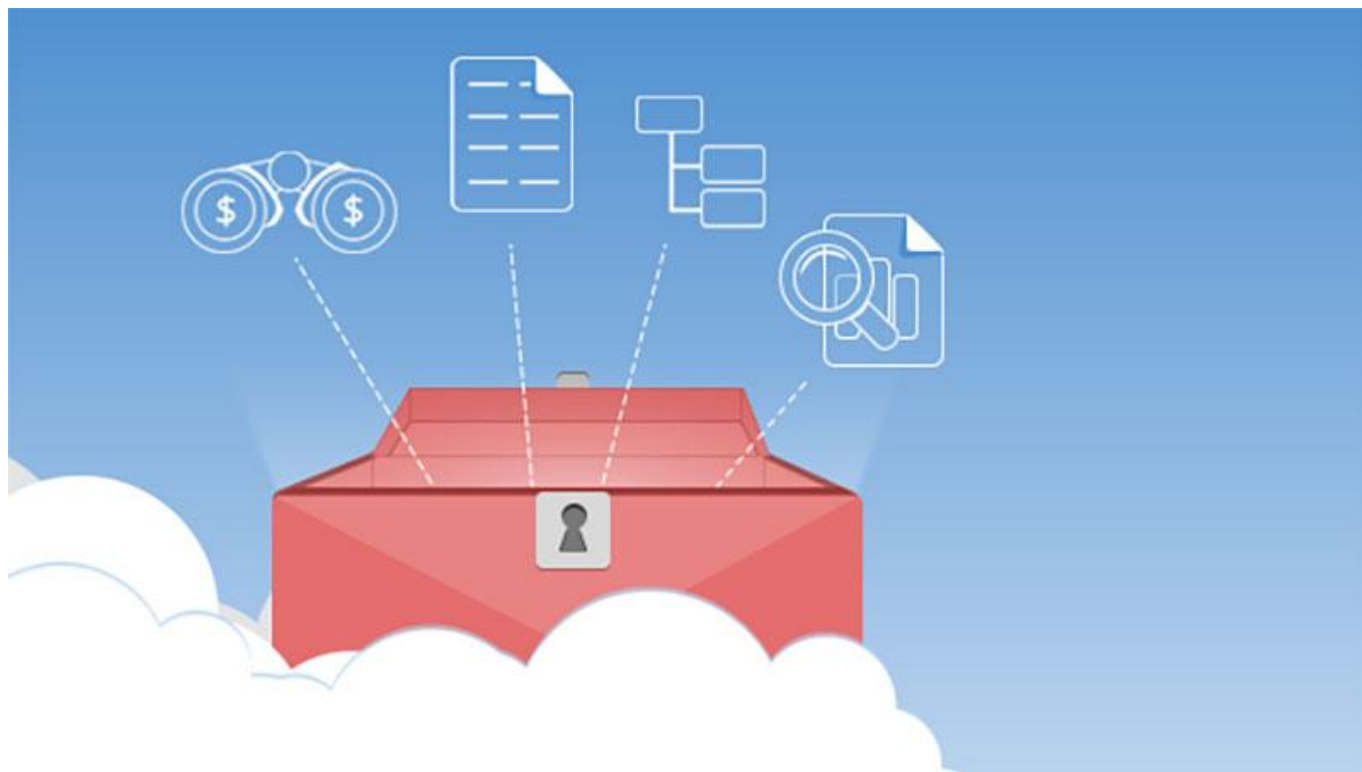


Host Analytics adds finance and sales

Written by Ian Murphy on 22 July 2014 in News
News

Host Analytics adds support for finance and sales teams with Host Analytics Sales Planning (HASP) solution.



Cloud-based Enterprise Performance Management (EPM) vendor, Host Analytics has extended its solution to encompass finance and sales teams with the addition of a new product called [Host Analytics Sales Planning \(HASP\)](#). [1] The goal is to move people away from using overly complex and cumbersome Excel spreadsheets to a cloud-based tool that integrates sales and finance.

HASP aims to streamline sales forecasting and trend reporting making it easier to do more detailed analysis of sales performance against financial targets. This is not just about giving the sales team more control over what is happening but also ensuring that the finance team, from the CFO downward, are able to get detailed insight into what is happening inside the sales function as part of a single integrated solution.

The solution is built on top of Host Analytics Corporate Performance Management (CPM) solution which means that it can take advantage of Host Analytics cloud platform. By doing this, it not only

reduces the complexity of the analytics tooling within a company but also allows anyone doing the analysis to export changes to targets and financial goals back into the core tools.

What will appeal to new and existing users is that HASP is integrated with Salesforce. This means that data can be exported from Salesforce in order to carry out analytics and reporting. At the same time, data that has previously been exported to Excel can be used by HASP to do comparisons with previous periods.

According to the Host Analytics website, Salesforce is not the only CRM with which it has integrated HASP. However, it has chosen not to provide a list of the others which is disappointing because it means that potential customers may just look elsewhere if they are not aware of what is on offer.

To make life even easier for users, Host Analytics provides the ability for developers to build templates for extracting data which means that the process can be fully automated. At the same time, security teams can add their own controls on what data users can access, as well as a full set of audit reports to show who has accessed what data and when.

HASP also includes Host Analytics AirliftXL, a data integration tool that makes it easy for organisations to take advantage of the processes and data that they have already developed. For Sales organisations that have traditionally done most of this in Microsoft Excel, Host Analytics is guaranteeing the ability to move their existing model to a centralised secure cloud environment while preserving formulas, metadata, formatting, and other configuration elements.

The key features available for finance teams inside Host Analytics Sales Planning are:

- **Corporate planning** – Closes the loop between finance and sales by tying the sales plan to the corporate plan in one seamless system
- **Executive reporting** – Automates the creation of weekly sales forecast reports in Microsoft Word and PowerPoint and makes updates with a push of a button
- **Early warning** – Alerts executives and updates corporate level “what-if” models to aid in faster responses to changing business conditions
- **Predictable revenue** – Analyze how sales orders will actually convert into revenue with built-in financial intelligence

The key features available for sales teams inside Host Analytics Sales Planning are:

- **Sales Forecasting** – Automatic weekly snapshots and updates to sales stages with flow-through, discount modeling, and waterline forecasting
- **Quota and Commission Planning** – Top-down, bottom-up, or middle-out modeling capabilities that can analyze sales performance by individual and team, with overlay analysis, as well as comprehensive modeling of spot-bonuses and other compensation exceptions
- **Trend Reporting** – Powerful week-by-week comparisons and waterfall reports allow analysis across representatives, managers, sales stages, forecast categories and more
- **Territory Planning** – Integrated analysis of sales and marketing information including leads, opportunities, pipeline, and territory modeling and support for multiple direct and indirect channels
- **Salesforce.com Integration** – Deep, seamless financial analytics for Salesforce.com users

Lance Walter, CMO at Host Analytics said: “In today’s business environment, it is absolutely critical that sales and finance departments partner and effectively communicate to achieve revenue predictability. Host Analytics Sales Planning gives business leaders the ability to align and stay agile and synchronized in a very dynamic selling environment.”

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