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OptifiNow's Reports onDemand Mines Real-Time Sales, Marketing Campaign Data with Intuitive Cloud-based Reporting Tools

Sales, marketing teams become more nimble, effective with improved campaign data

LOS ANGELES, CA – OptifiNow, an industry leader in the development of digital selling automation solutions that are designed to optimize the effectiveness of enterprise sales forces, announced today the introduction of its new Reports onDemand module. OptifiNow's Reports onDemand integrates enterprises' sales and marketing data into a single repository and provides a dynamic, collaborative graphical interface for analyzing results.

Reports onDemand, one of the modules in the OptifiNow suite, provides managers with real-time updates using cloud-based technologies to analyze everything from conversion rates to campaign effectiveness. Capable of measuring both sales and marketing initiatives, Reports onDemand can indicate who is selling and who is not, where the sales process is working versus where it is breaking down, what leads are hot and which have gone cold. Now, sales managers can have a clear picture of the current sales forecast or historical trends in minutes instead of spending days on manual calculations. Strategic goals and objectives can be adjusted and pushed to various levels of the organization on the fly resulting in improved campaign results across the enterprise.

Reports generated by the Reports onDemand module are customizable in real time and can be viewed on any Internet capable device. The Reports onDemand module can also incorporate data from other company systems including vendor partners and other CRM systems. Reports onDemand provides access to data in SQL, XML, Excel spreadsheet and other data sources with options to export in a variety of file formats.

For more information about Reports onDemand visit: www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.