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### EpiAnalytics Intros Smart Case on the Salesforce.com AppExchange

By [Raju Shanbhag](#), TMCnet Contributing Editor

EpiAnalytics has announced the availability of Smart Case on the Force.com AppExchange. Force.com was recently introduced by salesforce.com to Expand Enterprise Cloud Computing. Smart Case automatically identifies the reason a customer contacts the company and routes the request to the appropriate person, replacing manual efforts and saving manpower and energy.

The company says that Smart Case increases efficiencies in setup and increases better resource utilization. It also ensures that important issues don't fall through the cracks. EpiAnalytics makes sure that the right corporate stakeholder quickly receives the information whether a customer has a problem or presents an opportunity.

According to EpiAnalytics, the decision to deploy analytical solutions should not be complicated. Instead, the decision should be guided by the rate of return on investment and the solution's usefulness. Smart Case for the Force.com AppExchange eliminates the need for a separate data warehouse and the requirement for expensive business analysts. Smart Case provides various features such as One-Click Integration. It also has an apprentice learning system that is automatically programmed based on the Agent's activities.

Salesforce.com believes that the power of Force.com AppExchange lies in its wealth of applications. These applications are designed by companies with specific areas of business expertise, says the company. Now, the customers of salesforce.com extend the value of their Salesforce CRM deployments with the help of EpiAnalytics' Smart Case. This solution is targeted at getting their customers to the right resource and in an efficient and quick manner.

"The practice of solving simple business problems with multiple disconnected systems and dashboards has come to an end," said Scott Austin, EpiAnalytics co-founder. "Smart Case for the Force.com AppExchange makes it possible to get useful and actionable information quickly and easily in one place. This means that powerful analytics can now be embedded into existing business processes without requiring multiple system integrations."

Raju Shanbhag is a contributing editor for TMCnet. To read more of Raju's articles, please visit his columnist page.

Edited by Jessica Kostek

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