

# SIERA

Sales Intelligence and Efficiency via Reports and Analytics

# Agenda

1 Why SIERA?

2 What SIERA offers?

3 Demo

4 Roadmap

5 QnA

# Why SIERA



Customise your reports



Filter and sort your Reports



Load large reports



Report Load Time

Poll

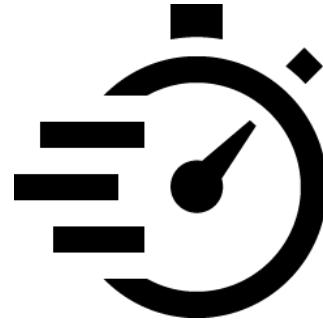
# What SIERA Offers

- Lead Insights
- Call Insights
- Activity and Task Insights
- User Insights
- Opportunity Insights
- Revenue Insights

## Report Coverage

**30%** LeadSquared Reports  
+ Create custom and personalized views

# What SIERA Offers



## Improved Performance

Up to 25x improvement

# Improved Performance

## Call Metrics

Tenant	Platform	First Load	1 week filter	1 Year filter
xxxxxx	Current Reporting	4.2s	20s	-
	<b>SIERA</b>	983ms	351ms	1.79s

## User Productivity Report[Opportunity]

Tenant	Platform	First Load	1 week filter	1 Year filter
xxxxxx	Current Reporting	53s	-	-
	<b>SIERA</b>	1.3s	979ms	9.5s



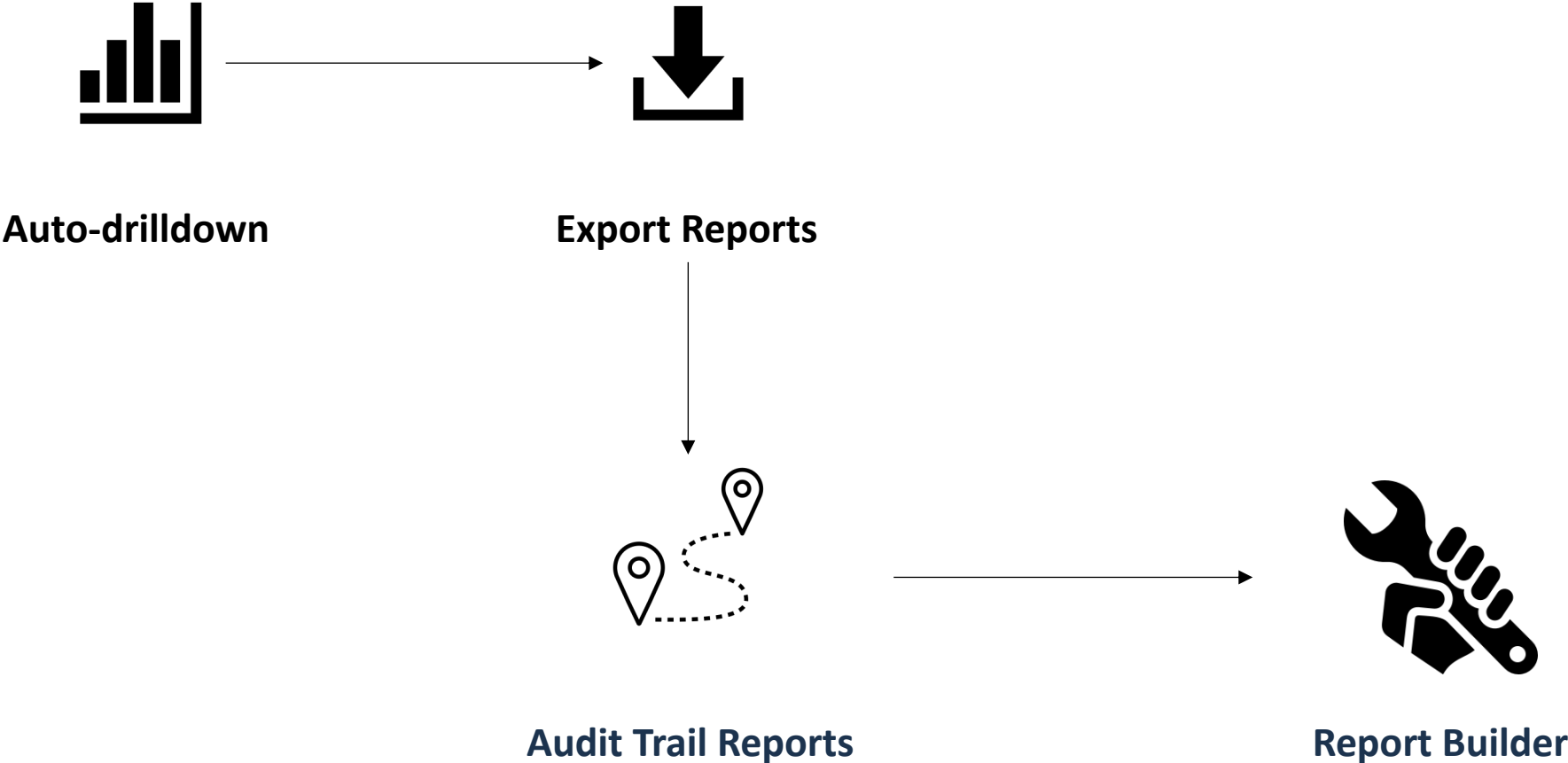
## What SIERA Offers



# Self-serve Customization

Demo

# Upcoming Updates



Poll

## Upcoming Updates

- Standard Reports
- Industry-wise Reports
- Advanced Reports

QnA

# Thank You

[rishav.raj@leadsquared.com](mailto:rishav.raj@leadsquared.com)

[pranjal.chanda@leadsquared.com](mailto:pranjal.chanda@leadsquared.com)

[rohit.ravikumar@leadsquared.com](mailto:rohit.ravikumar@leadsquared.com)

[vimal.stan@leadsquared.com](mailto:vimal.stan@leadsquared.com)