CloudWinks

CLOUDWINKS · BUSINESS, FINANCE & COMMERCE

GrabAtunity

Business brief

GrabAtunity tracks business opportunities from first sight to financial outcome, so leaders can see which ones are worth pursuing and how they turned out.

1. What it does

GrabAtunity keeps every business opportunity in one pipeline. Each opportunity carries its analysis, a financial forecast and a risk assessment, and the outcome is recorded once a decision is made. Leadership sees which opportunities are moving, what they are expected to return and what actually happened.

2. Main features

- A deal pipeline for business opportunities
- Opportunity analysis
- Financial forecasting
- Risk assessment
- Tracking of opportunities through to their financial outcomes

3. How it works with other applications

GrabAtunity uses the shared Crux record for every person and company involved, so the same contact is never entered twice across the platform. Every item it manages also uses the CloudWinks base functions: media through MediaMogul, role players, dates and times, ratings, budgets, transactions and a status flow. Each base function opens the controls in the app that owns them, so nothing is duplicated.

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