is not leaving a deal to chance and is continually taking the day.

Typography:

Century Gothic Regular
Century Gothic Bold

Arial Regular
Arial Bold

Color Palette:

85 91 66	118 143 140	156 158 160	190 180 130	221 222 224	255 193 14	191 39 45

The Grid System:

The grid is based on a nine-column, ten-row grid.

Cloud 9 analytics

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Being in the game is one thing. Being on top is a whole other experience. With Cloud9 Analytics,

INSTINCTS + INSIGHT = RESULTS

Cloud9 Analytics delivers on-demand analytic applications for salesforce.com customers.

Sales Managers | Sales Reps

CUSTOMERS Trimble.

awards

SellingPower SALES EXCELLENCE AWARDS THE STEVIE AWARDS
2007 WINNER

DECEMBER 10, 2007

Cloud9 Analytics Wins Coveted Stevie Award

Cloud9 Analytics today announced that its software has been recognized as the best solution to increase sales teams' use of their existing CRM software.

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news

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Cloud9 Analytics Sees Record-Setting Post-Launch Sales Surge »

SEPTEMBER 18, 2007

Cloud9 Analytics and Sales Performance International Partner to Help Sales Teams Make Their Number »

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webinar

MARCH, 2008

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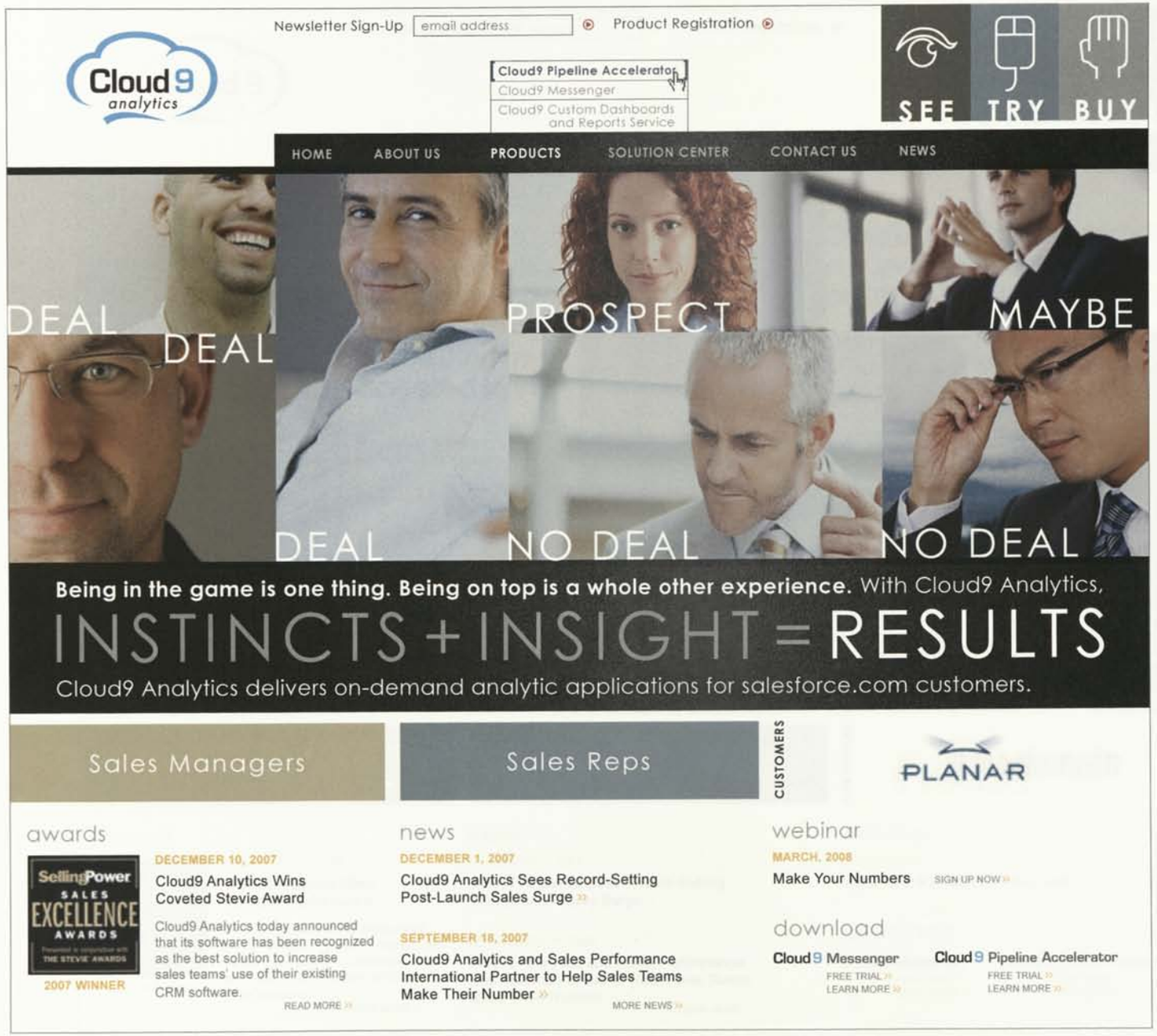

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| Rollover Navigation

Cloud 9 analytics

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"Cloud9 Analytics has enabled CRM to finally deliver on the promise of increased sales."

Jim Dickie, Managing Partner - CSO Insights

Create custom sales analytics in a snap without having to call IT.

Being in the game is one thing. Being on top is a whole other experience. With Cloud9 Analytics,

INSTINCTS + INSIGHT = RESULTS

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Sales Managers | Sales Reps

CUSTOMERS datadomain

awards

SellingPower SALES EXCELLENCE AWARDS Presented in conjunction with THE STEVIE AWARDS

2007 WINNER

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MARCH, 2008

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| Rollover Sales Managers

Cloud 9 analytics

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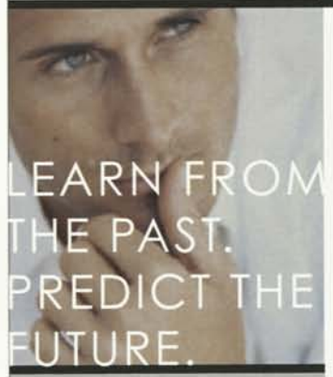

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CLOUD9 PIPELINE ACCELERATOR

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- "How can I push more CRM system value to my front-line users?"
- "Can I create some custom sales analytics without having to call IT?"

KEY FEATURES

FORECAST VERSUS PIPELINE

- View by week, month or quarter
- Filter by channel, product, region, etc.
- Compare today's forecast & pipeline to any other date in time

TEAM PERFORMANCE

- Displays team performance at all levels of the organization
- Tracks individual performance by forecast, pipeline, won deals, and quota
- Drillable organizational views

OPPORTUNITIES

- Prioritizes opportunities based on significant changes
- Creates a watch list to track important deals

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optionfive

Cloud 9 Analytics

CLOUD 9 ANALYTICS

The Creative:

Home

Secondary Page

Photography Style:

Tightly-cropped full-color photos are used throughout the website.

TRANSFORMATION

The Concept:

This whimsical approach uses refreshing paired images to illustrate the benefits of Cloud 9 products to its customers. Whether the sales effort is accelerated or the sales flow is increased, the side-by-side metaphors provide colorful and quirky representations of a solid truth—Cloud 9 is the proven path to sales success. Analyst and customer quotes are used throughout to reinforce Cloud 9 key benefits.

Typography:

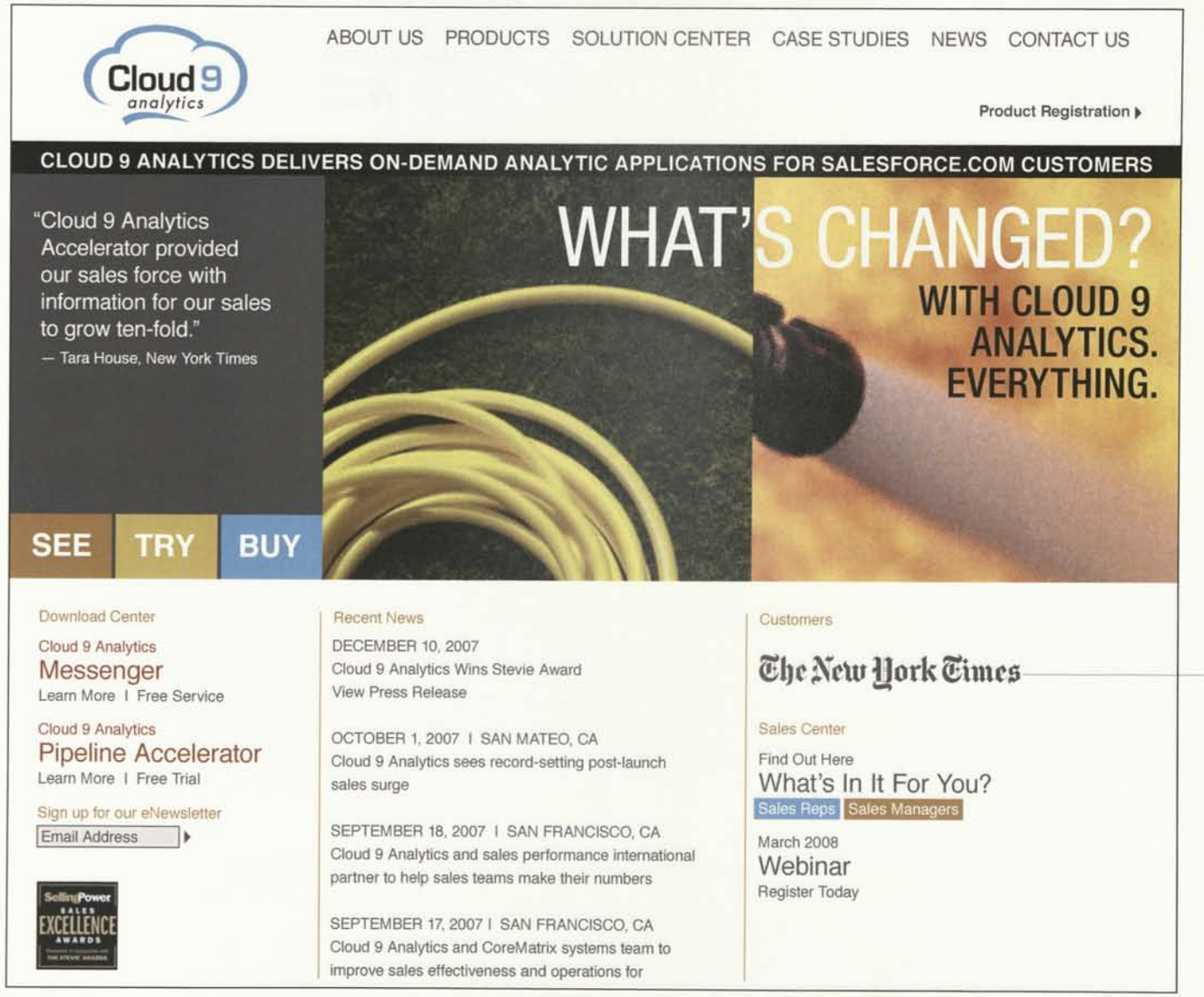
Helvetica Regular
Helvetica Bold

Color Palette:

93/85/84 | 56/176/221 | 245/201/53 | 186/126/40 | 200/46/11

The Grid System:

The grid is based on a 8 column, 6 row system.



Logo Rotates On Page

Home Page

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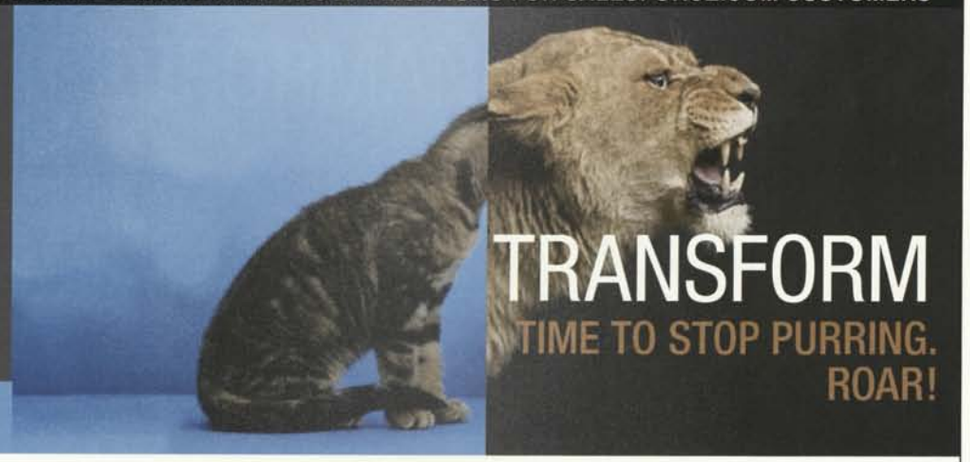
Management Team
Directors
Careers

Product Registration

CLOUD 9 ANALYTICS DELIVERS ON-DEMAND ANALYTIC APPLICATIONS FOR SALESFORCE.COM CUSTOMERS

"The Cloud 9 Messenger was exactly what our sales team needed to convert our potential customers into customers."

— Tara House, New York Times



TRANSFORM

TIME TO STOP PURRING. ROAR!

SEE **TRY** **BUY**

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Messenger
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Pipeline Accelerator
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SellingPower SALES EXCELLENCE AWARDS

Recent News

DECEMBER 10, 2007
Cloud 9 Analytics Wins Stevie Award
View Press Release

OCTOBER 1, 2007 | SAN MATEO, CA
Cloud 9 Analytics sees record-setting post-launch sales surge

SEPTEMBER 18, 2007 | SAN FRANCISCO, CA
Cloud 9 Analytics and sales performance international partner to help sales teams make their numbers

SEPTEMBER 17, 2007 | SAN FRANCISCO, CA
Cloud 9 Analytics and CoreMatrix systems team to improve sales effectiveness and operations for

Customers

The New York Times

Sales Center

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What's In It For You?
Sales Reps | Sales Managers

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Webinar
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Home Page - Refresh

Home Page - Refresh

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- Pipeline Accelerator
- Messenger
- Custom Dashboards
- Reports Service

Product Registration ▸

With Cloud 9 Pipeline Accelerator, get a bird's-eye view of your pipeline in real time.

SEE | TRY | BUY

The Cloud 9 Pipeline Accelerator application prioritizes sales opportunities, calculates pipeline coverage, 'watches' for changes in the current opportunity pipeline, and connects reps working on similar deals.

Cloud 9 Pipeline Accelerator answers important questions such as:

- Am I going to make my number?
- Where does my team need help?
- What should I work on right now?
- How can I push more CRM system value to my front-line users?
- Can I create some custom sales analytics without having to call IT?

KEY FEATURES

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Messenger
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optionsix

CLOUD9 WEBSITE

REALLY BIG

The Creative:

Home

Secondary

The Concept:

This is Big. Really Big. Now two competing personalities in one sales organization have a meeting of the minds. With the right analytics and talent the top dogs and head honchos can now create a numero uno team. Extraordinary talent demands extraordinary connections. To data, people and opportunities. This concept speaks directly to the egos of that extraordinary talent with bold in your face typography and an overall crisp consumer feel that appeals to the winners on both sides of the organization.

Typography:

Swiss Bold

Arial Regular

Arial Bold

Color Palette:

243 116 33 | 85 86 88 | 146 148 151

Photography Style:

Four-color portraits of executives looking directly into the camera gives life to the personalities highlighted in this site.

The Grid System:

The grid is based on a five-column, six-row grid.

Cloud 9 analytics

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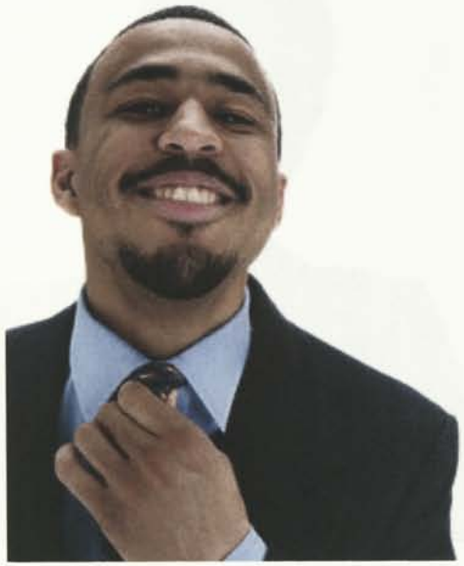

TOP DOG
HEAD HONCHO
NUMERO UNO

I know I can close the deal if I can just get in front of the guy. Now I know how to get in front of him. With Cloud 9 Analytics real time data, a little history and my new suit I have all I need to make the sale. Just watch.

JOHN SMITH, SALES REP
SALESFORCE.COM

customers:

salesforce.com Success On Demand.™

The New York Times

Honeywell

sales rep:
Increase Sales in Real-time
SEE HOW

sales manager:
Instant Access to Your Pipeline
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Cloud9 Messenger FREE TRIAL
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Deal or No Deal
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Cloud9 Analytics Wins the Coveted Stevie Award
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Cloud9 Analytics Sees Record-Setting Post-Launch Sales Surge
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Cloud9 Analytics and Sales Performance International Partner to Help Sales Teams Make Their Numbers
San Mateo, Calif. – October 1, 2007 READ MORE

get the goods:

CSO Insights
GET THE WHITEPAPER

Analytics vs. Instinct
GET THE DATASHEET

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Upon rollover, role name color changes from grey to orange, photo and quote change

During Phase 1 implementation, personalities are highlighted

Top Dog - Sales Rep
Head Honcho - Sales Mgr
Numero Uno - Company/Team

955 pixels
Viewable area
in typical browser

PHASE 1
HOME PAGE
Sales Rep Rollover Activated

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TOP DOG
HEAD HONCHO
NUMERO UNO

With Cloud9 Analytics all of the sales stakeholders will gain easy visibility to key trends.

JENNIFER SIKORA, DIRECTOR OF FIELD MARKETING
GOLDEN GATE SOFTWARE, INC.

customers:

salesforce.com Success On Demand.™

The New York Times

Honeywell

sales rep:
Increase Sales in Real-time
SEE HOW

sales manager:
Instant Access to Your Pipeline
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PHASE 1
HOME PAGE
Sales Manager Rollover Activated

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RESULTS DEAL MAKER PIPELINE

During Phase 2 implementation, benefits are highlighted

We have been waiting a long time - years - for an application to not just report on the pipeline, but to help optimize the pipeline. After reviewing the functionality of Cloud9 Pipeline Accelerator, the wait is finally over.

JIM DICKEY, MANAGING PARTNER
CSO INSIGHTS

customers:

salesforce.com Success On Demand.™

The New York Times

Honeywell

sales rep:
Increase Sales in Real-time
SEE HOW

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sales rep:
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sales manager:
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PRODUCTS

PIPELINE ACCELERATOR

The Cloud9 Pipeline Accelerator application prioritizes sales opportunities, calculates pipeline coverage, 'watches' for changes in the current opportunity pipeline, and connects reps working on similar deals.

Cloud9 Pipeline Accelerator answers important questions such as:

- "Am I going to make my number?"
- "Where does my team need help?"
- "What should I work on right now?"
- "How can I push more CRM system value to my front-line users?"
- "Can I create some custom sales analytics without having to call IT?"

Key Features

Forecast versus Pipeline
- View by week, month or quarter
- Filter by channel, product, region, etc.
- Compare today's forecast & pipeline to any other date in time

Team Performance
- Displays team performance at all levels of the organization
- Tracks individual performance by forecast, pipeline, won deals, and quota
- Drillable organizational views

Opportunities
- Prioritizes opportunities based on significant changes
- Creates a watch list to track important deals
- Drills through to salesforce.com opportunity pages

Like Deals
- Connects sales reps working on similar deals
- Search and sort for reference deals by global accounts, competitor, product, etc.
- Embedded into salesforce.com opportunity pages

Custom Reports and Dashboards
- Customize dashboard widgets: change rows, columns, chart types, filters and drill-down behavior
- Multiple columns on a single dashboard widget

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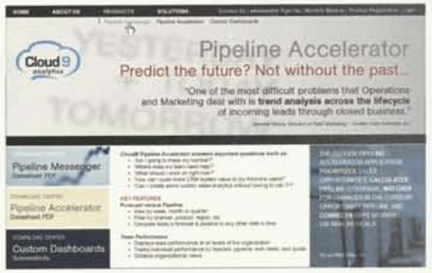
optionseven

CLOUD9 WEBSITE

The Creative:

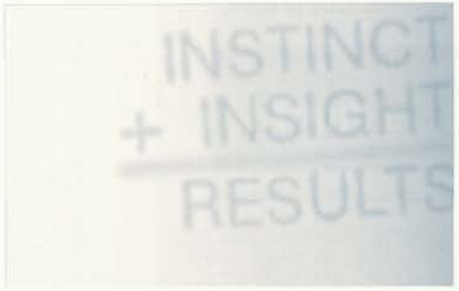
Home

Secondary



Photography Style:

Important messages will appear as blurred background type.



SALES MATHEMATICS

The Concept:

This concept uses large blurred type in the background of each page to highlight important sales messages. These mathematical formulae, which subtly suggests writing on a whiteboard, communicate that success requires the combination of distinct elements, such as INSTINCT and INSIGHT.

Typography:

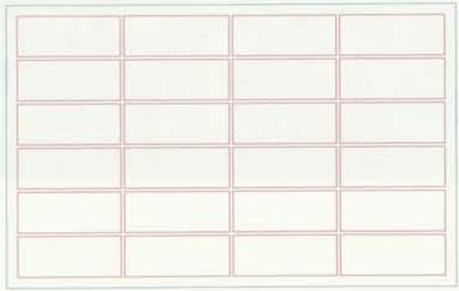
AG Book Regular
AG Book Medium
AG Book Bold

Arial Regular
Arial Bold

Color Palette:

The Grid System:

The grid is based on a four-column, six-row grid.



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"Cloud9 Analytics has enabled CRM to finally **deliver on the promise** to increase sales."

Jim Dickie, Managing Partner – CSO Insights

On-Demand Analytic Applications for Salesforce.com Customers

FOCUS
Sales Reps
Making your instincts earn.

FOCUS
Sales Managers
Sales analytics you want.

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Try our **FREE TRIAL** if you don't believe us.

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Cloud9 Pipeline Accelerator >>

WHO'S WINNING WITH CLOUD 9
Trimble.

SIGN UP NOW FOR OUR
Feb 08 **Webinar**:
Cowboy vs "The Analyzer"

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"If you only look at 'current status' from the CRM system you loose the **illuminating value** that history has on what's really going on in the business."

Tara House – New York Times

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FOCUS
Sales Reps
Making your instincts earn.

FOCUS
Sales Managers
Sales analytics you want.

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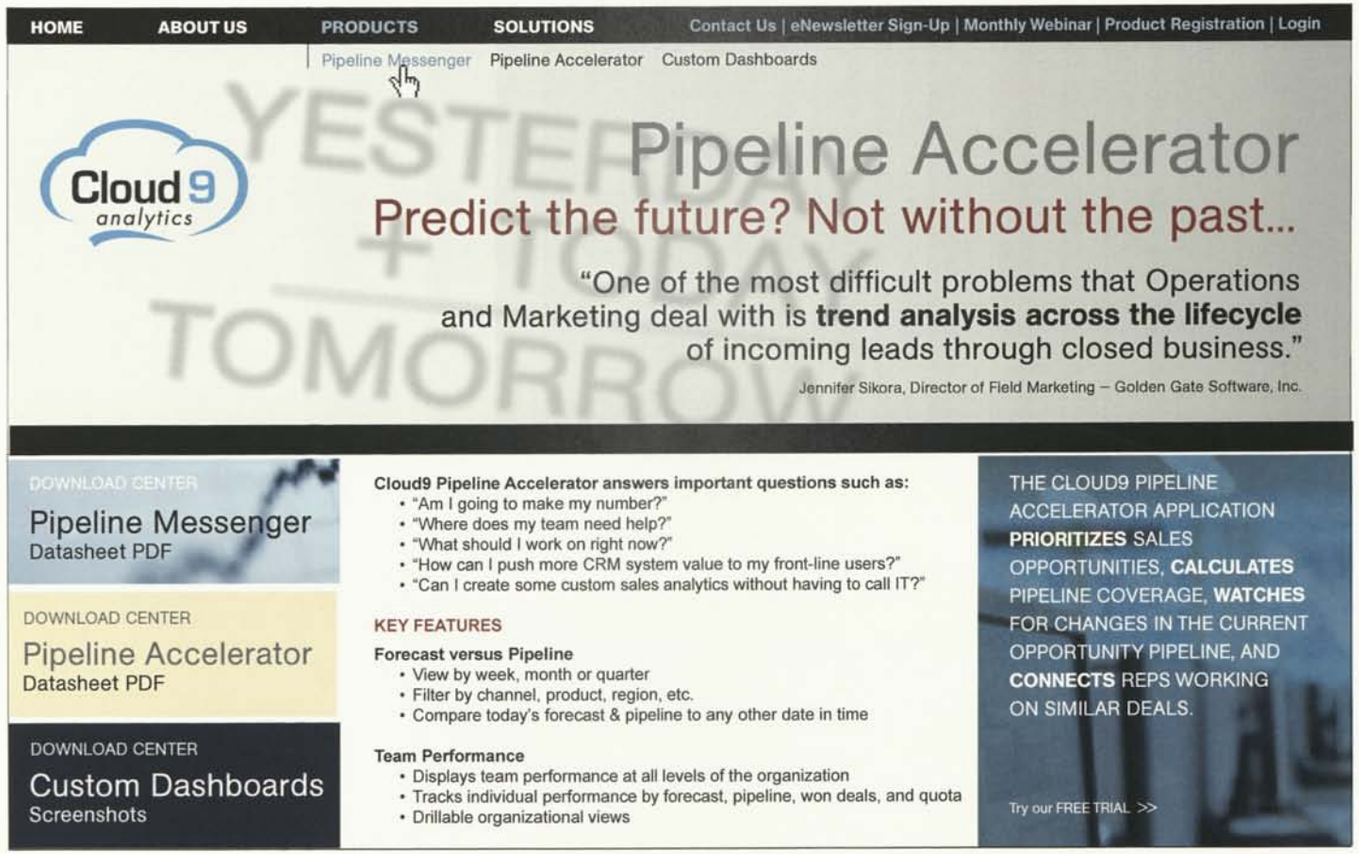
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Pipeline Messenger
Pipeline Accelerator
Custom Dashboards
Cloud 9 analytics
YESTERDAY + TODAY = TOMORROW
Pipeline Accelerator
Predict the future? Not without the past...
"One of the most difficult problems that Operations and Marketing deal with is trend analysis across the lifecycle of incoming leads through closed business."
Jennifer Sikora, Director of Field Marketing – Golden Gate Software, Inc.
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Datasheet PDF
DOWNLOAD CENTER
Pipeline Accelerator
Datasheet PDF
DOWNLOAD CENTER
Custom Dashboards
Screenshots
Cloud9 Pipeline Accelerator answers important questions such as:
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• "What should I work on right now?"
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THE CLOUD9 PIPELINE ACCELERATOR APPLICATION PRIORITIZES SALES OPPORTUNITIES, CALCULATES PIPELINE COVERAGE, WATCHES FOR CHANGES IN THE CURRENT OPPORTUNITY PIPELINE, AND CONNECTS REPS WORKING ON SIMILAR DEALS.
Try our FREE TRIAL >>

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