

Squirro: Transforming customer engagement through insights

The sales process is changing as product and solution information becomes readily available to buyers online. By the time a buyer reaches out to a sales professional, 90% of the buying decision has been made and now it is only a matter of price.

Customers expect you to bring key insights to the table, to reveal issues that impact their business and to help them find solutions.

Sales people need to leave their comfort zone, gain confidence in their capacity to challenge customers and deliver value beyond expectations.

Squirro is a next generation cloud information platform, which turns data into relevant business insights in real-time.

Squirro unifies your customers' data and delivers a panoptic view of the information directly in the context of your CRM.

Squirro's Enterprise Adaptive Search orchestrates your data to let you discover business critical insights.

Squirro automates your data discovery with powerful alerts so that you understand the business value you can deliver to your customers.

Squirro provides you with a higher data value to enable a better decision-making process.



Product Benefits

Unify

- Gain a complete and centralized „panoptic view“ of your customers' world including financials, business objectives, goals and opportunities
- Connect and aggregate data from all types of sources including sector specific news, annual reports, analyst reports, CRM...

Orchestrate

- Enterprise Adaptive Search let's you uncover business critical insights in context of your work
- Increase efficiency, flexibility, agility at scale with the lowest TCO

Automate

- Alert and notify users in real-time of crucial insights across information assets
- Drive innovation by sharing knowledge and learnings with your entire organization and enable quality decision-making

Key Features

Enterprise Adaptive Search

EAS intelligently connects data points from any data source to deliver search results in the context of what you need, providing highly relevant insights and reducing the amount of unwanted information noise.

Integration

Squirro is built to be integrated into CRM's so that you can access critical information directly within your application and obtain the insights you need to solve your customers' business issues.

Aggregate

Easily combine all significant data sources regardless of origin, type and format to discover previously inaccessible insights.

Real-time

Squirro ingests and analyses data in real-time and provides you with the most updated information to stay in sync with your customers and prospects.



About Squirro

Squirro is a software appliance, which turns data into relevant business insights.

Built from scratch for the cloud, it provides unified data access and adaptive search to generate actionable insights.

Core to the solution is the patented Smart Filter technology, which intelligently connects unrelated data points while learning and refining as user interactions increase.

These insights are delivered seamlessly integrated into strategic business applications including ERP's, CRM's and BI's.

Squirro – The Insights Company

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