Sisense Pulse

Know your business with smarter insights, scale with smarter automation.
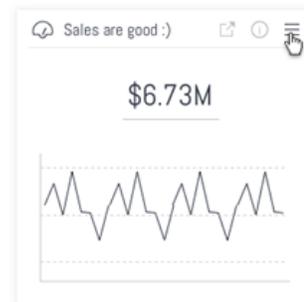
Introduction

In today's fast paced business environment, many teams encounter similar challenges. How do we stay on top of major business events in the easiest way? How do we make sense of the magnitude of data available, without spending tons of time in dashboards and reports? How do we send tactical, data rich information to team members in a personalized, automated, scalable fashion? With Sisense Pulse, organizations are empowered to optimize their teams with data-driven insights and instantly act when important business events occur.

Sisense Pulse provides proactive, smart, and easily consumable notifications about a user's most important business events. Invaluable for an agile, data-driven operation, these notifications include automated Smart Alerts about KPIs as well as admin alerts about their Sisense BI system.

Pulse notifications can be sent and monitored in several ways. The Pulse Feed provides streaming updates in an easy consumable list that will feel natural for any modern business user. The Pulse Page is a centralized portal for monitoring any unique user's most important KPIs. Notifications can be sent via email, the Sisense mobile app with push notification, and via other enterprise apps. Pulse events can also be used to create automated Smart Workflows, which trigger events in other applications for data-intelligent business process automation.
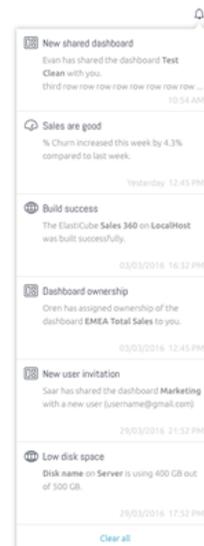
Pulse Notifications

Sisense users can create notifications about business metrics to stay on top of important business events, take advantage of new opportunities, and proactively plan around unexpected new information. Notifications for admin events make it easier to manage the BI deployment, and keep on top of things like every time data is imported and refreshed.

Smart Alerting

Smart Alerting is an automated, scalable, and effective way of creating Pulse notifications that are highly personalized to an individual end user. Smart Alerting leverages advanced machine learning algorithms from Sisense to automatically deliver insights. These algorithms consider historical values and utilize intelligent grouping to identity and flag data outliers, such as a superb sales figure or strange user activity. As the data changes, so will the meaning of what is important. The dynamic algorithms underlying Smart Alerts enable the system to automatically orient itself to any given data set. This creates a highly personalized event alerting system with minimal effort.

Pulse Feed

The Pulse Feed is a dynamically updated list of events, used to stay on top of important business metrics and the Sisense system. The Feed ensures that users always stay on top of the most important aspects of their data, and the Sisense system, by providing an intuitive mechanism for digesting information. As new events occur, they will hit the Pulse Feed so that the user is always kept up-to-date.

Pulse Page

The Pulse Page is a user's personalized command center for data intel and updates. It is a notification dashboard for the most important KPIs and alerts. Users visit their Pulse Page to understand event notifications in aggregate, as well as to visualize the analytics behind pulse events.

Smart Workflows

With Sisense Pulse, event notifications can be shared via email, the Sisense mobile app, and through integration with other enterprise applications like Salesforce and Slack. Data-intelligent automated processes can be configured to automate previously manual tasks. This allows teams to easily create elaborate workflows seamlessly tied together across disparate enterprise applications. Integrating with Zapier, process automation triggered by a business' most important KPIs can be set up in an incredibly simple fashion. There are endless possibilities when it comes to automated, data-driven Smart Workflows:

For Dynamic Targeted Marketing: Every time a business onboards a new customer that matches a certain data-driven profile (i.e. based on size, expansion, and vertical) Sisense Pulse can trigger an event in Marketo that sends a hyper targeted email template to the relevant customer.

For Proactive Healthcare. Hospital operations teams can create a Smart Workflow that automatically sends a targeted SurveyMonkey survey to physicians that exceed an average "patient length of stay" KPI to gather information that can drive better efficiency.

For Customer Driven R&D. When product issue tickets submitted in a support platform like Zendesk exceeds a certain threshold among an important customer group, Sisense Pulse can automatically trigger an event to escalate a new, relevant development task in Jira.

For Agile eCommerce. When product purchases cross an important threshold, Sisense Pulse can trigger an event that pulls (or promotes) the relevant product in an inventory management platform like Shopify.

Sisense proves the value of our solution during a live Test Drive, using real data sources. To see Sisense in action, schedule a Test Drive at www.sisense.com