



Take Customer Relationship Management to the next level with Artesian

MAXIMISE THE VALUE OF YOUR SALESFORCE SOLUTION

CRM solutions have become an indispensable part of the sales and marketing technology stack. The ability to store and quickly retrieve vast amounts of data, coupled with advanced reporting, campaign tools and countless other features provided by complementing applications, has improved sales and marketing efficiency, and transformed customer service.

CRM solutions are static environments but your customer's worlds are changing every day. By complementing your CRM solution with a dynamic stream of business intelligence, you'll see an improvement in sales forecasting accuracy, create meaningful engagements and accelerate pipeline deals.

“ ”

CRM solutions are static environments,
but your customers' worlds are
changing every day.



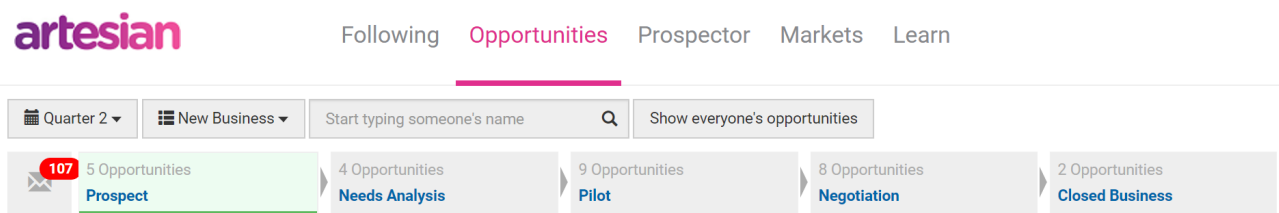
HOW DO WE HELP...

Artesian gathers information from millions of sources and provides a continuous flow of relevant news and actionable insights on your Salesforce accounts and opportunities. With Artesian, you can track your customers, prospects, partners and competitors, spot business opportunities, improve opportunity management and forecast more accurately.

Moreover, front line teams that align to customers and engage in a more timely and meaningful way increase credibility, competitiveness, customer satisfaction... and ultimately, revenue.

Forecast accuracy.

You are judged on the accuracy of your forecasts, so you need to know about any factors which could influence them as quickly as possible. Threats, additional opportunities or just reasons to call – you need to be on top of these to be able to forecast confidently.



Artesian enables users to enrich Salesforce Opportunities with the latest news, insights and up to the minute corporate, financial and risk data on deals in progress. This 360° pipeline view identifies and highlights any threats while also uncovering insights to help progress the opportunity.

An artificial intelligence (AI) powered personal Insight Agent monitors your pipeline and uses your preferences to guide you towards relevant news triggers at each stage of your pipeline. It provides a step change in productivity and customer engagement, enabling you to focus on the most important aspects of your most critical deals.

Sales leaders can interrogate each team member's open pipeline and facilitate proactive conversations about key developments within individual accounts. The result is an improvement in forecast accuracy and more meaningful sales engagements.

“ ”

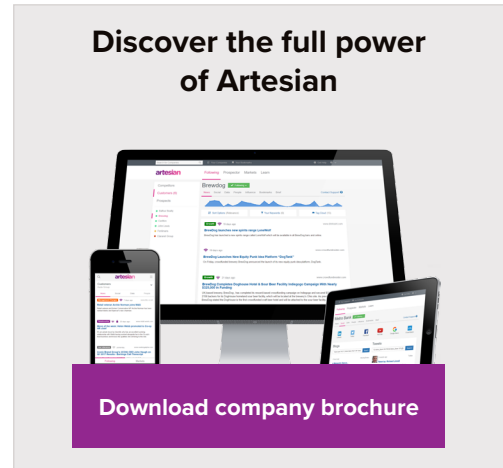
Artesian's Opportunity view is a great way to bring external business developments and market trends, to your internal forecast.

HOW DO WE HELP...

Create meaningful engagements.

Dive into the full functionality of Artesian from the Artesian panel within Salesforce.

- Access market data and track industry news
- Segment, build and export prospecting lists
- Look up digital profiles of your contacts to prepare for calls and meetings
- Create watchlists to track your customers, prospects, partners and competitors
- Download detailed company reports
- Create a personalised newsfeed for your territory, sorted by relevancy
- Customise triggers to highlight mergers, management changes and other actionable insights
- Sort your open opportunities by stage and see the news that directly affects each opportunity



HOW DO WE HELP...

Accelerate pipeline deals.

The Artesian panel within Salesforce Accounts and Opportunities highlights key information about the company and the most relevant insights based on your preferred areas of interest such as growth stories, mergers and acquisitions, management changes or risk. It even lets you track companies which are not in your Salesforce database.

Waitrose Something wrong?

Location: LONDON SW1E 5NN
Turnover: £5,966,600k
Employees: 58,970

Company Info

Social Media Employees Market News

Social Seller 63 Bookmarks 5 Academy

Growth Waitrose appoints Director of Food Service 9 days ago
Waitrose has appointed Simon Burdess as its first Director of Food Service. As the supermarket develops its casual dining and grazing in branches, this newly created role will see Simon lead on the development of Waitrose's food service offer...

Management Changes Move of the week: Simon Burdess to serve up at Waitrose 3 days ago
Waitrose managing director Rob Collins has made no secret of his desire to develop Waitrose's food-to-go offer in response to consumer demand for convenient pleasures....

Relationship Waitrose wins 'Best Retailer Award' for farm animal welfare 23 days ago
Retailer Waitrose has won an award for animal welfare, winning the Europe wide Compassion in World Farming 'Best Retailer Award' 2017. The Compassion in World Farming (CIWF) Good Farm Animal Welfare Awards recognise and reward producers, manufacturers and retailers across the world for working in a...

Management Changes Waitrose creates food service director role 7 days ago
Bracknell-headquartered grocer Waitrose has appointed its first director of food service. He is currently vice president of restaurants and bars at InterContinental Hotels Group....

With one click you can read the full story, create a calendar appointment or convert the story to a Salesforce Lead, Task or Opportunity. Alternatively, copy the link and share the article on email, social media or via Chatter.

Ingram Micro (Uk) Something wrong?

CRM Copy Link Share LinkedIn Tweet Discuss in Chatter Email Bookmark Calendar Why this?

Growth GFI Software and Ingram Micro sign distribution agreement 9 days ago
META: GFI Software, a provider of security and communication software, has signed a distribution agreement with broadliner Ingram Micro in the META (Middle East, Turkey and Africa) region....

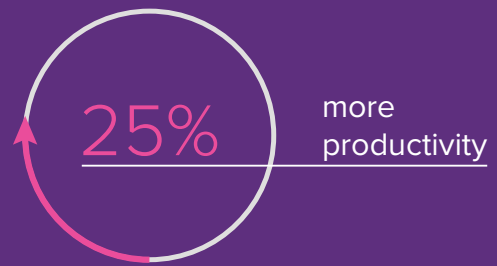
Growth Ingram Micro changes cloud leadership to boost partner sales 12 days ago
Ingram Micro has shaken up its cloud leadership team to help support channel cloud sales growth. Richard Dufty, a Fortune 500 technology executive with experience in cloud, digital transformation and platforms, has joined the global distributor as senior vice president, Global Cloud Platform Group, Ingram Micro Cloud....

Tech Monnit Announces Distribution Agreement with Ingram Micro Canada 27 days ago
Tags: News: Enterprise IT This was published: 5 Jul 2017 - 08:47 pm Tweet Monnit Corporation today announced that it has signed a distribution agreement with Ingram Micro Canada as part of their new IoT Advantage Premier Internet of Things Partner Program....

Tech Ingram Micro boosts cloud leadership team 8 days ago
Ingram Micro has shaken up its cloud leadership team to help support channel cloud sales growth. Richard Dufty, a Fortune 500 technology executive with experience in cloud, digital transformation and platforms, has joined the global distributor as senior vice president, Global Cloud Platform Group, Ingram Micro Cloud....

Further links within the panel enable you to find out more about the company, reference financial records and explore company contacts.

The benefits of Artesian go far beyond forecast accuracy.



A SOLUTION THAT BENEFITS

THE ENTIRE TEAM

Sales leaders

Management dashboards in Artesian help you monitor engagement and foster customer curious behavior in your team and driving CRM adoption. Use Artesian to gain an in-depth understanding of your open pipeline, uncover risks and

engagements that align to your client's agenda, increase account management effectiveness and contribute to a longer term, trusted relationship.

Telemarketing teams

Artesian provides data on key contacts, as well as

teams to segment their target audiences and track industries, customers, partners and competitors to stay abreast of hot topics and market developments. A deep understanding of the landscape guides relevant content development and timely communications that support sales, business

Artesian maximises your CRM investment by providing up to the minute insights on the accounts that really matter.

- Save research time and keep on top of changes in your customer's world
- Improve productivity by prioritising your day around actionable insights
- Align with your clients, build credibility and develop longer lasting relationships
- Identify new leads and opportunities
- Manage open pipeline more effectively and forecast more accurately

review your near and long term revenue with your team for improved forecast accuracy.

Enterprise sales and account management

Artesian provides B2B teams with proactive company insights that save research time and help them keep up to date on their accounts. More timely and meaningful

actionable insights that help telemarketing teams build account intelligence and prioritise their day. Timely, relevant outreach improves credibility and competitiveness, leading to higher productivity and call conversion rates.

Account based marketing

Artesian enables Marketing

development and customer initiatives. Artesian also supports highly tailored ABM programs with a flow of up to the minute news and actionable insights on specific companies. One-to-one personalised touches and proactive alerts create successful engagements that transform into quality leads for further exploration and qualification by telemarketing.

ABOUT ARTESIAN

THE CHANGING LANDSCAPE OF B2B SALES

The B2B game has changed and companies need to keep pace. We create 29 billion terabytes of data every second, making it more difficult than ever to track and analyse information. So how can sales and relationship management professionals gain intelligence and insight to interact effectively with their customers and boost revenue?

It's impossible for B2B teams to ignore artificial intelligence (AI) as it continues to evolve and have a real impact across all industries. Artesian is making it possible to take advantage of this pioneering technology - helping relationship managers and salespeople to uncover new opportunities and exploit endless possibilities through the power of data.

Those quickest to embrace and invest in AI are able to accelerate sales and gain significant competitive advantage. Artesian is pushing commercial teams towards achieving these goals.

HOW IT WORKS

With the use of artificial intelligence technology layered on top of company information, data and news, Artesian helps you uncover opportunities, build relationships and accelerate deals.

Artesian gathers information on industries, organisations, individuals and topics from millions of online sources, using clever algorithms to filter and transform the information into commercially valuable insights.

With Artesian, you can track your customers, prospects, competitors and partners, spot business opportunities and manage risks in your pipeline.

Artesian helps drive customer alignment, credibility, competitiveness and client satisfaction.

artesian.ai

[Learn more](#)

[View a demo](#)

 info@artesian.co

 [@Artesian](https://twitter.com/Artesian)

 [artesian-solutions](https://www.linkedin.com/company/artesian-solutions)