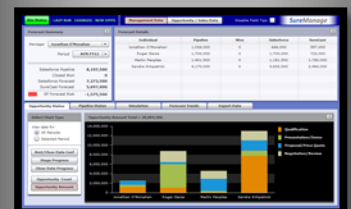


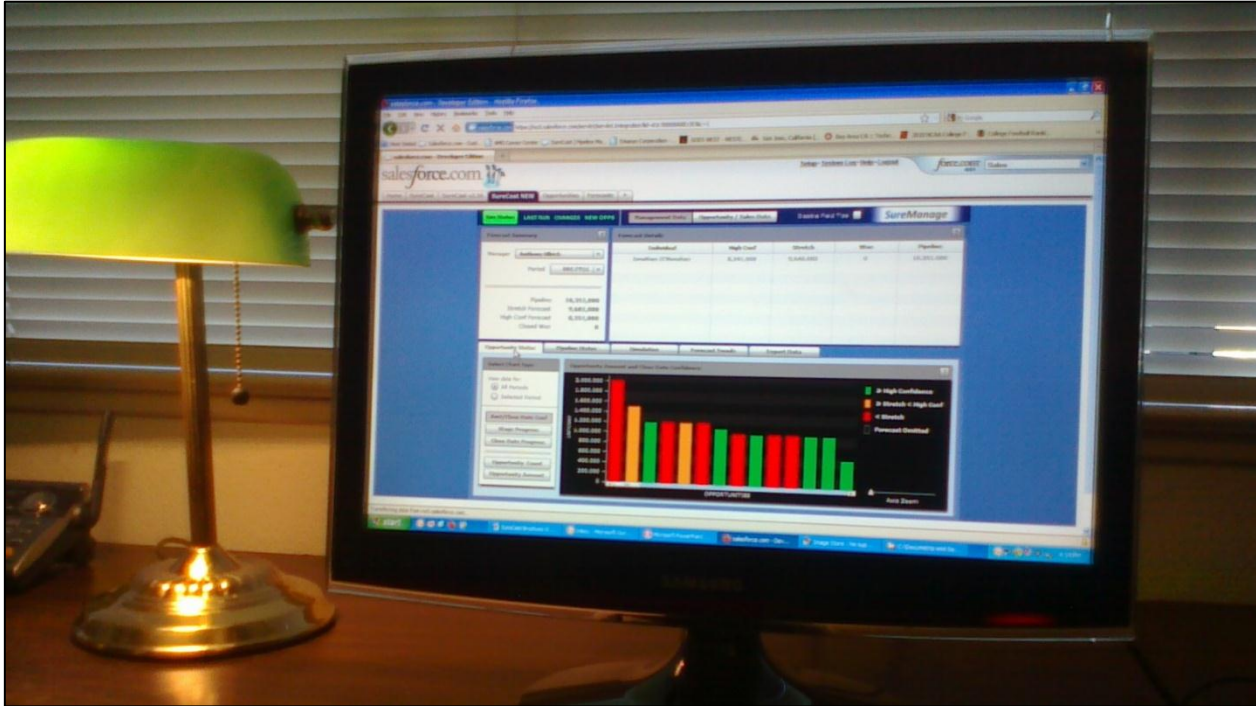
SureCast™

Sales Analytics
From Emasys

Maximum Sales Revenue
Confident Forecasts



emasys
confidence on demand™
Emasys Corporation

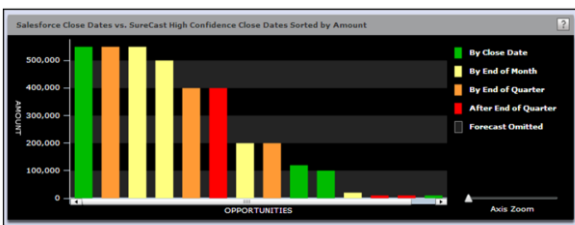


Maximum Sales Revenue

You achieve maximum sales revenue for a given period when you close **every possible opportunity**.

Every Possible Opportunity Scheduled for the Current Period

SureCast allows you to focus on a specific forecast period and determine with high confidence which opportunities are likely to close within the period and which are likely to slip beyond the period and by how much.



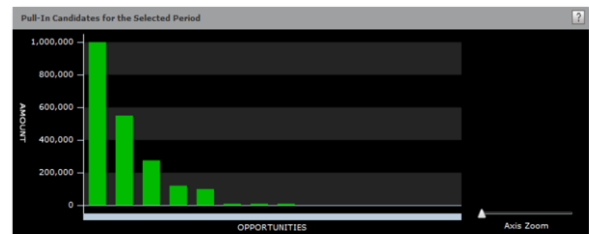
Revenue Amount vs. High Confidence Close Date

Green – On or before the scheduled close date. **Yellow** – Within the same period. **Orange** - Within the quarter.

With this information you can quickly understand the risk in your forecast period and determine where to focus your resources to close every possible Opportunity.

Every Possible Opportunity Scheduled for Future Periods.

SureCast will identify Opportunities scheduled to close in a future forecast period but- at some level of confidence – are possible to close within an earlier period.

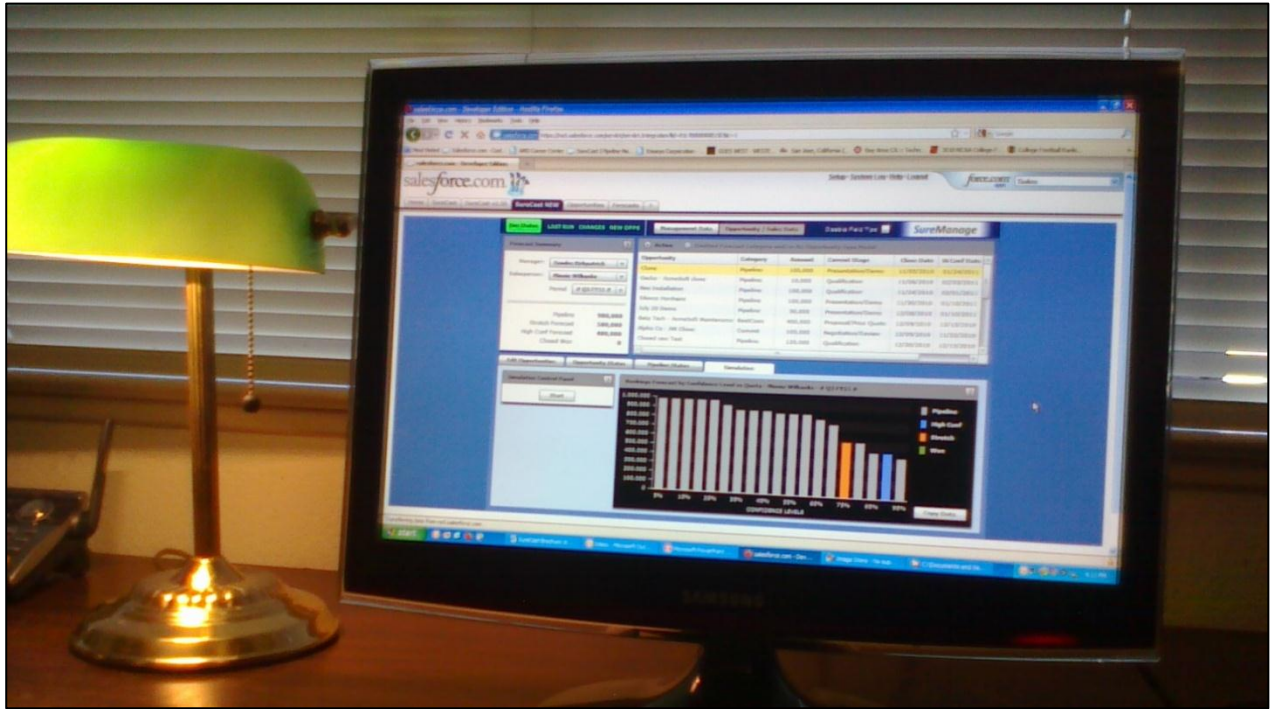


Pull In Candidates for a Selected Period

SureCast has calculated that these Opportunities have a high confidence of closing within the selected period even though their scheduled close dates are in

With SureCast you achieve maximum revenue by focusing your resources on the most likely Opportunities to close within your forecast period.

SureCast is the only application for Salesforce CRM that calculates a statistically accurate level of confidence for every Opportunity close date and identifies candidates for pull in revenue.



Confident Forecasts

Confidence means knowing the risks when you make your decisions.

Revenue vs. Level of Confidence

With SureCast your forecast is a range of revenue forecasts across confidence intervals.

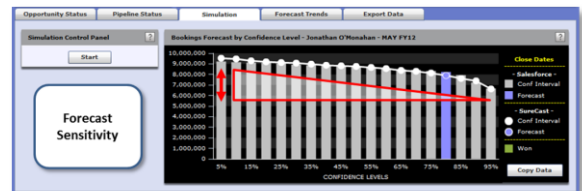


Revenue Forecast vs. Level of Confidence
SureCast calculates levels of confidence across a range of revenue forecasts.

Sensitivity to Risk

The sensitivity of your forecast to risks, such as missing close dates, is the rate of revenue change across the range of confidence levels.

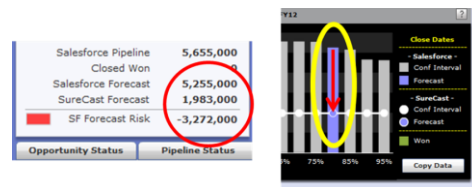
By observing the rate of change of the revenue across the range of confidence intervals you can get a complete, accurate picture of the effect of risk on your pipeline forecast.



Sensitivity of Your Forecast
Risk is the rate of revenue change across forecast intervals.

Forecast Risk/Margin

Comparison of Salesforce vs. SureCast results based on the close dates used for the simulation and analysis.



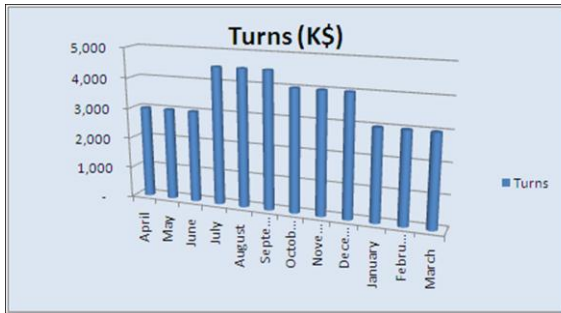
Forecast Risk/Margin
If the SureCast forecast is less than the Salesforce forecast the difference is Risk. Margin results when the SureCast forecast is greater.

SureCast is the only application for Salesforce CRM that calculates the statistical risk/margin in your revenue forecast.

Data Export

	A	B	C	D	E	F	G	H
1								
2								
3		Confidence Level	Bookings	High-Conf.	Stretch	Won	Quota	
4		5%	18,207,000	0	0	0	10000	
5		10%	17,658,000	0	0	0	10000	
6		15%	17,311,500	0	0	0	10000	
7		20%	0	17009000	0	0	10000	
8		25%	16,723,000	0	0	0	10000	
9		30%	16,548,000	0	0	0	10000	

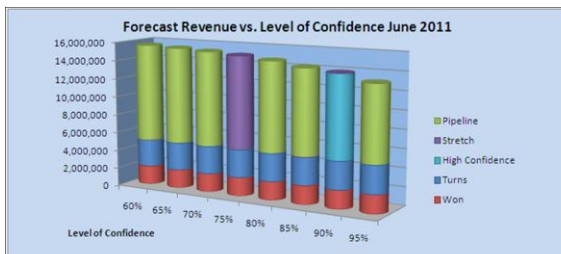
Typically, your total corporate revenue will include not only revenue from your sales pipeline but revenue from additional sources, such as business that turns within the sales period and is not currently in the pipeline or incidental income from unscheduled sales.



Revenue from additional sources such as turns or incidental income can be combined with SureCast revenue and confidence data in Excel.

SureCast data can be exported into Excel or any other application that accepts delimited text files.

With SureCast, you can integrate your opportunity status and revenue confidence data with your data from all other sources and make one integrated presentation in any style or format available in Excel.

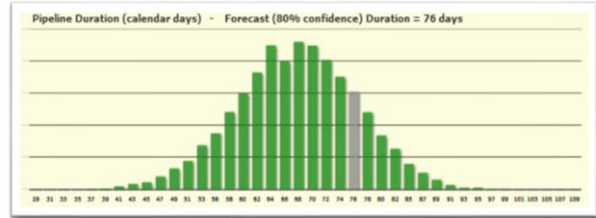


SureCast forecast data combined with your other revenue data and presented in your standard company format.

Monte Carlo Simulation

A simulation is a program that operates a process in which the operating parameters and operation mechanism has been defined mathematically.

Monte Carlo simulation runs an opportunity through your defined pipeline hundreds of times, each time using randomly selected values from your stage models for the number of days to complete each Stage.



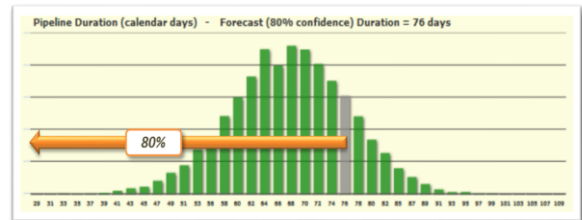
Pipeline Duration Histogram

As SureCast runs the simulation it stores the number of duration days required each time to complete the pipeline vs. the number of times that result occurred.

The results of a pipeline simulation can be plotted as a histogram of the number of days to complete the pipeline vs. the number of times that result occurred.

Level of Confidence

The level of confidence is the percentage of times that the opportunities closed within a specific amount of time or sooner when the simulation was run.



Level of Confidence

EMASYS Corporation

Emasys Corporation is an independent software developer of business intelligence applications for the Salesforce CRM.

Emasys Corporation

San Jose, California USA
 Telephone: 408-432-6186

www.emasys.com

Contact:
sales@emasys.com

salesforce.com
 ISV Application Partner

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