

CIRRUS INSIGHT:

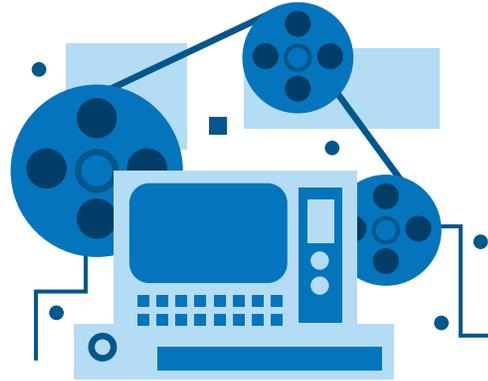
NEXT-LEVEL SOFTWARE INTEGRATION

**BRIDGING THE GAP BETWEEN
GMAIL AND SALESFORCE**

INTRODUCTION



30 YEARS AGO



15 YEARS AGO



NOW

The sales world is constantly in flux. With rapidly transforming markets, ever-changing customers, and new technologies always around the corner, **sales professionals must evolve with the industry to thrive.**

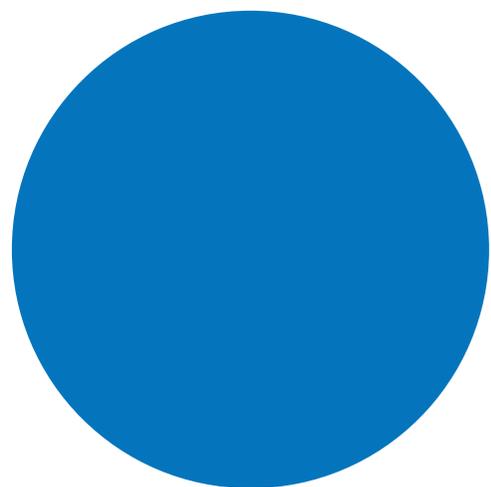
Thirty years ago, leads were generated in the yellow pages and organized using forms and folders. Fifteen years ago, bulky and cumbersome software did the job. Now, it's all about seamless integration to save time and increase efficiencies.

Today's business leads are generated in the inbox and organized within Customer Relationship Management (CRM) systems. Tools that integrate the two quickly and efficiently prove invaluable, increasing efficiencies and creating faster turnarounds. Ensure your sales team is positioned for success.



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HOW MUCH TIME DO SALESPEOPLE SPEND SELLING?

Assuming a 40-hour work week, the average 9-5 office worker logs **more than 2,000 hours annually** at work—on things like emails, meetings, calls, and other role-specific tasks.



For the average salesperson only **24%** of that time is spent actively selling each week.

Based on a 40-hour work week, that's roughly

**10 HOURS
PER WEEK**

Or fewer than

**500 HOURS
PER YEAR**

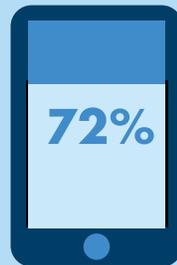
THE INBOX

SALESPEOPLE'S MOST USEFUL TOOL

Despite social media and non-standard communication's surge in popularity, **email is still the preferred business communication method worldwide**—and that's not changing anytime soon.



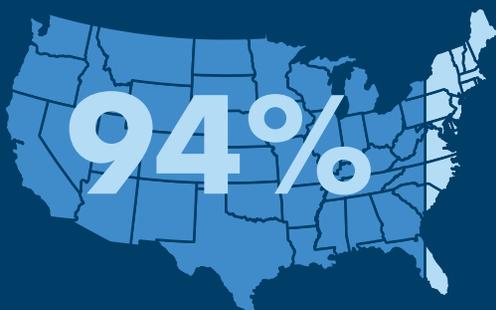
87 billion emails drafted daily around the world



72% of companies use some kind of social technology, but email remains the No. 1 method of communication.



94% of Americans ages 12+ regularly use email



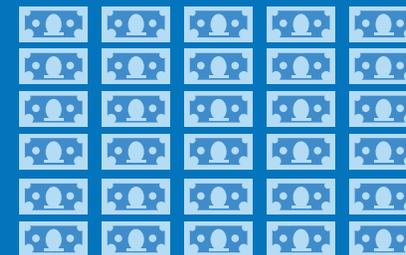
58% check their inboxes first-thing in the morning



2X ROI compared to other channels



=



\$1 email marketing spent = \$40.56 ROI

By utilizing the tools available, salespeople can make the best use of their time. Identifying strengths and weaknesses within the inbox can save precious time and money.



CRM AND INBOX SOLUTIONS

From the inbox to CRM, salespeople know the importance of saving time and streamlining lead generation and pipeline management—regardless of the tool in use.

Salesforce Interest Surges



41.6% of customers use a cloud-based CRM.



33.8% choose Salesforce.com.

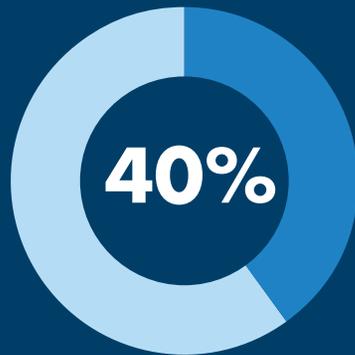
95%

95% of Salesforce customers indicate that they definitely or probably will continue to use Salesforce in the future.

71%

71% of customers have recommended Salesforce to colleagues.

WHY USE THE CLOUD?



40% of CRM systems sold are SaaS-based.



The CRM worldwide market grew from \$16B to \$18B, attaining a 12.5% growth rate from 2011 to 2012.

Google Apps boasts **50 million users** and more than 5 million businesses, including **74 of the top 100 universities in the U.S.** The solution is sold by a community of **more than 6,000 Google Apps** resellers, according to Google spokesman Tim Drinan.

A recent **Gartner report** noted that Google is winning one-third to one-half of new, paid, cloud-based office system seats.

When considered alongside Gartner's prediction that cloud penetration will grow from 6% of the market in 2012 to 65% of the market by the end of the decade, the trend poses an obvious threat to Microsoft's long dominance in the office productivity sphere.



WHY COMPANIES CHOOSE SALESFORCE

Named Fortune's Most Admired Company in the computer software industry in 2013, Salesforce controls more and more of the CRM market each year with more than 100,000 unique customers and a 70% ROI.

100,000
UNIQUE CUSTOMERS &



Salesforce is successful in two important areas: **customer engagement & user empowerment.**

Customer Engagement



84% believe customer engagement, rather than productivity, will drive growth.



60% make customer engagement their top priority.

Empowering Users



89% train admins and developers.



47% consult users before, during, and after changes are made.

GOOGLE APPS GAINS MOMENTUM

Google Apps is sweeping the United States, currently in use in:

5 MILLION
businesses

45 of **50**
states' government agencies

74 TOP
universities

Businesses are switching to Google Apps and taking advantage of the tools available.

Data from Google:



63%

of small businesses support or plan to support Gmail.



29%

of larger companies support or plan to support Gmail.



20%

of companies with 50 or more employees use Gmail and Google Apps.

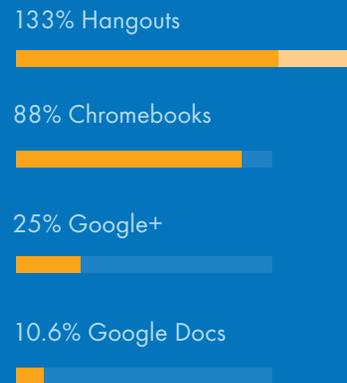
WHY COMPANIES CHOOSE GOOGLE

Current trends show 58% of companies are slowing or eliminating their Microsoft Outlook usage. But why are they turning to Google more than any other solution?

1. No hardware or software to manage

- Google's stated goal is to allow business users to work simply and securely in the cloud—meaning easy, fast, secure, and universal access to Google Apps.
- Public and cloud-based
- The entire Google Apps platform lives within your preferred browser.

Increases in Google App Use Since 2013



2. Reduced cost and infrastructure

- Cloud-based means there's less infrastructure to manage and maintain, which saves money.
- 329% Google Apps ROI

- Cloud Integration



50% of the cloud messaging market is Google-owned. 73.4% of customers are already on the cloud (and the move for the rest is inevitable).

3. Easy mobile integration

40%

of Americans own smartphones.

95%

of Americans use cloud services in their consumer lives.

4. Continued innovation

Simple and sustained pricing structure.

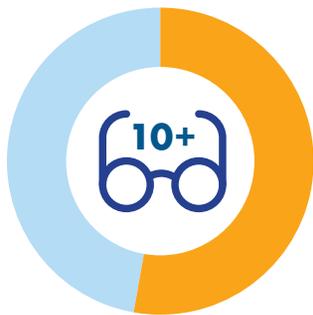
New features continue to be introduced, but the price stays the same.

5. A platform for business growth

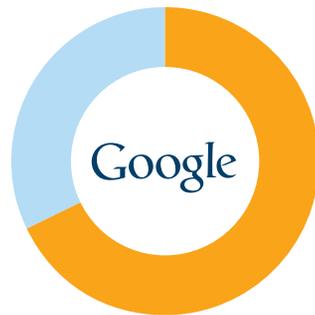
Google provides tools on a scalable platform to yield future growth.

HAPPY ADMINS

When a company goes Google, IT Directors and System Administrators become the Google Apps Administrators. Often, these experienced professionals aren't just integral to the Google Apps adoption; they're the ones pushing for the change.



59.2% of Google Apps admins have 10+ years of experience working in the IT field.



67.9% asked their companies to go Google.



89% Google Apps satisfaction

631

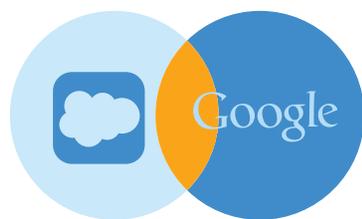
Average number of Google Apps users



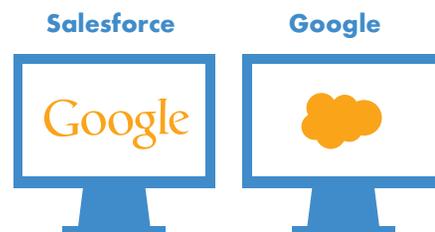
INTEGRATING SALESFORCE AND GMAIL

If you use Salesforce and Gmail, you need a way to integrate them. You need to make sense of the large amount of data both systems can store.

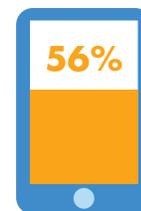
Avoiding integration essentially throws time away, and time is a company's most precious and scarce resource. Increasingly, companies are understanding the need for maximizing efficiency.



20%+ of Salesforce companies use Google Apps.



Salesforce itself uses Google, and Google uses Salesforce.



56% of Salesforce consulting partners use Google Apps.



Google Apps customers choose Salesforce **3:1** over other CRMs.

CIRRUS INSIGHT: THE NO.1 INTEGRATION SOLUTION

Bridging the gap between Gmail and Salesforce, Cirrus Insight's browser extension displays Salesforce customer information within Gmail, enabling users to view contacts, create new leads, track emails, and more—all from a Gmail inbox.

- Instantly view customer information
- Create and manage leads, contacts, tasks, events, cases, and opportunities right from Gmail
- Save emails and attachments to Salesforce in one click
- Effortlessly sync with your Google calendar
- Create and edit Salesforce records
- Customize your Salesforce experience within Gmail
- Track email opens

WHY COMPANIES CHOOSE CIRRUS INSIGHT

Salesforce + **Cirrus Insight** + Google Apps



SUPPORT STACK:

Integrates with support apps like Zendesk, Desk.com, ScheduleOnce and more to create an ideal support stack



SALES STACK:

Seamlessly integrates with sales apps like UberConference, Conga, EchoSign, LevelEleven, and ScheduleOnce

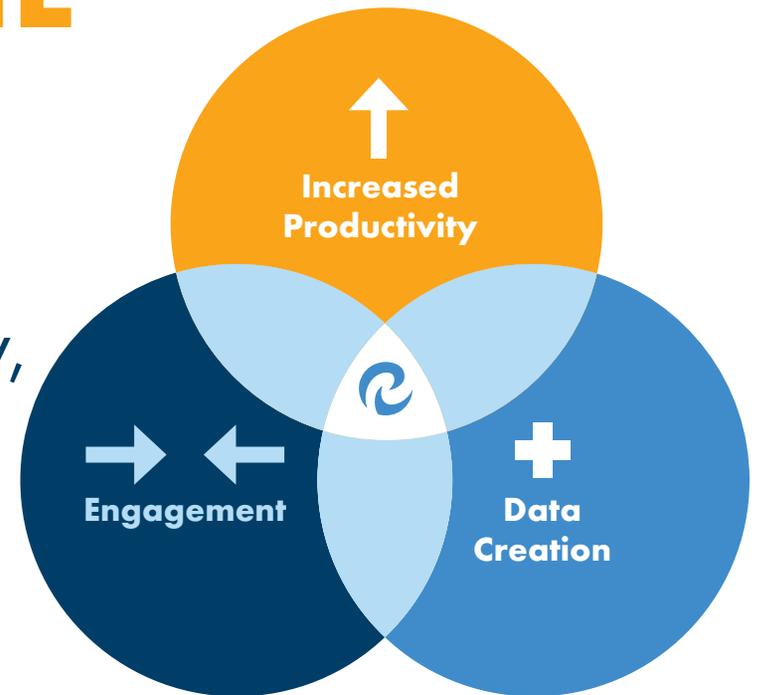


MARKETING STACK:

Integrates with Marketing Automation Platforms such as Marketo, Pardot, Hubspot, and Eloqua

CIRRUS INSIGHT PRESENTS A NUMBER OF SOLUTIONS FOR BRIDGING THE GAP FROM **GMAIL** TO **SALESFORCE**.

The app is enterprise-ready, has well-established trust in the industry, and helps users reach their goals through increased productivity, engagement, and data creation.



Cirrus Insight supports:

- 5-second install for Chrome and Firefox
- Single Sign-On (SSO)
- Record Types
- Custom Buttons
- Salesforce OAuth 2.0
- User Profiles
- Custom Fields
- Dependent Picklists
- Validation Rules
- Related Lists

CIRRUS INSIGHT: A ROBUST PLATFORM

900,000,000

Salesforce API transactions

7,500,000

emails logged to Salesforce

750,000

new leads and contacts created

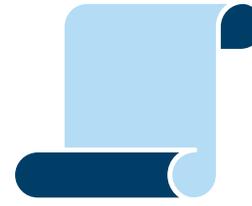
Trusted
by:



Enterprise



Government



Higher Education



Nonprofit



SMB

25% increase in end-user productivity

- **Faster** sales cycles
- **More** leads

- **Faster customer support** response times

- **Better** customer satisfaction and retention

- **No more** cut and paste

5x increase in user engagement and data creation

- **3x more leads** and contacts generated in Salesforce with Cirrus Insight

- **2x faster** sales cycles
- **Dominating win rates** over the competition

- **5x more** Salesforce data input
- Maximize ROI: 70% Salesforce; **329%** Google Apps

With Cirrus
Insight, you
get the No. 1
choice for
Salesforce +
Gmail/Google Apps,
**ensuring maximum
cloud ROI.**



THE CIRRUS INSIGHT MOBILE APP: INTEGRATION ON THE GO

For salespeople on the go, mobile integration is key for business success. No more flagging emails to update Salesforce later, resulting in postponing or skipping CRM altogether. Updating tasks, events, opportunities, and cases helps drive sales conversions, customer retention, and happiness.

There's an app for that:
CIRRUS INSIGHT.



70%: Emails first read on mobile devices

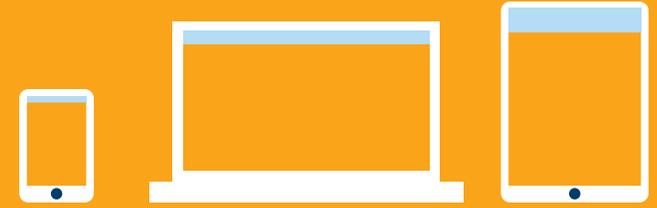


40: Number of times people check their mobile email, daily

The Cirrus Insight mobile app enables swift and painless CRM updates, so sales reps can quickly add new leads and get back in the game.

BETTER BYOD

Cumbersome CRM solutions will break down efficiencies, as people now count on the ability to swiftly and easily run all kinds of platforms on their own tech at work. Employees expect a seamless work experience on any device.



This makes Cirrus Insight Mobile's Salesforce + Email integration invaluable.

53% of employees now use their own technology for work purposes.



83% of respondents work in organizations that support BYOD policies.



Device types supported by BYOD organizations' policies:

93%

Smartphones

88%

Laptops

85%

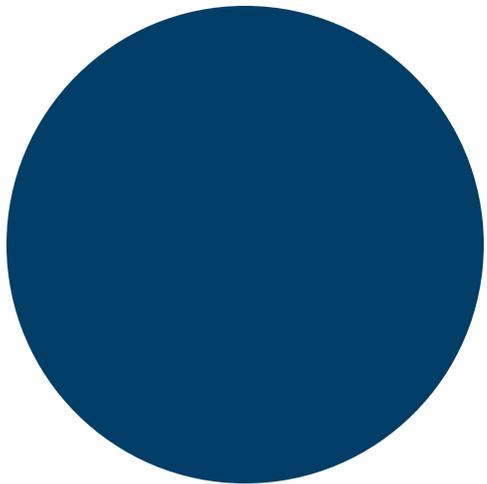
Tablets

Cirrus Insight's mobile app leads to:

- Greater visibility into customer data
- Enhanced business intelligence
- Better data synchronization
- A cohesive working experience
- Improved efficiency across multiple tasks

The Power of Salesforce in the Mobile Inbox:

- View customer context
- Save emails to Salesforce
- Create new leads/contacts
- Set reminders for follow-up
- Schedule meetings
- Log calls to Salesforce
- Create and update opportunities and cases



EQUIP WITH THE **BEST**

Cirrus Insight delivers a top-of-the-line collaboration and communication solution for today's business needs. Refine the tools your salespeople need to work effortlessly and efficiently, and make your software work for you.

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