

## QLIKVIEW FOR SALESFORCE.COM

### ENABLING CRM DATA VISIBILITY AT THE SPEED OF BUSINESS

QlikView simplifies integrating Business Discovery with a proven CRM “Platform as a Service” for user-driven dashboards, analysis, and reports. Traditional BI applications, even when pre-integrated for download and use with Salesforce.com, cannot hide the complexity to deliver relevant, timely information to end users. QlikView for Salesforce.com, is a business analysis solution that enables Salesforce users with instant, ubiquitous visibility into their CRM data for smarter decision making at the speed of business.

### TRANSFORM YOUR SALESFORCE.COM DATA INTO ACTIONABLE INFORMATION

Salesforce.com users demand simple, easy technology they can control without having to depend on IT. QlikView for Salesforce.com takes the complexity out of your CRM analyses to deliver unprecedented visibility into all of your CRM data with the click of a button. The result empowers you to make smarter decisions to enhance business performance and customer satisfaction. QlikView improves Salesforce.com’s value by enabling business users to visualize all of their customer interaction data across an unlimited number of dimensions and analyze information in any direction against underlying data sources — right down to the transaction level.

Unlike traditional BI, QlikView works the way the human mind works, making associations by connecting data from many sources in a few clicks. With so many companies running multiple business systems, QlikView offers an alternative to data consolidation confusion by relating information within Salesforce.com and other enterprise systems for seamless visual analysis, dashboards and reports. QlikView for Salesforce.com can easily be accessed within Salesforce.com as a custom tab or as embedded QlikView graphs, tables, and charts within other Salesforce.com tabs. Alternatively, Salesforce.com data can be

### QLIKVIEW HIGHLIGHTS

In one unified solution, QlikView helps organizations:

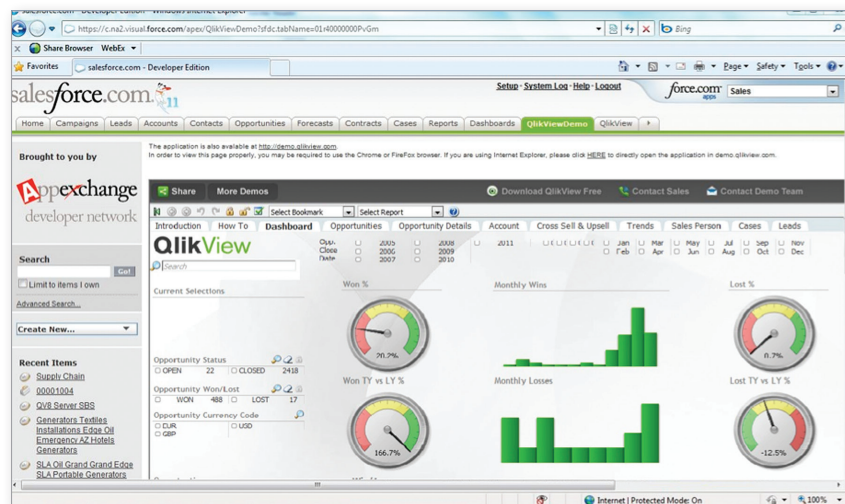
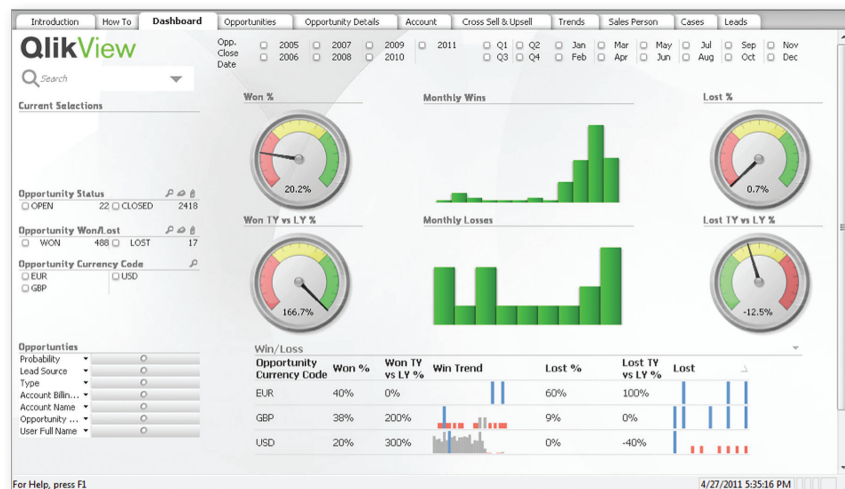
- Develop powerful analyses, reports, and dashboards. Empower business users with rich, interactive visualizations. Seamlessly integrate all available data from any system, with drill-down access in a few clicks.
- Deploy and administer applications with anywhere accessibility. Deploy rich client, browser, or mobile apps to tens or thousands of users. Reach people on whatever device they use to get their jobs done.
- Analyze data at the speed of thought. Explore information intuitively, rather than hierarchically. Investigate down to the lowest level of detail for answers in an instant. Spark insights that lead to action.
- Collaborate through shared applications and findings. Share QlikView documents and bookmarks, PDF reports, and graphs and charts. Integrate QlikView directly with desktop and web applications for unparalleled productivity.
- Leverage integrated, flexible, and powerful security. Integrate with existing security infrastructure for single signon, logging and auditing, granular security, and delegated administration.

## QLIKVIEW FOR SALESFORCE.COM

Executives, analysts, sales teams, marketers, call center staff and IT departments rely on QlikView's unmatched flexibility and ease of use for clear visibility into customers and CRM processes, enabling them to:

- Improve sales forecast accuracy
- Pinpoint cross-sell and up-sell opportunities
- Achieve more customer-centric service and support delivery
- Track marketing campaigns for lead to close
- Conduct historical and trend analysis
- Reduce IT support costs

immediately integrated into a QlikView application via a native data connector to provide an unparalleled view into your business' entire data. QlikView can be implemented in hours. Thousands of organizations worldwide, spanning every industry, have turned to QlikView for the timely insights needed to improve sales, marketing and customer service performance.



## WORKING SMARTER WITH SALESFORCE.COM

### EXECUTIVE ANALYSIS

Analytics based on traditional BI requires anticipating every question and then waiting days and weeks for IT to build the analysis. QlikView operates intuitively so executives can query data, change analysis “on the fly” and follow their thought paths to wherever they may lead for immediate answers to often

complex business questions. QlikView provides all BI capabilities — dashboard KPIs, balanced scorecard, predictive analysis, “what-if” scenarios, and more — but much faster, from within Salesforce.com, at the speed of thought.

## **SALES ANALYSIS**

Demand shifts and opportunities to exploit market variances require real-time insights into customers, buying behaviors, product mix, sales performance and trends. Knowing which channels, sales reps, customers, products and service programs are performing — and which are not — offer tremendous competitive and profit advantages if data hidden in Salesforce.com and other systems can be fully leveraged. QlikView for Salesforce.com enables sales teams with the visibility for more timely and accurate alignment of product and sales strategies to improve margins, increase revenue and build more profitable customer relationships

## **MARKETING AND WEB ANALYSIS**

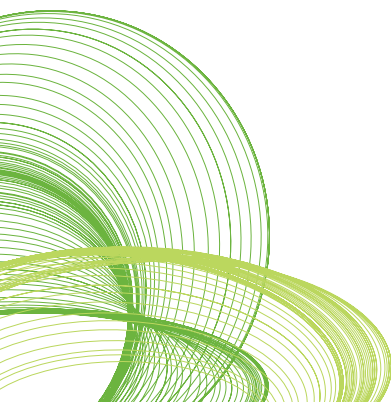
The Internet broadens market reach as well as provides the means to capture customer information that improves segmentation, targeting, loyalty programs, marketing campaigns and more. The challenge is timely access to actionable data to capitalize on opportunities when margins are highest. Using QlikView to integrate and analyze data from Salesforce.com, including Chatter data, and other sources, marketers can quickly identify demand trends and customer behaviors in different geographic locations; adjust product offerings, pricing and messaging by channel or region; and more easily share data throughout their enterprise and with business partners.

## **SERVICE AND SUPPORT ANALYSIS**

With service and support now a leading measure of customer centricity across industries, timely analytics on service offerings and delivery are critical to business success. Using QlikView, service and support managers improve insights into service bundling, service quality, issue resolution times, perceived value and profitability of warranty and service agreements, performance of service agents and more to acquire and retain customers.

## **PARTNER MANAGEMENT ANALYSIS**

Challenges of attracting and motivating productive partners require effective PRM programs built on recruitment, collaboration, information sharing and capabilities to plan, execute, track and measure joint initiatives. QlikView analysis of Salesforce.com data, often integrated with data from partners' systems, enable PRM managers to more effectively grow, manage and optimize profitable partner relationships and reduce exposure to unprofitable partners.



Enabling CRM data visibility at the speed of business CRM success depends not only on Salesforce.com, but on the users themselves making the right decisions. Leading companies worldwide use QlikView to easily access and visually analyze their Salesforce.com data for timely insights into customers and trends to make smarter decisions, improving CRM performance and competitive advantage.

## HOW THE CONNECTOR WORKS

QlikView for Salesforce.com is a native connector within QlikView, permitting a transparent and intuitive means for QlikView developers to access data from Salesforce.com. Installed as an add-on adapter, the .dll-based connector instantly offers a view into all out-of-the-box and custom fields within a Salesforce.com deployment, including Chatter data and archived data. Because it is a native connector, the speed at which data is accessed and loaded into a QlikView application is extremely fast.

```
11
12 //
13 // WEB SERVICE CONNECTION
14 //
15
16 CUSTOMCONNECT TO "Provider=SalesForceDLL.dll;F21;UserId=$(SF_Username);Password=$(SF_Password)";
17 //CUSTOMCONNECT TO "Provider=SalesForceDLL.dll;F21;XUserId=VfQKFVNOBDbCDAFOMLaWGbFNfBdcSRdNNLAB;X
```

The screenshot shows the 'Create Select Statement' dialog box. The 'Data Source' is 'F21'. The 'Database Tables' list includes 'Account', 'AccountContactRole', 'AccountHistory', 'AccountPartner', 'AccountShare', 'ActivityHistory', and 'AdditionalNumber'. The 'Fields' list includes 'AccountNumber', 'Active\_c', 'AnnualRevenue', 'BillingCity', and 'BillingCountry'. The 'Script' tab is active, showing a SQL SELECT statement: 'SQL SELECT \* FROM Account;'. The 'Preceding Load' checkbox is checked.