glassbeam™
Glassbeam for Salesforce.com

Machine Data Analytics + CRM Information = 360 Degree Customer View

Realize the promise of the Internet of Customers by leveraging machine data analytics with traditional CRM data to get a holistic view of your customers.

Glassbeam's Analytics give you a detailed view of your install base, and also help you provide state-of-the-art customer support by making it extremely easy to upload and analyze log file data. The insights gleaned from Glassbeam, along with customer data embedded in the CRM, help create a holistic view of your customer - by combining product affinity, support issues, buying propensity, likelihood of churn, and more – all without leaving the Salesforce interface.

Introduction

Glassbeam is a machine data analytics company who ingests, parses and analyzes machine data which gets generated in the form of log files from products in the field. These analytics are useful for product manufacturers in making informed business decisions that help numerous operation areas: Support, Services, Product Management, Engineering and Sales.

Glassbeam integrates seamlessly with SFDC, through a SSO integration, to provide a streamlined analytics experience for users that wish to consume machine data analytics in conjunction with traditional CRM reports.

This integration helps users get a 360 degree view of customers – leading to more informed customer-centric business decisions - thereby fulfilling the promise of the 'Internet of Customers'.

Customer Benefits

- Get a comprehensive, 360 degree view of your customer by combining analytics with CRM data

- Upload files directly to Glassbeam to provide consumption analytics vs archiving the files through SFDC Cases and Communities

- Align future product roadmaps with customer needs based on usage analysis by leveraging an enriched view of the install base

- Support Automation using predictive and preventive maintenance techniques

- Intelligently segment customers based on a combination of CRM and product usage data

- Create state-of-the-art support and services offerings for your end-customers

- Create additional revenue sources by creating "over the top" premium services

Figure 1 – TAC Summary Report

Integration Details

The integration with SFDC has a few key components:

Single-sign-on (SSO) for a user into Glassbeam through SFDC as the Identity Provider (IDP)

Automatic ticket creation in SFDC based on patterns in incoming log file data

Displaying Glassbeam Dashboards through an URL link or an iFrame within SFDC

Custom tab in SFDC for both customers and end-users to consume Glassbeam Analytics

Send large log files to Glassbeam from within SFDC using a plugin from AppXchange

All log files uploaded using the Glassbeam solution are automatically parsed and analysis made available through the SFDC interface

End-customers create cases directly from Salesforce Communities and send Glassbeam log files from there

glassbeam™

About Glassbeam

Glassbeam is a premier machine data analytics company bringing structure and meaning to complex data generated from any connected machine in the Internet of Things (IoT) industry. Glassbeam's next generation cloud-based platform is designed to transform and analyze multi-structured data, delivering powerful solutions on customer support and product intelligence for companies in a range of industries, including medical devices, storage, and wireless networking.

Santa Clara, CA, USA
and Bangalore, India

408-740-4600

www.glassbeam.com

www.glassbeam.com/resources

www.linkedin.com/company/glassbeam-inc

@Glassbeam