



## Sugar Discover

### Predictive Customer Insights – Zero Effort

Sugar Discover is a radical new approach to customer analytics that makes it incredibly fast and easy to extract insight from your Sugar data. Track and analyze meaningful and actionable metrics, KPIs, and analytics automatically. Rewind history, understand trends, and make accurate predictions about the future with historical data analysis.

Sugar Discover surfaces what's important now, automatically alerting you to changes in key metrics that are trending significantly above or below target, or that break from historical patterns. Even better, Discover makes these alerts actionable by providing Discovery Insights – related facts and patterns in the data that could be contributing to the change. With Discovery Insights, you'll be able to quickly identify root causes and take action.

Unlike a general-purpose BI tool, Sugar Discover provides real value on day one. With Discover, there is no need to build and maintain your own analytical database, no need to learn SQL, no need to run ETL processes, no need to learn complicated general-purpose BI tools, and no need to hire expensive technical resources. Any person with basic Sugar user skills can be exploring revenue data and discovering actionable insights.

### Out-of-the-Box Customer Analytics

Pre-loaded with an extensive set of high-value metrics, analytics, and KPIs out of the box

### Continuous Automated Analysis

Tracks predefined and custom metrics in real time, alerting users when significant changes are detected

### Discovery Insights

Augments metrics and alerts with actionable insight into the relevant factors impacting metric performance

### Interactive Analysis

Empowers non-technical users with a highly intuitive and interactive data exploration tool

- Drag-and-drop query creation
- Robust filtering
- Simple formatting
- Sharing and collaboration

### Advanced Analytics

Sophisticated analytical tools that go way beyond reports and graphs with capabilities such as

- Lead to Close Funnel Analytics
- Historical Analysis
- Cohort Analysis
- Target Tracking
- Forecasting



Sugar Discover improves visibility into the sales funnel and conversion rates, as well as provides invaluable insights into historical trends, and the underlying dynamics of revenue performance. Discover gives users the ability to manage-by-exception with 24/7 metric tracking and alerts. With Discover, you empower your business users with key analytics and metrics, giving them the ability to take swift action on issues and opportunities as they arise.

## Benefits

- More predictable revenue resulting from
  - Faster identification and resolution of funnel problems and their root causes
  - Ability to identify sales and marketing opportunities quickly
  - More accurate forecasting
- Improved agility and speed of business
- Better business outcomes from more data-driven decisions
- Less money and time to get the sales process information you require



## Sugar Discover is available today for users of Sugar Sell and Sugar Enterprise.

To learn more about Sugar Discover, visit [www.sugarcrm.com/solutions/extensions/sugar-discover](http://www.sugarcrm.com/solutions/extensions/sugar-discover)

SugarCRM is a customer experience leader enabling businesses to create profitable customer relationships by delivering highly relevant, personalized experiences throughout the customer journey. We empower companies to strengthen existing customer relationships, create new ones through actionable insights and intelligent automation and better understand the customer at every stage of the journey. This enables businesses to accelerate demand generation, grow revenue, deliver superior customer care and increase loyalty. Our easy-to-use, intuitive platform makes customer experience easy and accessible for everyone, allowing marketing, sales and services professionals to focus on high-impact, value-adding activities that create customers for life.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).

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