WHO IS PALO ALTO NETWORKS?
Palo Alto Networks is a leading cyber security company that helps tens of thousands of organizations worldwide prevent cyber breaches. Their goal is to enable customers to pursue a digital-first strategy and try new technology initiatives, all while maintaining maximum security. They prevent against cyber threats during all stages of the attack lifecycle, while maintaining product performance.

Sales Cloud, Service Cloud, Einstein Analytics

Palo Alto Networks gains deeper insight into key drivers of their business with Einstein Analytics.

Palo Alto Networks is focused on providing their customers with the highest level of security, while maintaining product excellence and deep expertise within their teams. This requires a sales team that understands their pipeline, product penetration, and customer needs. Because of their unique product offerings, Palo Alto Networks needed insights into certain components of their pipeline. With Einstein Analytics, Palo Alto Networks gained deep insights enabling valuable real-time visibility and sharing of critical business data between sales and marketing to accelerate pipeline movement and deal closures.
### SALESFORCE CUSTOMER SUCCESS STORY: PALO ALTO NETWORKS

**CHALLENGE**

- Needed an analytics tool that did not require IT to maintain and build out new use cases.
- Old model could not visualize the overall performance of the organization.
- Lacking understanding of how marketing efforts help progress sales deals.

**SOLUTION**

- Ability for non-technical employees to take action from data.
- The ability to combine and analyze Salesforce data and external data.
- Analytics solution that allowed flexibility for editing and updating views.

**RESULTS**

- Better understanding of which marketing efforts help progress deals.
- The ability to answer deeper level questions than ever before.
- Empowering business users to be even smarter about their business.
- Time required to run quarterly pipeline data is reduced from 1 day to less than an hour.

**PRODUCTS**

- Sales Cloud
- Service Cloud
- Einstein Analytics

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"With Einstein Analytics, we are empowering our sales and marketing team members to be even smarter about their business and accelerate it."

David Cohen, Head of Business Planning

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389.