



## Qlik® for Salesforce.com

### Enabling CRM data visibility at the speed of business

Qlik simplifies integrating data 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 users. Qlik solutions for Salesforce.com empower users with instant visibility into their CRM data that enables 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. Qlik solutions for Salesforce.com take the complexity out of your CRM analyses and deliver unprecedented visibility into all of your CRM data with the click of a button. The result empowers you to make smarter decisions that enhance business performance and customer satisfaction. Qlik improves Salesforce.com’s value by enabling business users to visualize all of their customer interaction data across an unlimited number of dimensions. And, you can analyze information in any direction against underlying data sources — right down to the transaction level.

With so many companies running multiple business systems, Qlik offers an alternative to confusing data consolidation by relating information within Salesforce.com and other enterprise systems for seamless visual analysis, dashboards, and reports. Qlik for Salesforce.com can easily be accessed within Salesforce.com as a custom tab or as embedded graphs, tables, and charts within other Salesforce.com tabs. Alternatively, Salesforce.com data can be integrated into a Qlik application via a native data connector to provide an unparalleled view into your business’ entire data.

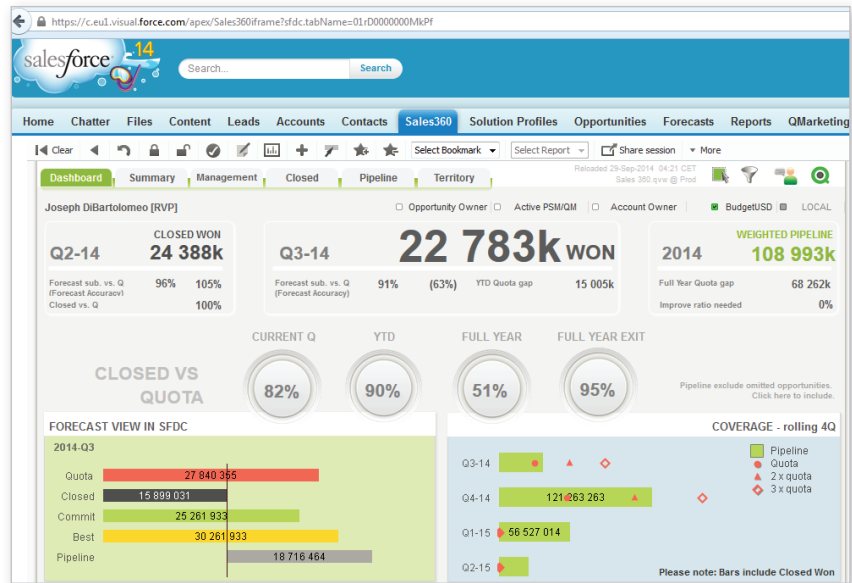
#### Solution highlights:

- 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.
- Create 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 Qlik documents and bookmarks, PDF reports, and graphs and charts. Integrate Qlik directly with desktop and web applications for unparalleled productivity.
- Leverage flexible and powerful security. Integrate with existing security infrastructure for single sign-on, logging and auditing, granular security, and delegated administration.

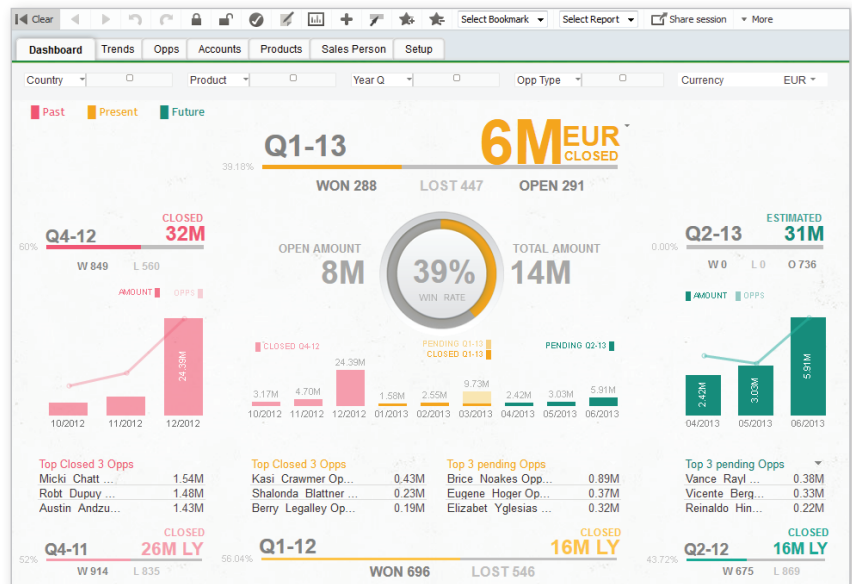
## Qlik for Salesforce.com

Executives, analysts, sales teams, marketers, call center staff and IT departments rely on Qlik'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 from lead to close
- Conduct historical and trend analysis
- Reduce IT support costs



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## Working smarter with Salesforce.com

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### Executive analysis

Analytics based on traditional BI requires anticipating every question and then waiting days and weeks for IT to build the analysis. Qlik operates intuitively so executives can query data, change analysis “on the fly” and follow their intuition for immediate answers to complex business questions. Qlik provides complete BI capabilities — including dashboard KPIs, balanced scorecard, predictive analysis, “what-if” scenarios, and more — faster, from within Salesforce.com, and 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 advantage. Qlik unlocks the data hidden in Salesforce.com and other systems and provides sales teams with the visibility they need for more timely and accurate alignment of product and sales strategies. With Qlik, sales teams can improve margins, increase revenue, and build more profitable customer relationships.

### Marketing and web analysis

The Internet broadens market reach and 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. Qlik makes it easy to integrate and analyze data from Salesforce.com 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 Qlik, 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. Qlik 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 from unprofitable partners.

### Enabling CRM data visibility at the speed of business

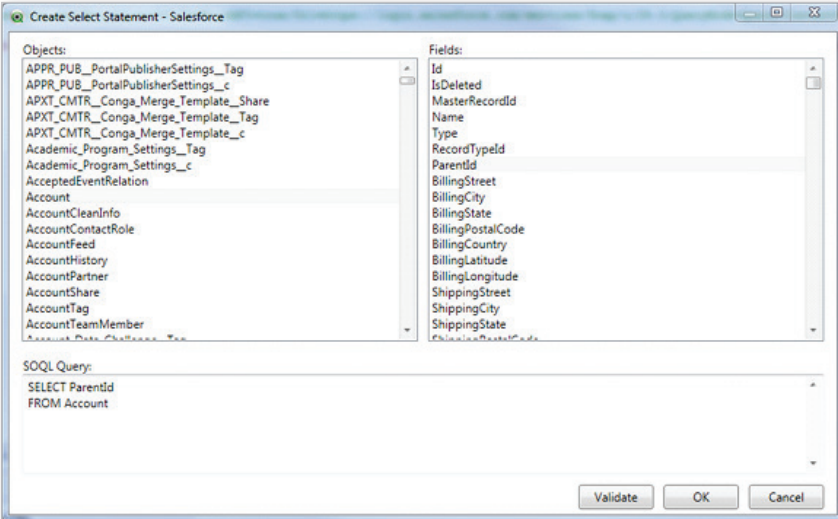
CRM success depends not only on Salesforce.com, but on the users themselves making the right decisions. Leading companies worldwide use Qlik to easily access and visually analyze their Salesforce.com data for timely insights into customers and trends to make smarter decisions, improving CRM performance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

# How the connector works

Olik for Salesforce.com is a native connector, permitting a transparent and intuitive means for developers to access data from Salesforce.com. Installed as an add-on adapter, the QVX-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 Qlik application is extremely fast.

```
Man | Reload History | OppStages | Opportunities | Case | Lead | Account | Contact | User | OpportunityLine | Product2 | PickBookEntry
5 SET MoneyDecimalSep='.';
6 SET MoneyFormat='F#,##0.00; ($#,##0.00)';
7 SET TimeFormat='h:mm:ss A';
8 SET DateFormat='M/D/YYYY';
9 SET TimeStampFormat='M/D/YYYY h:mm:ss[.fff] TT';
10 SET MonthNames='Jan;Feb;Mar;Apr;May;Jun;Jul;Aug;Sep;Oct;Nov;Dec';
11 SET DayNames='Mon;Tue;Wed;Thu;Fri;Sat;Sun';
12
13 //-----
14 // WEB SERVICE CONNECTION
15 //-----
16
17 CUSTOM CONNECT TO "Provider=QrSalesforceConnector.exe;BatchSize=500;UseSslAPI=true;Url=https://login.salesforce.com/services/Soap/s/29.0?QueryMode=Query";
```

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