Branded Document Generation Solution

Rockpool Investments LLP

COMPANY OVERVIEW

Rockpool Investments LLP is a financial company that helps build wealth for clients through direct investment in private companies. Their experienced team provides a thorough analysis to clients. Rockpool Investments LLP also contributes to the success of companies by giving them a source of flexible capital.

COMPANY PROFILE

LOCATION	*London, England, UK*
EMPLOYEES	*33*
INDUSTRY	*Financial Services*
COMPETITOR	*None*
SOLUTION(S)	*Sales Cloud*
GO LIVE DATE:	*12/22/2016*

CHALLENGE

Rockpool Investments LLP reporting requirements were more complex than standard Salesforce reports and dashboards could provide. Rockpool needed to be able to distribute these reports quickly and in a number of formats without requiring assistance from a Salesforce Administrator/IT.

SOLUTION

- Passage Technology designed a custom user interface to capture input parameters such as customer groupings and date ranges.
- The solution needed to execute multiple complex queries for both transactional and summarized information about their client's investments in a very efficient manner without hitting Salesforce's governor limits.
- The solution provided for an array of distribution formats including PDF and CSV as well output options such collation as well as various rollup/layout formats.

RESULTS

- Rockpool Investments LLP now has the ability to easily & quickly create branded custom reports in mass quantities within Salesforce without paying any annual license fees.
- The custom reports contain specific investment information which can be send directly to their client savings countless hours.

More Detailed Info and Quantitative Results

Color Commentary and Notes About Details of Deal or Implementation

NOTES

- The User Interface required the ability to select multiple Accounts based on other information provided such as accounts related to Lookup fields.
- Report information needed to be able to be filtered on dates.
- PDF's for each Account needed to be available either combined or single. This means when generating a pdf with multiple Accounts selected, if combined is selected then it will add up each line item with the corresponding line item on all accounts. For example if Account a invests in CRM and FB and Account b invests in CRM and GOOG then it will add the positions of CRM together and then list the FB and GOOG position as well all in one pdf. The cash position for both accounts will also be added together. If Single is selected then it will generate a pdf for each account with all of the positions for each account individually shown.
- 3 options in a picklist are available: Download as PDF, Download as CSV, Email PDF. The Email PDF option will display a Contact lookup field so you can select who to send it to.
- Cash position is a completely different query than the other holdings for each account. This is displayed as part of the summary at the top of the page.
- PDF formatted with a Rockpool header and footer.

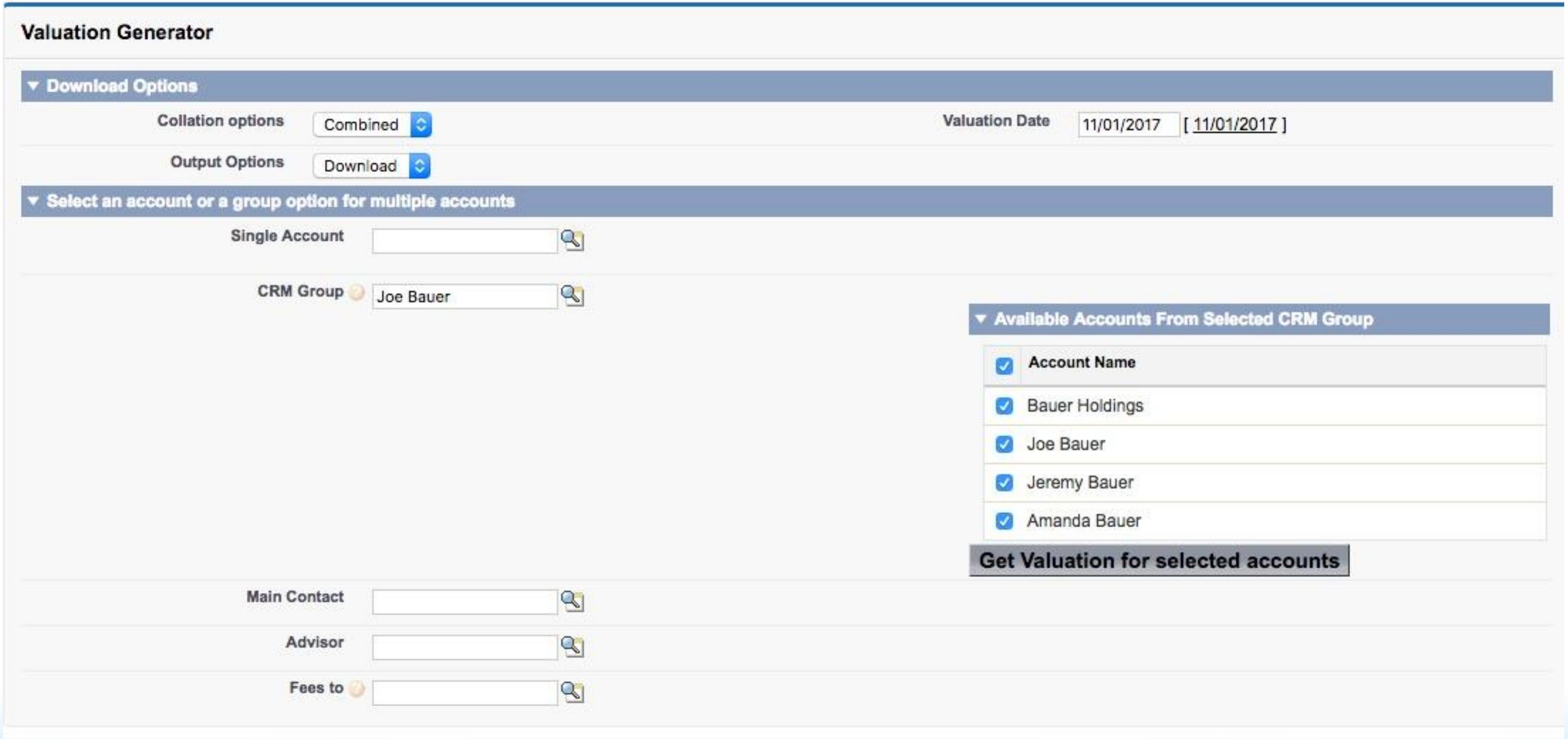
QUANTITATIVE RESULTS IF AVAILABLE

N/A

Solution Detail

MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	*No*
Previous technology replaced by Salesforce:	*No prior technology before Salesforce*
Salesforce products deployed:	*Sales Cloud*
Customer Business Model (B2B, B2C, or Both)	*B2C*
Salesforce Product features:	*N/A*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc)	*N/A*
Integrations:	*No*
AppExchange Apps/Partners	*No*
Solution 'Go Live' date:	*12/22/2016*

Screenshots of app (if available)



Screenshots of app (if available)

ROCKPOOL

Intelligent Private Company Investing

SUMMARY

Valuation Date	11/1/2017
Account(s) included	[redacted]
Cash	0.00
Portfolio Value	37,137.66
Total	37,137.66

Instrument Name	Units	Value Per Unit	Total Value
[redacted]	21	1.0000000000	21.00
[redacted]	0	1.0700000000	0.00
[redacted]	2,311	0.2251223000	520.26
[redacted]	44	1.0000000000	44.00
[redacted]	9,960	1.0000000000	9,960.00
[redacted]	10,000	1.0000000000	10,000.00
[redacted]	2	1.0000000000	2.00
[redacted]	26	1.0000000000	26.00
[redacted]	1	0	0.00
[redacted]	76,000	0.0040000000	304.00
[redacted]	110,471	0.0034398300	380.00
[redacted]	76,000	0.0100000000	760.00
[redacted]	9	0.1000000000	0.90
[redacted]	1	0.5000000000	0.50
[redacted]	25	1.0000000000	25.00