

ArtesianSurveillanceCRM™

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Artesian surveillance for Salesforce.com brings the power of internet surveillance to the most popular internet based CRM application suite. Progressive and forward looking sales organisations have long realised that the internet is a potentially vast untapped source of business intelligence about their customers, markets, products and competitors however until now it has been difficult and time consuming for them to leverage that resource.

The reasons for this are numerous but fall into the following main categories,

The internet is huge

The internet is truly gigantic and it is growing rapidly, some sources estimate that there are over 5,000 new pages being added every second. It is impossible to read everything that might constitute useful business intelligence and the seemingly infinite variety of formats and sources make it very difficult to keep up with the latest and most relevant data.

The internet knows nothing about you

Of primary concern to sales people is what is happening with their customers, prospects, leads and opportunities; however the internet doesn't know who your customers are. If you have 100 companies that you need to track across 100 topics in 20 geographies then using current search oriented technology that's 200,000 searches you need to do, not to mention all the reading you'll have when the results come back in



order to filter out the useful content. Then you need to do it all again tomorrow just in case something has changed, clearly no one has the time to do this, a better approach is needed.

The internet is unstructured

WEB pages and feeds are typically organised according to the perceived needs of a "generic" consumer and not necessarily the actual needs of the real consumers, most sales organisations will have their own preferred ways of organising themselves; important business dimensions like geography, time, industry, markets, companies and people will drive the consumption of information, clearly if you forecast by region you will need to see opportunities region, unfortunately the internet will not be organised that same way making the BI it contains difficult to consume without some degree of manual transformation.

Artesian leverages your SFDC investment

Most serious companies have invested in CRM technology to help them improve and streamline their sales and marketing processes, the first step in achieving this is to describe that process. The Artesian solution uses this definition directly to help re-shape internet content in more easily consumable ways. No re-typing lists or copying and pasting into different tools; stories about your accounts and your opportunities are delivered directly into SFDC and organised in the same ways that you see within your CRM system.

Artesian never sleeps

Information appears on the internet 24X7, there is never a best time to look for it, that's why Artesian spider internet content on your behalf around the clock, delivering it to you on demand or periodically according to your preference.

Artesian delivers information how you want it, when you want it

Important business intelligence about your customers or prospects can be delivered to you where ever you are; if you are in the office then you can consume it directly from within your CRM system, if you are on the road then we can email it to you or provide a feed for your mobile device such as Blackberry or iPhone etc. The format and look of the information can be adjusted to meet your exact needs, from a simple newspaper style through to custom PDF newsletter formats that are print quality and can be happily shared with customers and prospects or perhaps used directly in team meetings.

Artesian listens and learns

Over time your interests will change, prospects come and go, new products emerge and clients and competitors change their perspectives to accommodate their environments. The Artesian solution accepts feedback from its consumers, simple thumbs up and thumbs down triggers help us to keep the supply of intelligence fresh and relevant, constantly up to date with what you are telling us you need.

Artesian lets you share insight

It's all very well supplying you with up to the minute insight into your prospects or customers but that's not the end of the story. Information often becomes more valuable as it is federated, discussed, validated and implications and important inter-connections are derived. In order to facilitate this process Artesian provides business networking capabilities in the form of forums, discussion groups and personal clippings archives all accessible from directly with the SFDC environment or from any suitable internet connection and browser.

Main Product Features

Which Surveillance Edition is Right for your Business?

Features included

SurveillanceCRM

Entry level sales intelligence solution integrated into your CRM

SurveillancePlus

Custom search and collaboration – integrated and stand-alone

SurveillancePremium

Custom market surveillance and competitive intelligence platform as a service

Application

- Core Surveillance
- Sales CRM Adaptor
- Interactive Gazette
- Email Alerting
- Blackberry Summaries
- Forums and Collaboration
- Auto-rate content
- Clippings
- Custom Domains of Interest
- Unlimited Custom Gazettes
- Analytics & Reporting



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