

salesforce einstein analytics

# EINSTEIN ANALYTICS APPS

FOR EVERYONE IN EVERY INDUSTRY



# WHAT EXACTLY ARE EINSTEIN ANALYTICS APPS?

## SMARTER DECISIONS

Analytics apps are taking over. And for good reason. They're purpose-built, mobile, intuitive, and actionable. They empower the front lines to make smarter decisions at the point of interaction.

Unlike traditional analytics tools, analytics apps are ready to go. No construction required. For sales and marketing, they're prebuilt to increase effectiveness, upsell, productivity and conversion. Service teams can use them to improve field efficiency and highlight opportunities to enhance customer satisfaction, from call center to the customer site. Human resources can make better, more timely talent and recruiting decisions in tune with the business.

## A SMARTER WAY TO EMPOWER EVERYONE

### Complete

Einstein Analytics apps start with a foundation of data that other analytics tools simply can't deliver. This includes native access to rich opportunity, customer service, and marketing data, blended with data from ISV Force.com apps, and other information across the enterprise and beyond.

### Contextual

Putting apps in the hands of everyone means thinking differently about what it takes to engage everyone. Analytics embedded in Visualforce pages or communities, Einstein Analytics actions that encourage action on insight, and intuitive mobile-first design – all enhance adoption and engagement.

### Everywhere

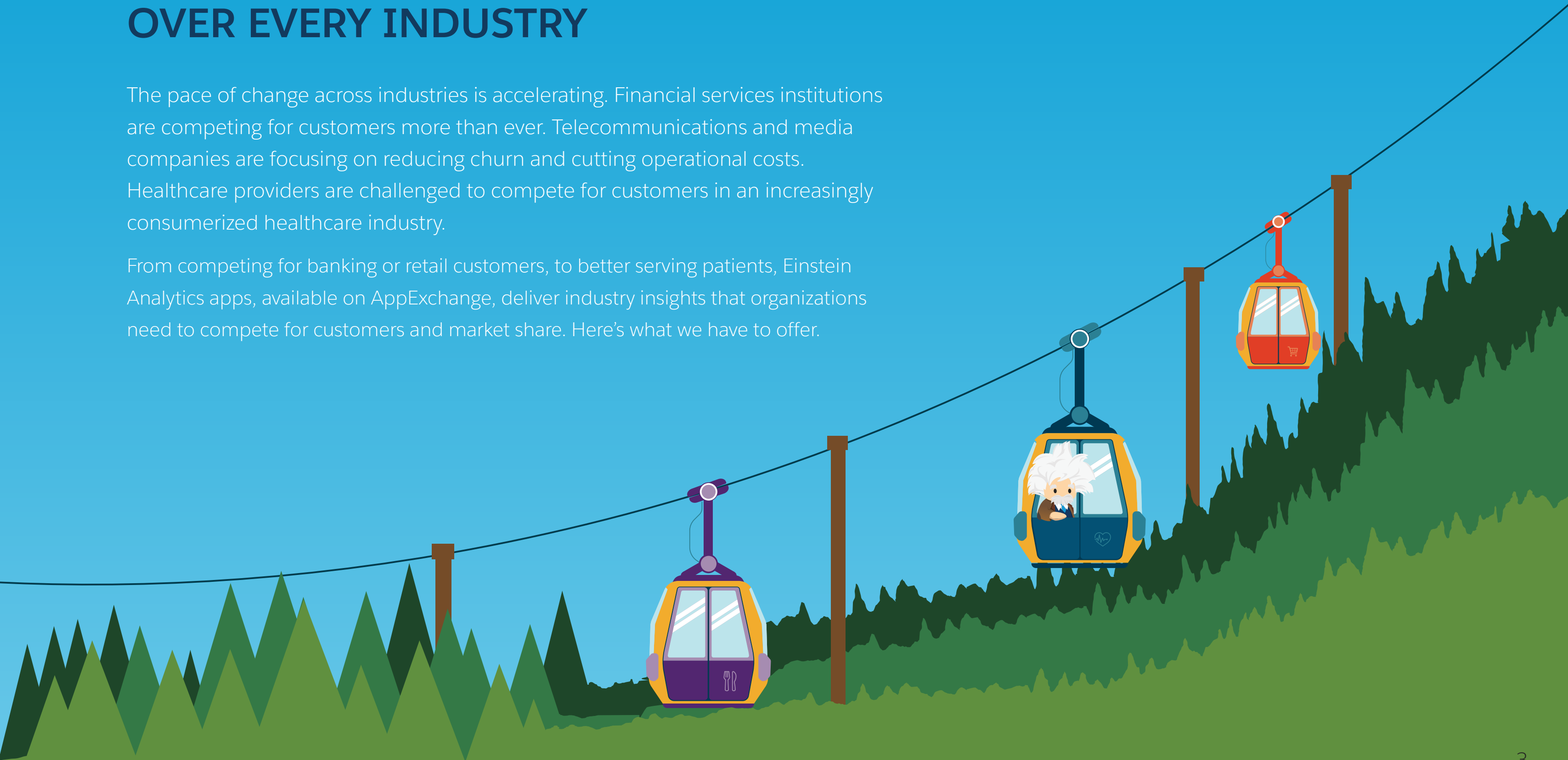
Bringing Einstein Analytics apps to everyone takes a community of experts. Salesforce and our ISV ecosystem partners have created a plethora of Einstein Analytics apps that encapsulate domain expertise in line-of-business and industry best practices. Powerful Einstein Analytics lenses, dashboards, actions, with ready-to-go relevant insights are built in.



# WHY ANALYTICS APPS ARE TAKING OVER EVERY INDUSTRY

The pace of change across industries is accelerating. Financial services institutions are competing for customers more than ever. Telecommunications and media companies are focusing on reducing churn and cutting operational costs. Healthcare providers are challenged to compete for customers in an increasingly consumerized healthcare industry.

From competing for banking or retail customers, to better serving patients, Einstein Analytics apps, available on AppExchange, deliver industry insights that organizations need to compete for customers and market share. Here's what we have to offer.



# Einstein Analytics Apps for Financial Services



## NCINO EINSTEIN ANALYTICS APP FOR FINANCIAL SERVICES

Banks are under extreme pressure to compete for customers while reducing risk. Having a 360-degree view of the customer relationship, with insight into loans, credit, compliance, and risk, empowers employees to maximize customer value – and retention. Designed by bankers who understand how banks operate, the nCino Einstein Analytics app for banks increases customer and financial insight. Dashboards and lenses provide deep visibility into the credit worthiness of portfolios and the early detection of compliance issues. Credit analytics provides visibility into loan and credit trends, risk grade changes, and more.

### EINSTEIN ANALYTICS APP FOR FINANCIAL SERVICES

- Deposits
- Loan portfolio
- Pipeline
- Sales
- Referral
- Risk
- Loans days past due
- Credit classification
- Risk grade changes
- Principal balance
- Charge offs
- Credit analysis





# Einstein Analytics Apps for Healthcare and Pharmaceutical

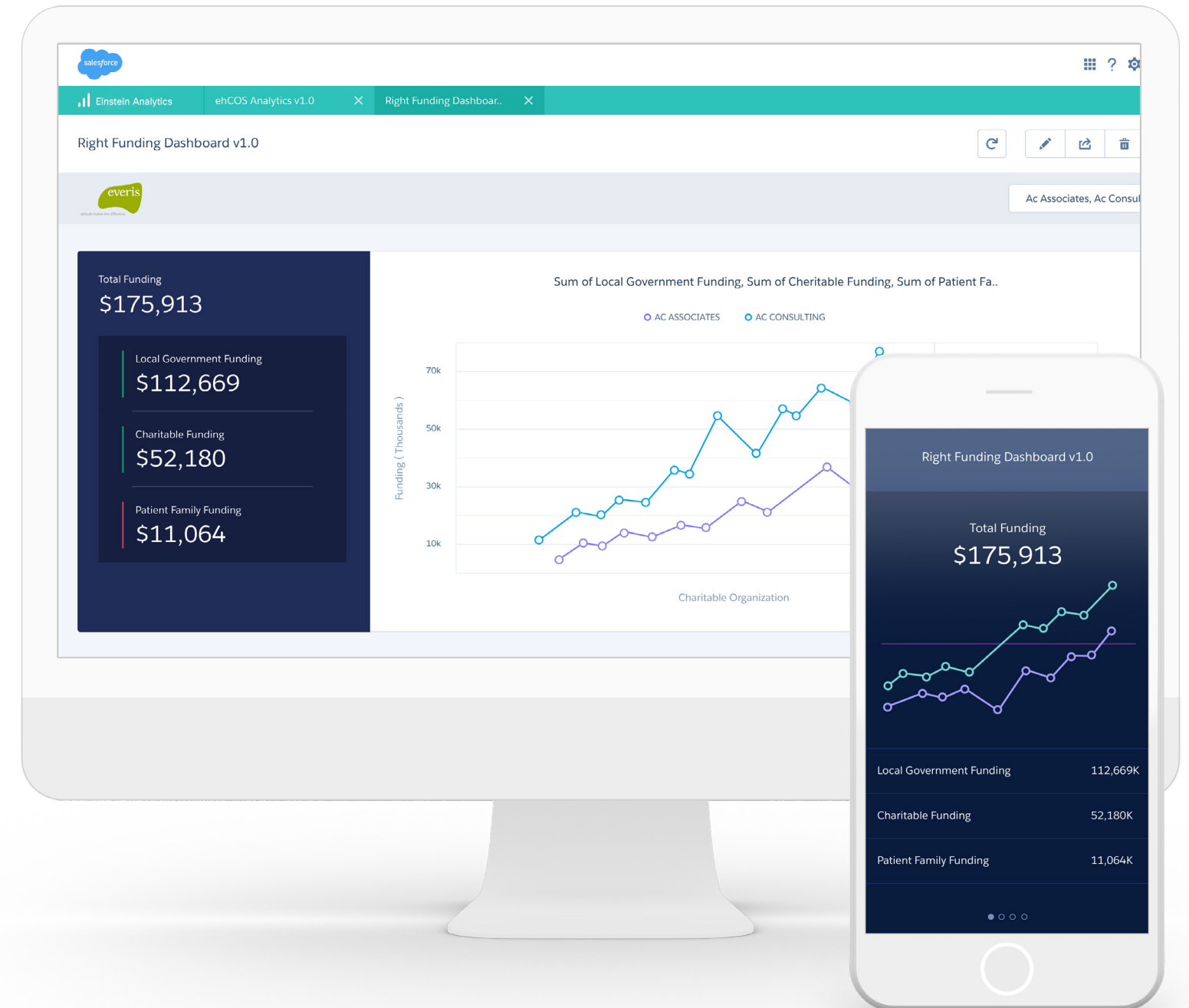


## EVERIS EINSTEIN ANALYTICS APP FOR HEALTHCARE

New reimbursement rules, the move to value-based healthcare, and the shift from patient to engaged healthcare customer are disrupting health systems – from hospital, to clinic, to home care. Smarter insight aligns patient care with cost and outcomes. Active within the health and social services fields for more than 10 years, everis provides a Einstein Analytics app for healthcare that helps ensure the right care and the right funding at the right time. With insight into the entire home care value chain, from hospital discharge to the ongoing provision of care, providers can balance patient, funding, and care needs.

### EINSTEIN ANALYTICS APP FOR HEALTHCARE

- Discharge rates
- Transfer of care
- Cost of care
- Margin trends
- Total patient costs
- Care rates
- Care agency metrics
- Care home metrics
- Charitable funding
- Government funding
- Patient family funding



# Einstein Analytics Apps for Communications and Media



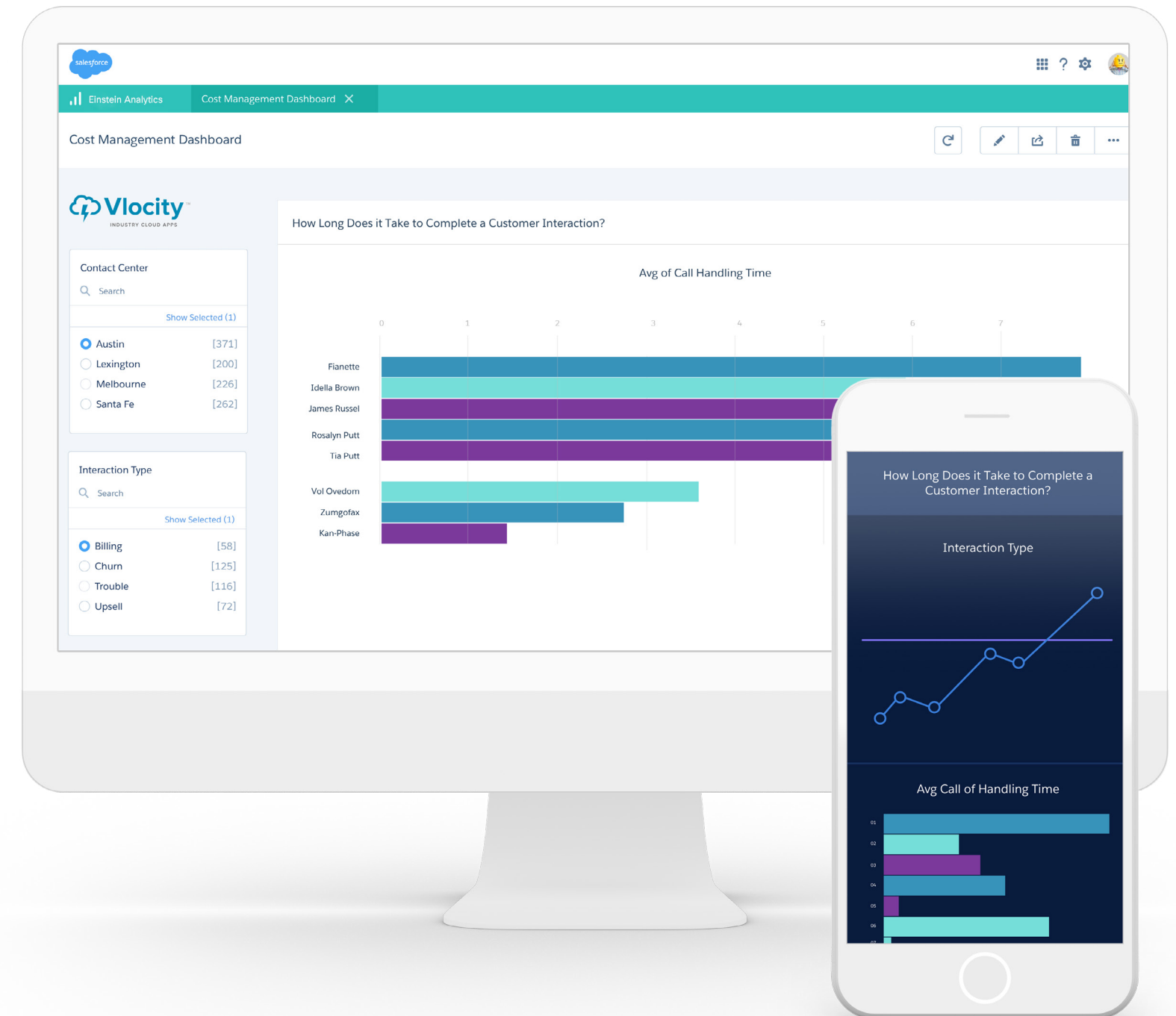
## VLOCITY EINSTEIN ANALYTICS APP FOR COMMUNICATIONS AND MEDIA

Communications service providers face the challenge of delivering a powerful customer experience that increases loyalty, while continually managing their cost to serve. Achieving this delicate balance requires smart, actionable analytics – and taking action for continuous process improvement.

Vlocity Communications monitors the clickstream from every contact center interaction and generates actionable insight that helps service providers deliver a better experience and make better decisions. Service providers in communications and media can identify the drivers of customer churn and evaluate call-handling metrics, and measure the performance of different call scripts and agent teams. And since the app is built on the Einstein Analytics Platform, companies are able to not only uncover insight but also take instant action.

### EINSTEIN ANALYTICS APP FOR COMMUNICATIONS AND MEDIA

- Average call-handling time
- First call resolution
- Measure and predict churn
- Analyze service history
- Upsell and cross-sell success rate
- Identify call time inefficiencies



# Einstein Analytics Apps for Retail



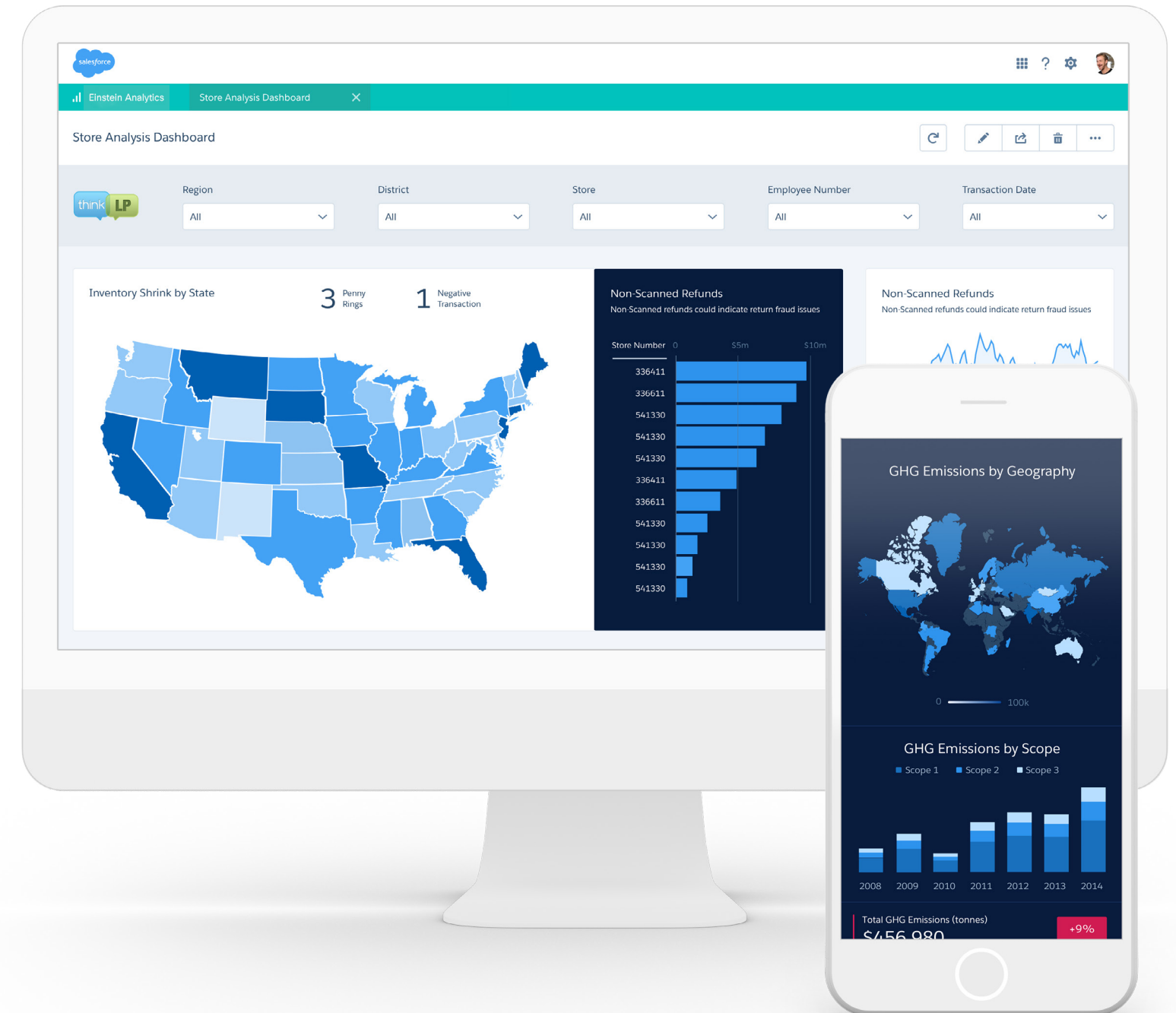
## THINKLP EINSTEIN ANALYTICS APP FOR RETAIL

With margins in retail narrowing, preventing fraud and inventory loss is crucial. Retailers need advanced analytics, and a proactive approach. Smart insight reduces overall shrink, uses resources more effectively, cuts risk, and drives significant benefits to the bottom line.

ThinkLP's loss prevention solution helps reduce fraud loss and risk for retailers. Actionable analytics enable teams to identify potentially fraudulent behavior, reduce inventory loss due to theft, and cut time to identify fraudulent behavior by moving from insight to action quicker than ever before.

### EINSTEIN ANALYTICS APP FOR RETAIL

- Automated exception reports
- Post-void trends
- Cash refund analysis
- Loyalty and gift card fraud
- Cashier risk analysis
- Store risk profiles
- Product loss analysis
- Prescriptive alerts
- Sales reducing activity trends
- Incident and audit reporting
- Improper coupon usage
- Transaction details



# Einstein Analytics for Government



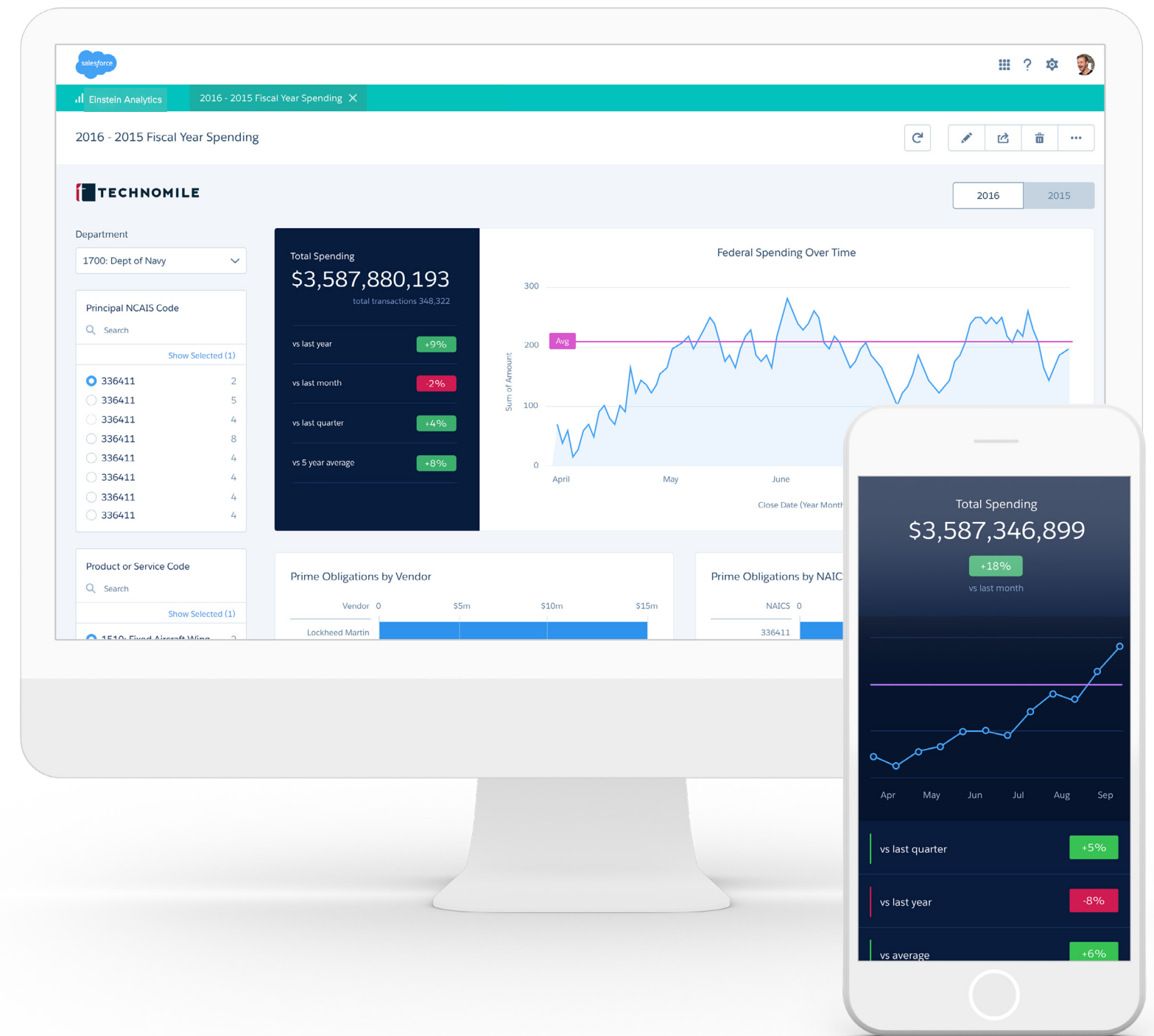
## FEDINTEL EINSTEIN ANALYTICS APP FOR GOVERNMENT CONTRACTORS

Government contractors operate in a complex, regulated, competitive market. Analytics can help them identify opportunities months and years in advance, locate partners to team with, and identify competitors, all of which positions them to bid, capture, and win new government contracts, faster and smarter.

Designed for government contractors, FedIntel by Technomile facilitates contract and competitor analytics by using existing government data available from locations such as USASpending.gov, Government Accountability Office, Federal Procurement Data Systems, and contract vehicle awards data. It helps users track profiles of partners and competitors, perform trend analysis on agency spending, analyze competition, and qualify teaming partners, turning data into actionable intelligence for different account types.

### EINSTEIN ANALYTICS APP FOR GOVERNMENT CONTRACTORS

- Dollars obligated by NAICS
- Obligations by initiative and service
- Obligations by location
- Obligations by period
- Obligations by department agency or bureau
- Spending by initiative and service
- Top partners/subs
- Top competitors
- Vendors by amount awarded
- Vendors by number of contracts





# Einstein Analytics Apps for Manufacturing

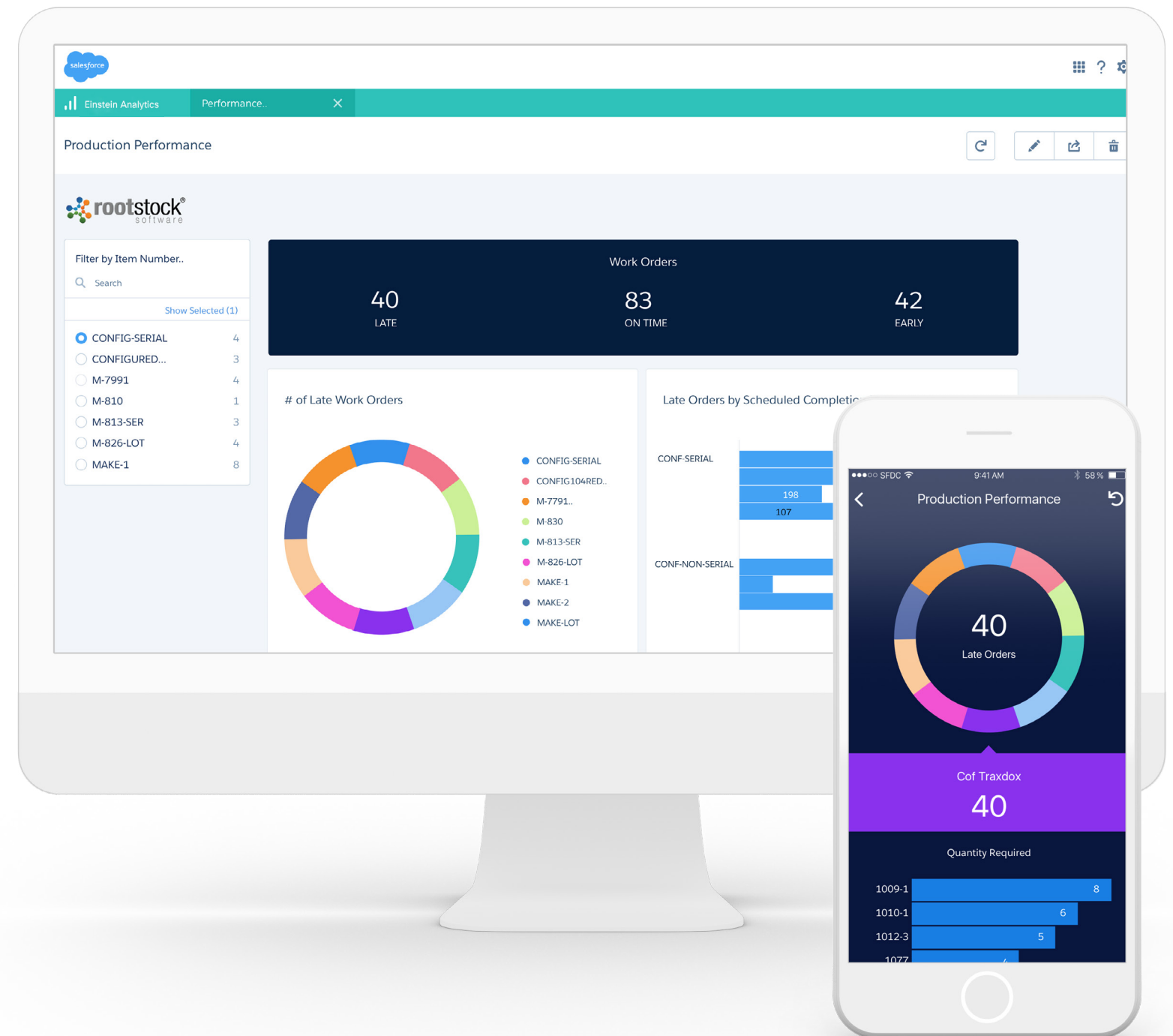
## ROOTSTOCK EINSTEIN ANALYTICS APP FOR MANUFACTURING

Global competition, regulations, thin margins, and accelerated product cycles are putting pressure on manufacturers. With more data being generated than ever before by equipment, and even customers using the products themselves, smart, actionable, timely analytics has never been more important.

Rootstock's Einstein Analytics app for manufacturers and distributors enables identification of business areas that need attention before they become a crisis, such as meeting planned production dates and costs, efficient use of factory and warehouse resources, and ensuring the right inventory levels to meet demand.

### EINSTEIN ANALYTICS APP FOR MANUFACTURING

- Sales orders
  - Sales analysis
  - Delivery performance
  - Margin analysis
- Purchase orders
  - Vendor performance
- Work orders
  - Labor costs
  - Materials costs
- Shortages
- Divisions and sites
- Projects
  - Sales margins
  - Cost analysis (budget to actuals)
  - Performance analysis (actual to standards)
  - Inventory, position and performance



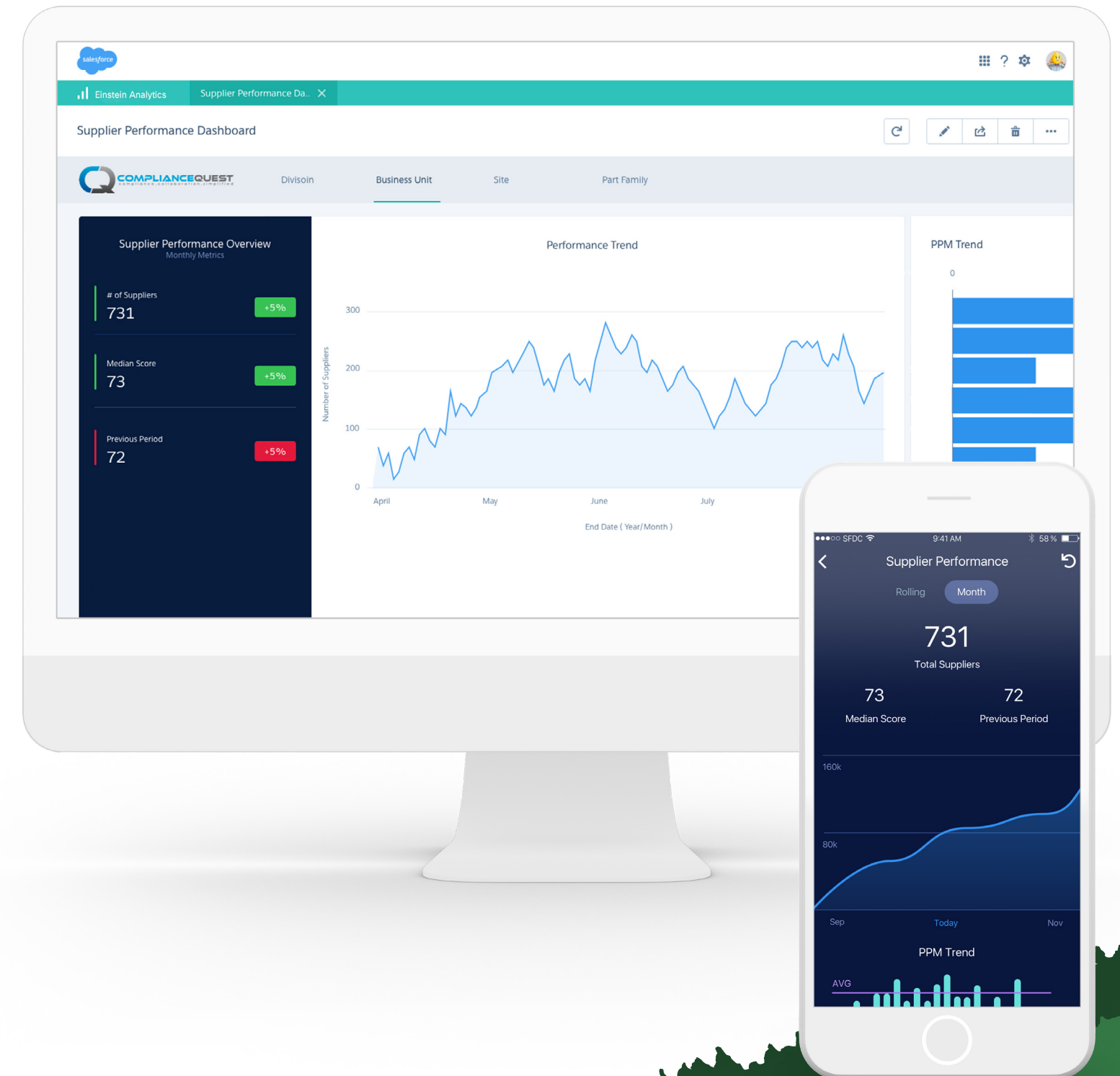
## COMPLIANCEQUEST EINSTEIN ANALYTICS APP FOR MANUFACTURING QUALITY

Building an effective risk and quality compliance system that conforms to management standards like ISO 9000 is critical for companies that want to work efficiently and win over customers. With increasingly complex global manufacturing processes and supply chains, using analytics to identify quality issues early makes good business and brand sense.

For manufacturers, the ComplianceQuest Einstein Analytics app provides a single, corporate scorecard for an at-a-glance overview of the entire business. It covers all of the quality management system (QMS) processes, providing visibility into the key business processes that impact process and product quality – like audits, changes, complaints, corrective and preventive actions (CAPAs), documents, equipment, non-conformances, and suppliers and training broken out by the dimensions that matter.

### EINSTEIN ANALYTICS APP FOR MANUFACTURING QUALITY

- Audits
- Changes
- Complaints
- CAPAs
- Documents
- Equipment
- Non-conformances (NC)
- Suppliers
- Training
- CAPA trends
- NC and CAPA aging
- Supplier rating and performance





# Einstein Analytics Apps for Nonprofits



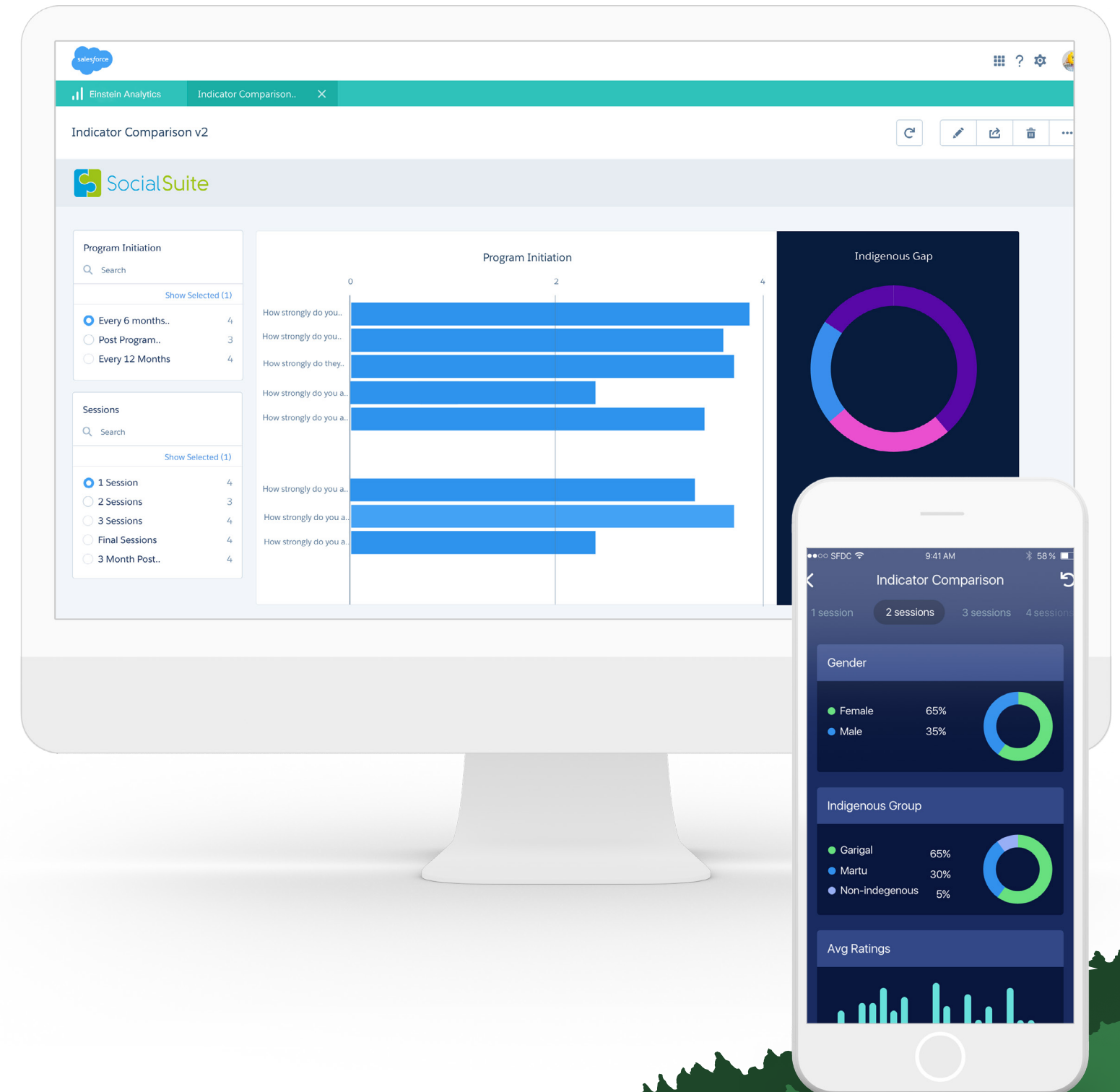
## SOCIALSUITE EINSTEIN ANALYTICS APP FOR NONPROFITS

Nonprofits can no longer depend on goodwill and relationships alone to bring in funding. More and more government and private donors want to see quantitative measures of results. They're pressing nonprofits to show outcomes, and in turn nonprofits are using analytics to measure and report the success of their programs.

Socialsuite Einstein Analytics app provides social impact measurement and reporting for nonprofits. Demonstrate social service outcomes to funders, management, and stakeholders with real-time visual interactive dashboards. Filter dashboards to demonstrate social impact across the organization, at a service or individual level.

### EINSTEIN ANALYTICS APP FOR NONPROFITS

- Impact measurement
- Outcome comparisons
- Location and demographic filtering
- Aggregate program data
- Beneficiary engagement
- Improvement tracking
- Track and analyze data collection
- Individual client dashboards



# EINSTEIN ANALYTICS APPS

## for Everyone

Now everyone in every industry can be smarter about their customers. Contextual, actionable, and mobile-first apps are here. They're more relevant. More engaging. More insightful. Fueled by technology and expertise, Einstein Analytics apps provide solutions for every team in every industry. Smarter business decisions have never been more in reach.

FIND OUT MORE  
ABOUT EINSTEIN  
ANALYTICS APPS  
FOR EVERYONE

salesforce appexchange





salesforce