DrivenBI Launches SRK on Salesforce.com's AppExchange, the World's Leading Business Apps Marketplace

PASADENA, Calif., Oct. 15, 2013 (SEND2PRESS NEWSWIRE) — DrivenBI today announced it has launched SRK on salesforce.com's AppExchange, empowering businesses to connect with customers, partners and employees in entirely new ways. SRK is a one-stop shop that extends the reporting and analytical capabilities of Salesforce CRM, by unifying, analyzing and presenting data from both Salesforce reports and non-Salesforce sources in dynamic user views, shareable report snapshots and a real-time intuitive dashboard interface. SRK also offers actionable sharing for users to "socialize" their analytics, allowing them to delegate tasks, share comments and add report annotations directly from Salesforce Chatter.

DrivenBI taps into the power of social and mobile cloud technologies to help businesses accelerate their customer company transformation.

"We are excited to offer SRK to customers on the Salesforce AppExchange because we believe that SRK's data analytics as a service is a simple and elegant approach for achieving the best insights into their operations. Our goal is to make data analytics work for business users, not the other way around," said Ben Tai, CEO and founder of DrivenBI.

"The future of enterprise apps is social, mobile and connected," said Leyla Seka, vice president, AppExchange and Partner Operations, salesforce.com. "DrivenBI is helping companies accelerate business transformation by harnessing the power of social and mobile cloud technologies within SRK's data analytics as a service, to drive deeper connections with their customers."

Product Key Features:
SRK simplifies data merging by directly linking that data to specific business actions:
* Extraction and analysis from other sources — merge non-Salesforce data with existing Salesforce reports.
* Customized visualization — present analytics in dynamic user views, shareable report snapshots and real-time intuitive dashboards.
* Salesforce Chatter integration — assign tasks, receive alerts and comment on analytics using Chatter.
* Salesforce calendar integration — automatically keep your calendar up-to-date with the latest task assignments.
* Actionable sharing within Salesforce — simply manage and share all your Salesforce analytics from one place from any device.

Additional Resources:

* SRK: http://www.drivenbi.com/?page_id=12.
* SRK on AppExchange:
https://appexchange.salesforce.com/listingDetail?listingId=a0N3000000B3HQlEAN
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About the AppExchange:
The Salesforce AppExchange is the world's leading business apps marketplace.
With more than 1,900 partner apps and 2 million customer installs it is the
most comprehensive source of social and mobile cloud apps for business. The
Salesforce Platform is the world's most trusted and comprehensive cloud
platform for building social and mobile cloud apps, powering Salesforce CRM,
and more than 3 million custom apps built by customers and partners. Apps
built on the Salesforce Platform can be easily distributed and marketed
through salesforce.com's AppExchange.

Salesforce, AppExchange and others are among the trademarks of
salesforce.com, inc.

About DrivenBI:
DrivenBI provides cloud analytics products designed to unify, analyze and
report data aggregated from multiple sources through its cloud-based
analytics platform. Its products deliver data insights to organizations
worldwide with speed and simplicity. DrivenBI analytics products are created
for ease of use, consistency of results and facilitation of cross-department
collaboration by business users, reducing the reliance on IT. They provide
real time and actionable sharing of data analytics as a service 24/7,
allowing customers to respond quickly to changes in their business, the
markets, and their competition. DrivenBI analytics products also enable users
to connect and collaborate with their operations, customers, sales channels,
vendors and suppliers. Information: http://www.drivenbi.com/.

* Video: http://youtu.be/z0YPRjo3Qto.

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