

SALESFORCE CRM ANALYTICS & REVENUE INTELLIGENCE

OVERVIEW: Replace manual spreadsheets with real-time, role-based analytics that drive faster, data-backed decisions.

1. BUSINESS FRICTION

Current operational roadblocks and pain points.

■ Blind Margins

Executives have limited visibility into true project and portfolio margins until well after the month closes.

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Leadership teams rely on static, easily broken manual spreadsheets that take days to compile.

■ Siloed Data

Sales, delivery, and finance data live in separate systems, making holistic business analysis impossible.

2. OPPORTUNITY

The AbyPro mechanism deployed to modernize operations.

■ Analytics Dashboards

Deploy prebuilt CRM Analytics dashboards that connect live data across your entire enterprise architecture.

■ Executive Scorecards

Create high-level executive scorecards that highlight key performance indicators (KPIs) instantly.

■ Role-Based Reporting

Configure customized, role-based views so every leader sees the exact metrics they need to manage their team.

3. OUTCOME

Measurable business value and financial returns.

▶ Faster Decisions

Make strategic pivots in days, not months, armed with real-time, perfectly accurate business data.

▶ Operational Visibility

Gain a crystal-clear, 360-degree view of your operations from pipeline to final project delivery.

▶ Margin Improvement

Identify margin erosion instantly and take corrective action before it impacts the quarterly bottom line.

