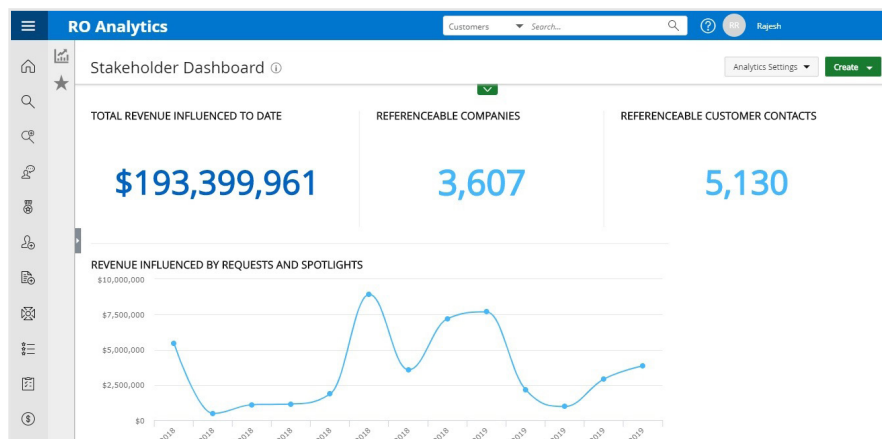# Upland Analytics for RO Innovation

Take Your Organization from Reactive to Proactive

With Upland Analytics for RO Innovation, dashboards provide real-time insights at-a-glance, so you can make data-driven decisions to optimize your voice of the customer program, drive productivity, and prove your value to stakeholders.

- **Streamline reference management** with rapid access to insights about requests, Spotlights, nominations, contacts, and content.

- **Prove your team's value** by demonstrating your impact on shortening sales cycles and influencing revenue.

- **Refine your content strategy** by creating more of what is performing well and prioritizing refreshes by frequency of use.

- **Identify program opportunities and gaps** proactively with automatic scheduled reports and dashboard sharing.
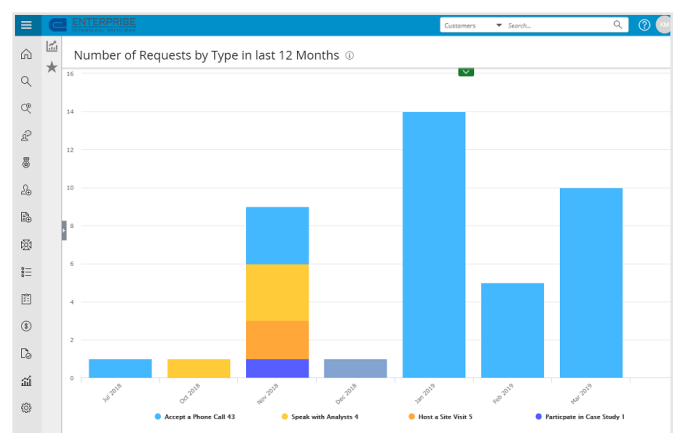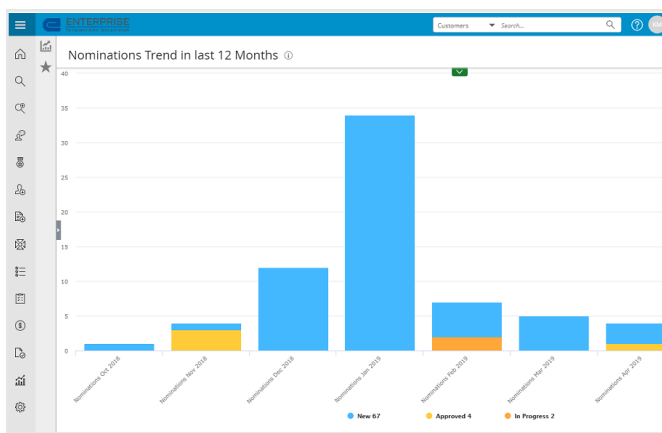
Key Features

- **Seamless Integration**
  Access from RO Innovation. Familiar navigation and controls.

- **Pre-Built Dashboards**
  Get started fast with preconfigured dashboards.

- **Schedule Reports**
  Save time; stay ahead of trends.

- **Export to Excel or PDF**
  Share insights and results.

- **Filter Reports & Drill-Down**
  Get to key insights faster.

- **Real-Time Data**
  Live, 360-degree visibility.

- **Drag & Drop Report Creator**
  Create custom analytics reports and dashboards.

Standard Dashboards & Reports – Get Started Fast

All customers get access to a set of preconfigured analytics dashboards and reports that display the information organizations ask for most in a streamlined format. Key dashboards and reports include:

- **Stakeholder** – High-level view of program health, concerns, and growth.
- **Reference Manager** – Reference requests, nominations, contacts, and content.
- **Marketing** – Assets available, in-use, and aging as well as usage and popularity.
- **Reference Pipeline** – Overview of program participation by contact and account.
- **Request Activity** – Statuses, upcoming due dates, and outstanding requests.
- **Spotlight Activity** – Visits, revenue influenced, invitations, and recommendations.
- **User Adoption** – Internal user program activity and top users by log-ins.

Drag & Drop Custom Report Creation

At no additional cost, all customers can enable two users to access Upland Analytics' intuitive drag and drop report creator. Enterprise Upland Analytics customers can enable report creator for all Adminis and Reference Managers.

- **Create and share** custom dashboards and reports
- **Display insights** using sixteen chart and graph types
- **Define new filters** to refine dashboards
- **Add formulas** to automate calculations

Get Started or Upgrade

Please contact your Account Owner or Customer Success Manager (CSM) for more information about Upland Analytics or to upgrade to the Enterprise version to get even more value from your solution.