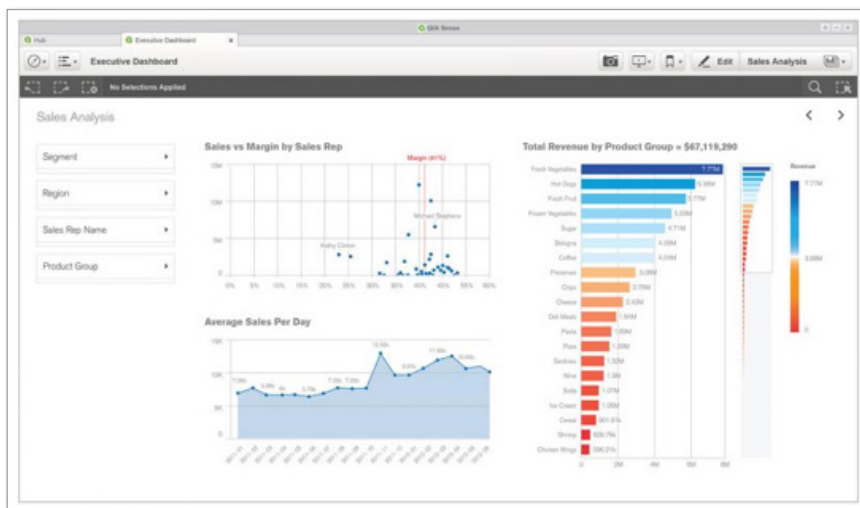




Qlik® for sales management

Qlik helps sales organizations improve their sales management activities, including forecasting of revenue and tracking of performance against goals. Sales managers can freely explore their team's performance and pipeline, from high-level visualizations down to the individual transaction level, to quickly spot and respond to outliers and concerns. And because Qlik is so easy to use, sales managers do not have to rely on analysts or IT to produce reports or answer follow-up questions. They can create their own territory and team analysis, integrating data from multiple sources, and discover unique relationships between customer buying behaviors in relation to their activity.

This results in a more predictable and effective sales process at the team, regional, and corporate levels.



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Associative data indexing

Dynamically calculate and expose data relationships in complex, multi-source data sets. Managers can instantly view relationships between regions, industries, team performance, customers, products, marketing campaigns, and more.

Visual interactivity

Sales managers can answer 'the next question' since visualizations are more than just descriptive. Revisualization means managers can see data in different ways, and enables discoveries through visual exploration combined with powerful navigation.

Anywhere, anytime mobility

Explore, analyze, create, and collaborate on any device, anytime there is a question. This empowers managers to work in any sales environment.

Collaboration

Working together from a common governed data set facilitates the conversation between sales managers and sales representatives. Trusted data sources ensure the conversation stays on topic, and prevents arguments over data lineage.

Improved pipeline management

With Qlik, sales managers gain immediate, up-to-date visibility into pipeline and progress against plan. Qlik allows for virtually unlimited slicing and dicing of live, top-to-bottom data, offering users a means to rapidly uncover risk areas in the business. Users can quickly visualize pipeline vs. forecast, track movements, and assess pricing and margin scenarios. And with collaborative features, managers and staff can add context to activity through annotations, and share live, fully interactive planning sessions, in addition communicating data stories in planning and performance reviews.

Higher quality customer interactions

Sales managers rely on insights from historical performance to better determine future forecasts, allocate resources, define target accounts, and appropriately set compensation and incentives. With Qlik, business users benefit from an associative experience when analyzing win/loss performance and profitability. And data from CRM, financial, and operational systems can be quickly integrated into Qlik apps, whether loaded from a data warehouse or directly from source systems.

More value from Salesforce.com and CRM

CRM platforms such as Salesforce.com are central to the selling efforts of most organizations. But as strong as these systems are in enabling sales processes, they often don't provide the same level of capability when it comes to data analysis and exploration. Qlik is the perfect companion to Salesforce.com, unlocking the power of CRM information for better decisions. Qlik connects to Salesforce.com through an optimized connector, allows for CRM data to be combined with additional data sources, and provides data discovery apps that can be embedded directly in the Salesforce.com user interface.

For more information, visit qlik.com

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