Risk Tracker

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PURPOSE OF THIS DOCUMENTATION

This documentation is intended to walk you through the process of getting up and running quickly with the Risk Tracker App once your administrator has installed the package. The information presented here provides a high level view of the application. FinancialForce Risk Tracker is considered a beta product and is delivered with the understanding customers are responsible for modification and maintenance of the App.

SUPPORT

Our standard support processes and SLA agreements are not applicable to these Apps.
Support calls should not be logged directly with our support teams. A Trailblazer Community Group has been created which will allow you to ask questions and collaborate with other customers to enable some level of support. https://success.salesforce.com/0F93A000000Loda

PACKAGE CONTENTS

The Risk Tracker package contains the following Assets:

- Analytics Template - allowing you to generate many different types of Risk Tracker Applications with dashboards and datasets. For example, you may generate an App based on a series of hashtags related to COVID19 and monitor the risk within your customer or prospect base. Each application will comprise of:
    - A dataflow producing two datasets: (dataflow design and screenshots)
        - AccountsClassification. This is the primary output dataset which generates a summary of risk level at both the account and individual record level.
        - Opportunities. This dataset is provided as an example of how you can manage risk across opportunities using the information generated.
    - A dashboard containing two pages to display the risk information (screenshots)
        - The Risk Tracker visual page provides a graphic representation of the risks associated with your customer's accounts and pending deals using gauges, charts, and diagrams.
        - The Risk Tracker summary page displays the same data as the visual page in an organized table format.
    - XMD files which allow you to customize the colors for the risk scale linked to the datasets
- Static Resources
    - An image used within the analytics template

DATAFLOW MODEL AND DEFINITIONS

The dataflow extracts information from chatter feeds. Specific hashtags are grouped and summarized into a scale (1 highest to 5 lowest). For each individual event, the highest level is identified and then stored with the ID of the event. Once each event has been summarized, the overall customer account is then assigned a level (1 to 5) based upon the highest level of all events. For example, an opportunity may be tagged many times with different levels of risk (hashtags) from different areas of the business (chatter feeds). The dataflow will take each of these feeds and promote the highest level of risk to the account level, but still allow you to review the individual risk levels for each event.

GETTING STARTED

FinancialForce Risk Tracker is considered a beta product. As such, an intermediate level of understanding of Einstein Analytics is a prerequisite. We recommend that only dedicated system administrators set up, configure, and customize your app. If you have not used Einstein Analytics previously, then we recommend that you follow the standard Salesforce Trailheads which can be found here.

Note: The basic setup and configuration process for Einstein Analytics is not covered by this guide. Details of how to set-up the Einstein Analytics Platform are provided in the Salesforce help.

HOW IT WORKS

The App reads unstructured chatter posts and looks for specific hashtags. An example is provided below:

We wish to monitor the risk due to our customers being affected by the Covid19 pandemic.

We have asked our sales team to post to the chatter feed where they think there is a risk to an opportunity with the hashtag COVID19 followed by a keyword which represents the level of risk. e.g. HIGH.

The result is that within our chatter feeds, there are posts by team members that have variations but all of which can be mapped to the risk scale. #COVID19HIGH, #COVID19SEVERE, #COVID19BLUE, #COVID19LEVEL4

The app will look for any hashtag that has the word COVID in the body and then classify the opportunity as the highest risk, depending on the highest level it finds with any posting to a particular opportunity. The Account is then assigned a risk level based on the highest risk level of any opportunity.
In addition to establishing risk based on the Opportunity feed, the app looks for risk related hastags across the Account, Contact and Case feeds.

An example of how the Risk Tracker maps different standard and custom signals is provided in the example below. The user can select from three standard risk tags (1) the Risk Level - Severe (2) the Color - Orange (3) the Level - Level 3 **or** from a customized tag based on what you have setup when generating the App Template.

Severe	RED	LEVEL 1	CUSTOM 1	#COVID19**SEVERE**
High	**ORANGE**	LEVEL 2	CUSTOM 2	#COVID19**ORANGE**
Elevated	YELLOW	**LEVEL 3**	CUSTOM 3	#COVID19**LEVEL3**
Caution	BLUE	LEVEL 4	**SUSPECT**	#COVID19**SUSPECT**
Low	-	-	-	#COVID19

PREPARING THE DATA FOR RISK TRACKER APP

When generating the App, ensure that the following setup steps are completed.

CREATE A SINGLE CHATTER POSTING WITH A HASHTAG

The app generates information based on hashtags in chatter feeds, however, if none exist, the initial app cannot install and will fail with an error. In order to generate the app for the first time, go into an existing Account and add a chatter post with #MYTERMLEVEL5 where MYTERM refers to the key that you will be using to identify the risk levels as per the example provided above in HOW IT WORKS. This will generate a risk level against that account, though level 5 is the lowest risk level, designed to capture all accounts where there are in fact no risks identified.

GRANTING OBJECT ACCESS TO THE INTEGRATION USER

When generating the App you may experience a failure due to the Integration User not having access to the objects required. A message will appear asking you to grant the integration user access to the objects.

1. Go to **Setup** | **Manage Users** | **Integration User**
2. The App uses the standard Salesforce Objects.

3. The Integration User requires access to the following objects. You will also need to include **Read** and **View All** access within this custom permission set to:

Object	Permission Required
Account	Read, View All
Account Feed	Read, View All
Opportunities	Read, View All
Opportunity Feed	Read, View All
Contact	Read, View All
Contact Feed	Read, View All
Case	Read, View All
Case Feed	Read, View All

CREATING THE NECESSARY DATA

When running the app for the first time you may experience a failure in the dataflow. This may be due to no hashtags existing in the data to be summarized. Create at least one chatter posting with a hashtag that meets the conditions you have specified in the template before you generate the App using the App Template.

SECURITY

Access to the App and Dashboard results are managed using the standard Einstein “Share” options within Analytics Studio. Ensure these options are set up correctly.

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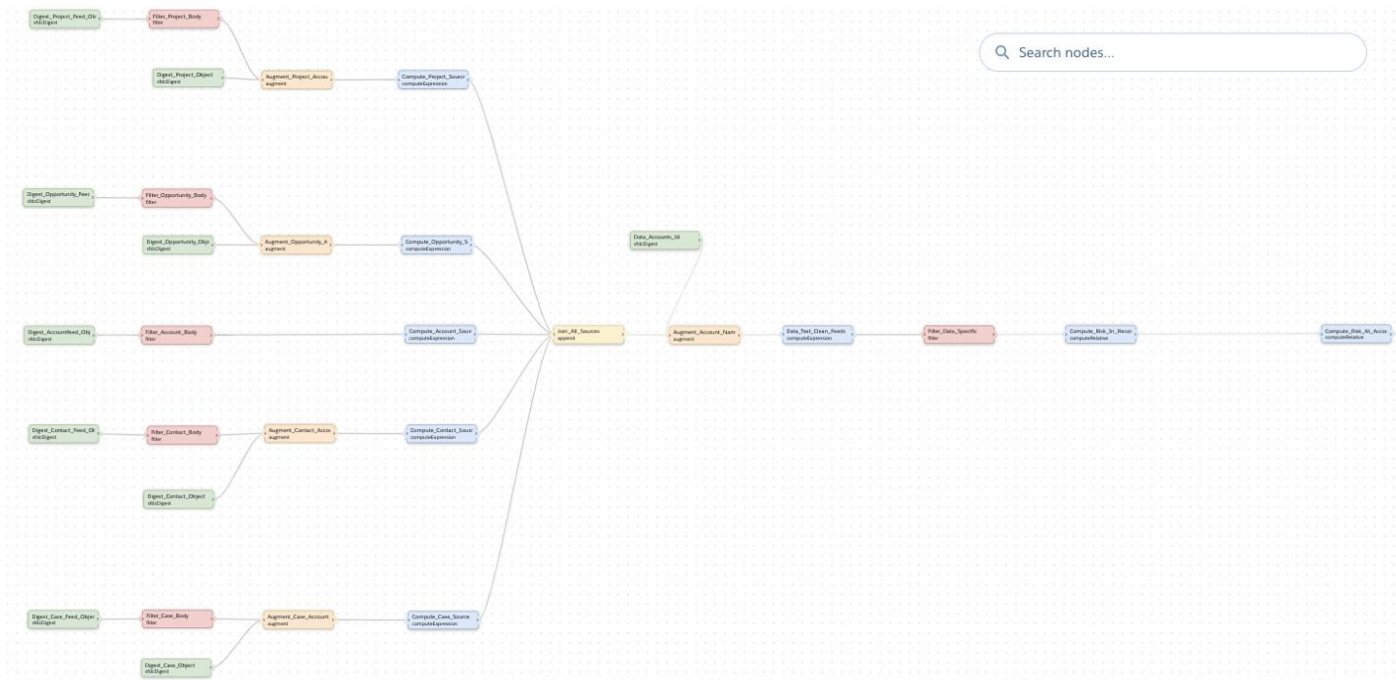
DATAFLOW DESIGN

The dataflow has been designed to allow you add new sources of information to incorporate new risk signals. The main stages of the dataflow can be seen in the image below and show the following steps.

1. Collect information from a source
2. Create a consistent output from the source using a compute node
3. Join all the sources together
4. Evaluate risk levels and generate datasets



1. source | 2. create a consistent source output using compute | 3. join sources together | 4. evaluate risk levels and generate datasets

To enhance the dataflow please refer to the section below [Extending Use Across Your Business.]

KNOWN LIMITATIONS

The following are some known limitations to the Risk Tracker App. Ensure you take this information into consideration before using this product.

DATES

Dates have not been incorporated into the evaluation section of the risk process. There is no indication of when the first, last or any intermediate risk signal was detected. A placeholder for dates has been created in the nodes prior to joining the data together (Part 3 in the dataflow design section), though this has not been incorporated into the final datasets.

ACCOUNT RESET OR REMOVAL

The principle adopted is that, when an account is deemed to be at risk, it stays as a risk. The account will either progress to a higher risk level or remain at the same risk level. There is no supported method to adjust an account within the risk levels.

The app looks for Chatter posts that have a status of “not deleted”. If you wish to remove an item from the Risk Tracker, it is possible to do so by deleting the chatter posts with the risk tags related to that item.

CHATTER MAIN BODY ONLY

The current version reads the main chatter feed and ignores all of the responses to the feed. This means that, if you wish to generate a signal using your pre-defined tags, you must post the tag as a main comment on the feed you want to use. Do not post a tag as a response to an existing post. See the two examples below:

VALID

Main Body: #COVID19HIGH
Response: I can see that we have highlighted this opportunity.

NOT VALID

Main Body: We need to highlight this opportunity
Response: #COVID19HIGH

PARENT CHILD OPPORTUNITIES

When using FinancialForce PSA it is possible to create parent and child opportunities. The risk level associated with an opportunity is only for that opportunity and roll-ups to parent level opportunities is not provided. If a child opportunity is marked as high risk, the parent opportunity is not automatically marked as high risk.

EXTENDING USE ACROSS YOUR BUSINESS

There are two methods which can be used to extend the results generated by the Risk Tracker App to other areas of your business.

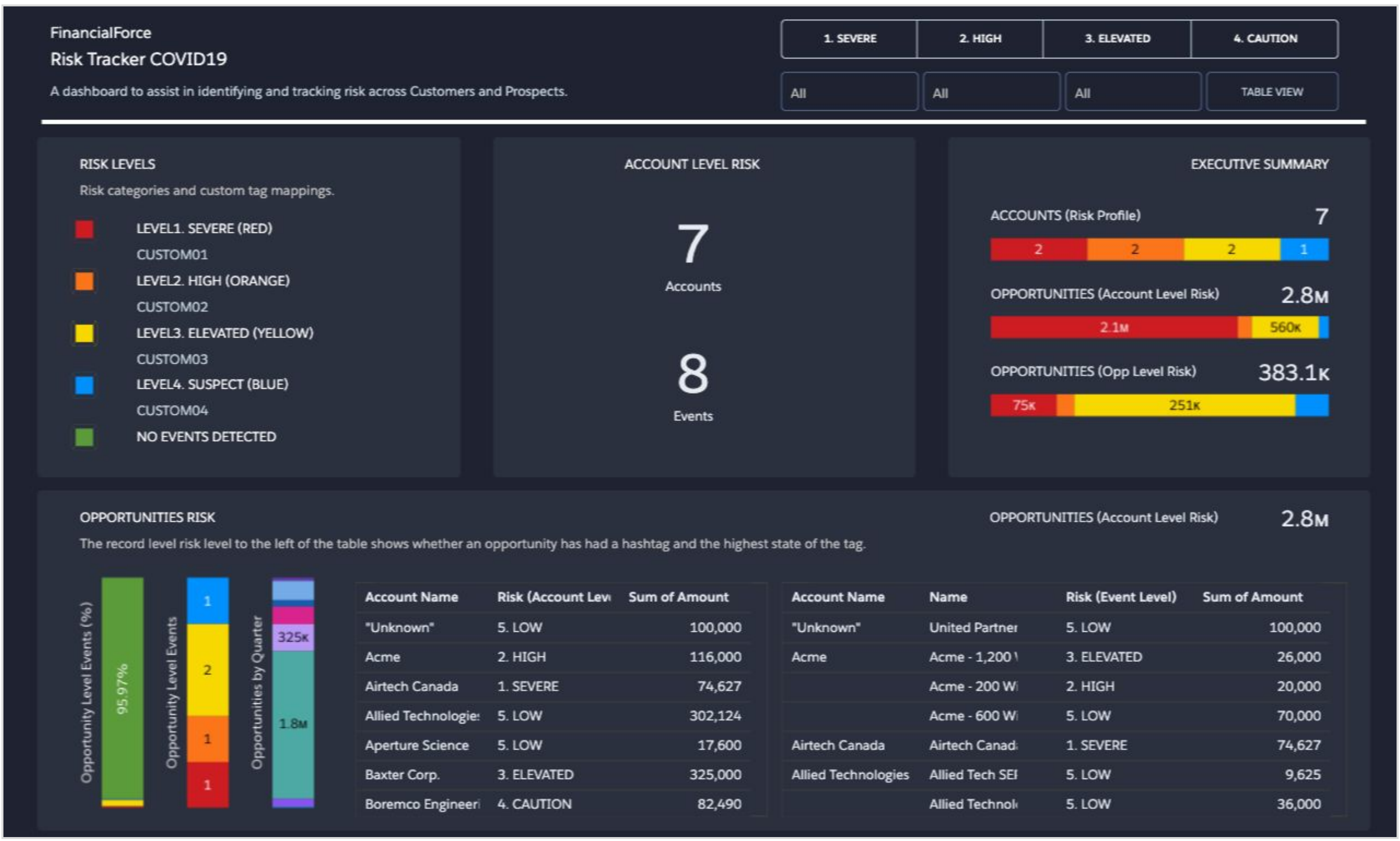
1. Modify the Risk Tracker dataflow to include information from additional sources.
    1.1. Go to the dataflow generated by your App.
    1.2. Add a new source of information within the dataflow.
    1.3. Generate calculations for each of the fields to be evaluated from the new source, using one of the existing compute_calculations nodes as an example (you must use the same naming convention for ‘record_id’ etc.
    1.4. Join the new source to the existing ‘append_sources’ node.
2. Modify your existing Einstein Datasets to include the information from the AccountsClassification dataset.
    2.1. Go to an existing dataflow/dataset.
    2.2. Add the additional fields from the AccountsClassification to your dataset using the AccountId as a join key.

Method 2 allows you to quickly extend any existing dashboards you have generated to include the additional information related to the risks identified from the Risk Tracker App.

DASHBOARD SCREENSHOTS

The following screenshots show the Dashboard generated by the App with some example data.

GRAPHICAL DISPLAY



GRAPHICAL DISPLAY WITH KEY FEATURES LISTED

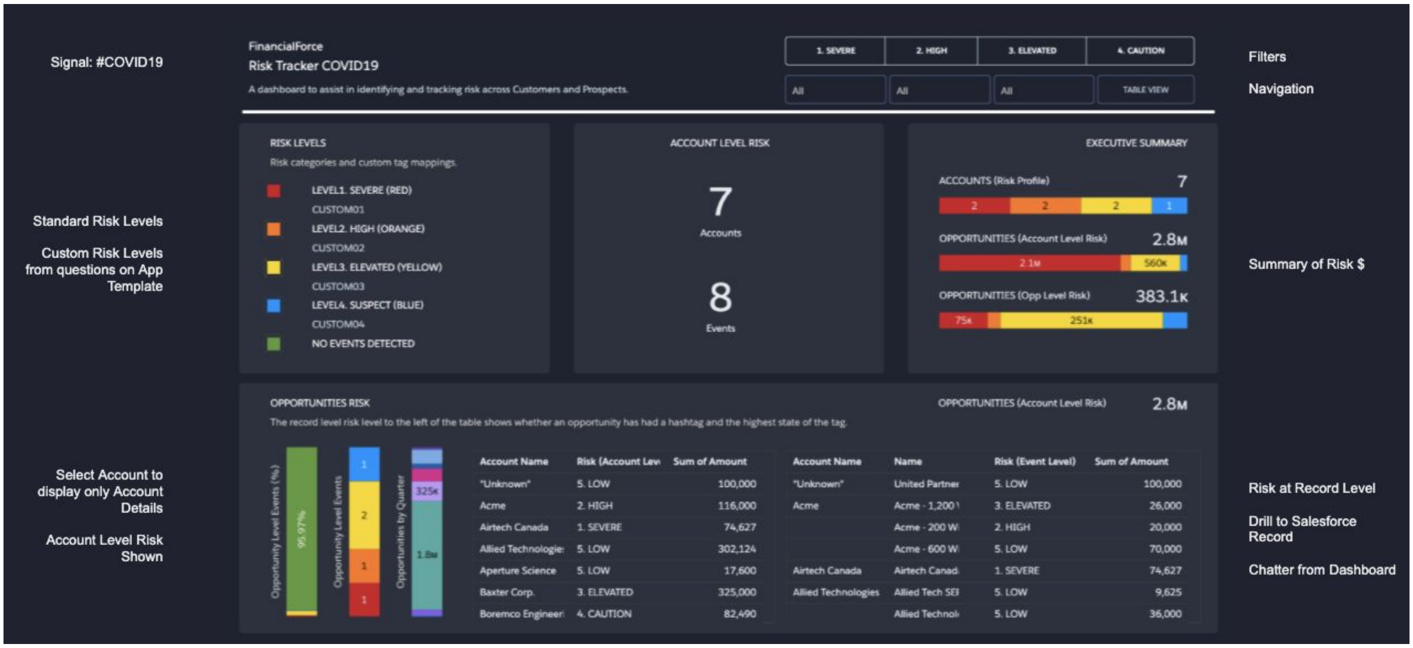
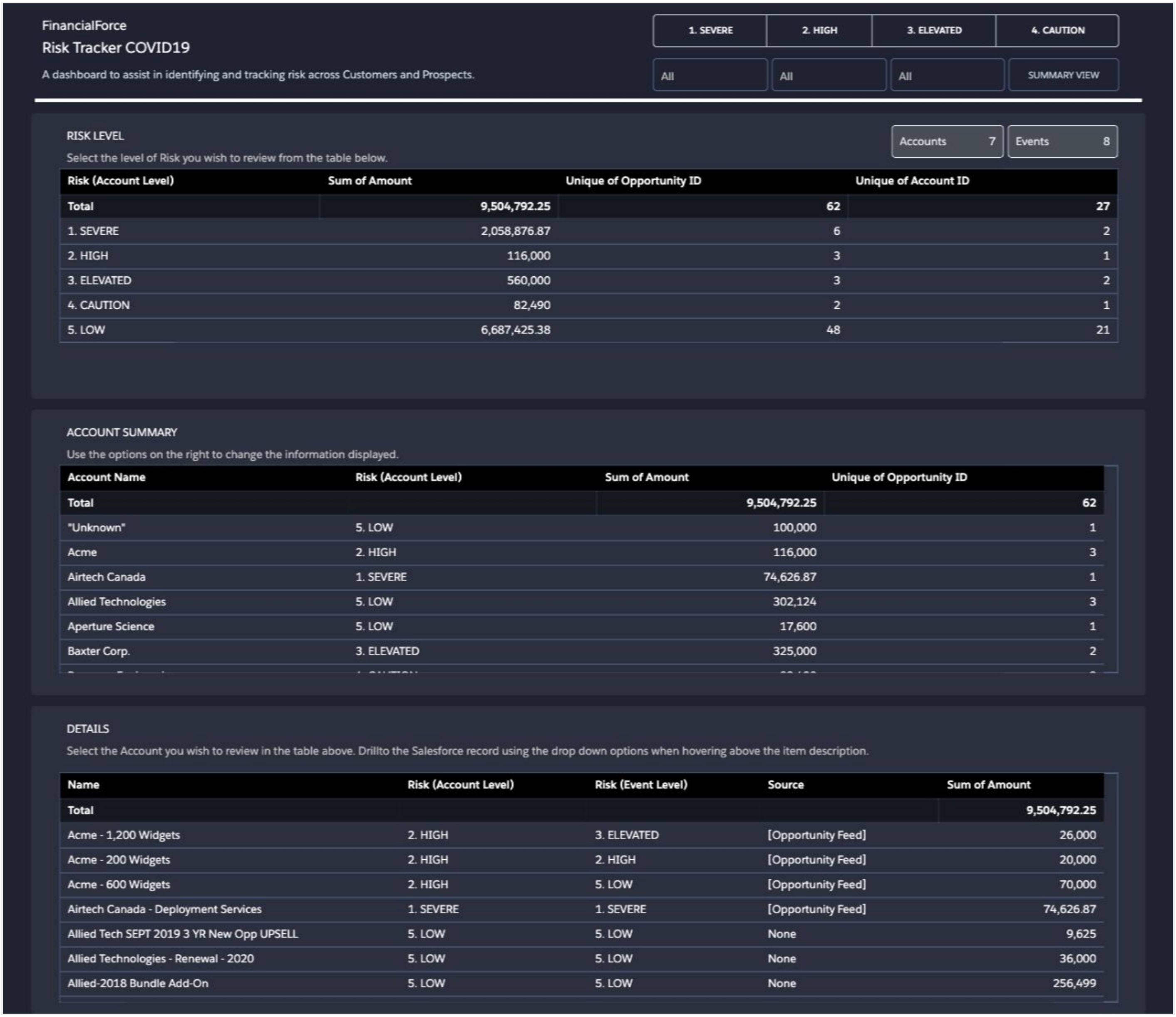


TABLE DISPLAY



FinancialForce
Risk Tracker COVID19
A dashboard to assist in identifying and tracking risk across Customers and Prospects.

1. SEVERE | 2. HIGH | 3. ELEVATED | 4. CAUTION
All | All | All | SUMMARY VIEW

RISK LEVEL
Select the level of Risk you wish to review from the table below.

Accounts 7 | Events 8

Risk (Account Level)	Sum of Amount	Unique of Opportunity ID	Unique of Account ID
Total	9,504,792.25	62	27
1. SEVERE	2,058,876.87	6	2
2. HIGH	116,000	3	1
3. ELEVATED	560,000	3	2
4. CAUTION	82,490	2	1
5. LOW	6,687,425.38	48	21

ACCOUNT SUMMARY
Use the options on the right to change the information displayed.

Account Name	Risk (Account Level)	Sum of Amount	Unique of Opportunity ID
Total		9,504,792.25	62
"Unknown"	5. LOW	100,000	1
Acme	2. HIGH	116,000	3
Airtech Canada	1. SEVERE	74,626.87	1
Allied Technologies	5. LOW	302,124	3
Aperture Science	5. LOW	17,600	1
Baxter Corp.	3. ELEVATED	325,000	2

DETAILS
Select the Account you wish to review in the table above. Drillto the Salesforce record using the drop down options when hovering above the item description.

Name	Risk (Account Level)	Risk (Event Level)	Source	Sum of Amount
Total				9,504,792.25
Acme - 1,200 Widgets	2. HIGH	3. ELEVATED	[Opportunity Feed]	26,000
Acme - 200 Widgets	2. HIGH	2. HIGH	[Opportunity Feed]	20,000
Acme - 600 Widgets	2. HIGH	5. LOW	[Opportunity Feed]	70,000
Airtech Canada - Deployment Services	1. SEVERE	1. SEVERE	[Opportunity Feed]	74,626.87
Allied Tech SEPT 2019 3 YR New Opp UPSELL	5. LOW	5. LOW	None	9,625
Allied Technologies - Renewal - 2020	5. LOW	5. LOW	None	36,000
Allied-2018 Bundle Add-On	5. LOW	5. LOW	None	256,499