



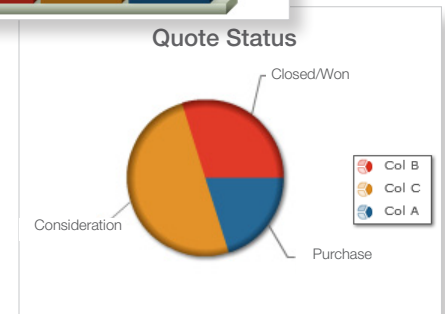
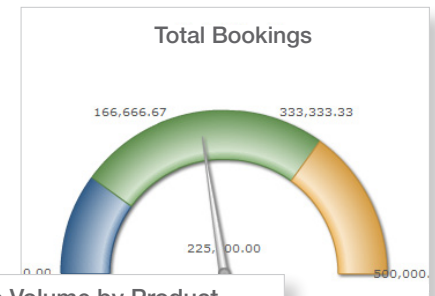
## BIGMACHINES

In today's competitive market, it is necessary to understand your customers, your products, and most importantly, how well your company operates. BigMachines Reporting 2.0 provides a powerful reporting engine to streamline your data analysis, all within the familiar BigMachines Selling Platform interface. BigMachines Reporting provides full visibility into your sales processes and channels.

All BigMachines users have access to this powerful reporting system for real-time analysis. Reports are quickly generated with an easy to use, drag-and-drop interface. Users select their report criteria, narrow the results with enhanced filtering, generate dynamic charts and graphs, and run reports. Reports can be saved, exported to Excel or scheduled to automatically run and delivered via email.

BigMachines users can generate many useful reports, including:

- Closed/Won Quotes
- Forecasts
- Historical Quote and Order Trends
- Pipeline
- Product Features
- Quote Hit Rate by Sales Rep, Distributor, or VARs
- Quote Status
- Quote Time to Close
- Quote Totals
- Quote Volume by Product Line or Option
- And much more...



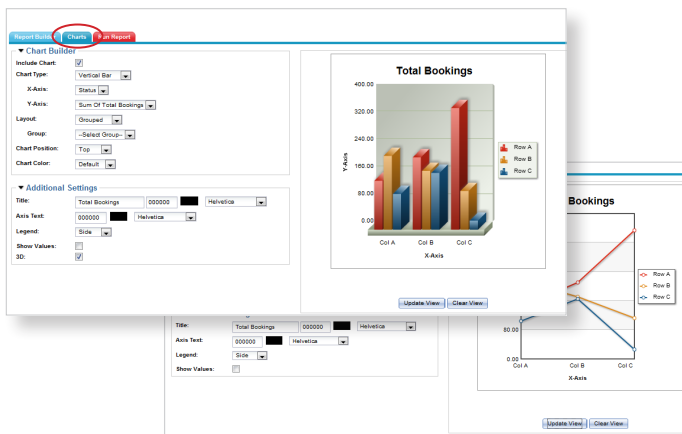
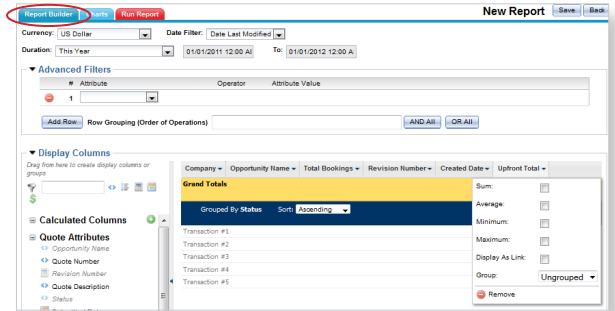
Whether you are interested in examining broad company trends or need to analyze granular line item detail, BigMachines Reporting provides a powerful data analysis tool for all BigMachines users.

**Reporting 2.0 for Managers:** Which reps close the most business? Do your teams add revenue or margin to each quote? How fast are deals won? With BigMachines Reporting, managers can create reports to better understand sales trends within their organization and have insight into their internal and channel sales pipeline for forecasting. They can determine which sales representatives and channels are most productive, and identify trends showing which products and services are being sold.

**Reporting 2.0 for Sales Reps:** Which combinations of options should you bundle? What are the most popular products and services being quoted and sold? What is your average commission on all of your deals? Sales reps can use BigMachines Reporting to determine which products and services are best sellers, see what stages their quotes are in the sales process and their average amount of time spent in each stage.

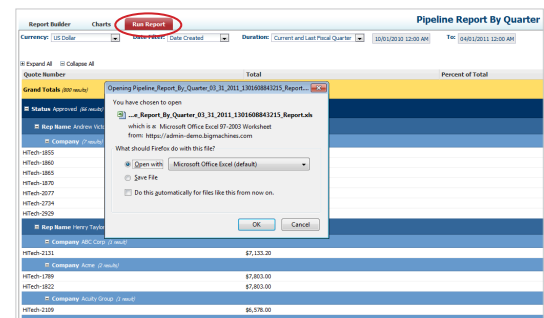
Here's how it works:

1. **Use the BigMachines Report Builder to specify your report data.** Begin by choosing the data for your report. Specify columns, add advanced filters, select currency, and/or choose a date range. There are multiple options for how to display your data including sum, average, total, max, and display as link.



2. **Choose your chart type.** Customize your charts and graphs to best illustrate your data. BigMachines Reporting has multiple chart options. Users can also add titles, format the colors and fonts and choose an optional 3D chart layout.

3. **Run your report.** Once your report is set up, you can choose to save, export your data to Excel, and schedule reports to run automatically and deliver to you and your team via email.



To utilize all of the features and benefits of BigMachines Reporting 2.0, you must be on BigMachines II or higher. For more information on BigMachines Reporting 2.0, or how to upgrade to BigMachines II, send an email to [inquiry@bigmachines.com](mailto:inquiry@bigmachines.com).