

# Introduction SFDC & Qlikview

## Overview

In this section, you will find information about:

- General differences between Salesforce and Qlikview
- Which reports are available to whom ?

Concerned profiles:

ALL

## Step By Step

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### Why do we need Reports & Dashboards in SFDC?

-A lot will be expected from the sales reps in terms of **input** into the CRM system, and without reports (and dashboards) the sales rep may find it difficult to understand **the outcome of his input**, and where he is in terms of the maintenance of the database

-**Individual and team objectives** (like number of visits, management of the pipeline, etc.) need to be monitored and dashboards will help the sales rep and managers to estimate progress towards these objectives and monitor activities regularly

-On top of existing reports and dashboards, personal reports and dashboards can be created. They will help the sales rep to anticipate certain results management may see, in their own dashboards or in the Qlik analytics. Note that they are **real-time in Salesforce** (while Qlik isn't)

->The Salesforce reports and dashboards are a day-to-day tool that should encourage the sales rep's behaviour and guide him in his tasks, as well as Key Account Managers, BDM, etc.

Other advantages:

-These dashboards are **easily customizable** by anyone with the right training and access within the GBU (not dependent on "development" by IT).

### Two types of reports are available, SFDC reports & QlikView Reports, with different visibility models



#### ■ Collaboration tool

- **Input** data
- **Monitor** activity with customers
- **Collaborate** within commercial community
- **Source:** SFDC data (real-time)

#### Opportunities

- Visibility on all opportunities (even those of other GBUs provided are not confidential)

#### Sales performance

- Not visible

- Not visible

#### Visit Reports

- Visibility on all opportunities (even those of other GBUs provided are not confidential)



#### ■ Analytical tool

- **Visualize** data to manage the business
- **Analyse** data through filters
- **Source:** SFDC data and SAP (daily synchro)

#### Opportunities

- Visibility only on the opportunities of my GBU

#### Sales performance

- Full visibility of info from my GBU
- Visibility only revenues of other GBUs

#### Order book/Sold & Pending

- Full visibility of info from my GBU

#### Visit Reports

- Limited to no visibility

### What reports are available to whom today?

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**Profiles**



Sales



Sales Managers /  
BDM / KAM

SFDC		QlikView
<b>Sales Reprs Dashboard</b>	Dashboard allows me to pilot activities in one glance : <ul style="list-style-type: none"> <li>• Customer visits &amp; visit reports</li> <li>• Complaints &amp; Customer requests* &amp; Sample requests*</li> <li>• Opportunities &amp; quotes*</li> <li>• Tasks</li> </ul> → You can see only your own activities & figures	Order Book Sales Performance Overdue & DSO Opportunities
<b>Sales Manager dashboards</b>	Dashboards allowing managers to pilot activities in one glance for the team (N-1): Customer visits & visit reports, complaints, Opportunities, etc.	
<b>BDM Dashboard</b>	Designed for Business Development Managers to manage and monitor opportunities linked to their area of responsibility	
<b>KAM Dashboard</b>	Manage and monitor activities and records in Salesforce linked to Key Accounts of the GBU	
<b>Adoption dashboards (2 in total)</b>	Dashboard allowing to follow the adoption of the system in the GBU / Region in terms of logins, creation of objects, management of objects	
<b>PDCR Dashboard</b>	Dashboard showing the PDCR objectives in terms of logins & object creation	

\*Available with Release 4.0.

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y, s e v e r a l r e p o r t s a r e a l r e a d y a v a i l a b l e i n t h e s y s t e m . I n a d d i t i o n , t h e P r o j e c t T e a m i s w o r k i n g o n c o l l e c t i n g a n d p r i o

**Profiles**



Cust. Service, Quality, Prod.

Others

	SFDC	QlikView
Complaints dashboards	Complaints by step, open complaints by month	Complaints
Quality Dashboards (used by CRM Champions)	Monitor the quality of records entered in Salesforce, with a focus on opportunities, visits & visit reports.	

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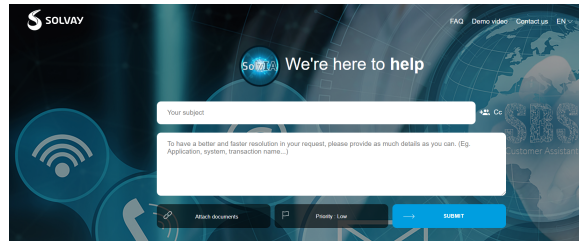
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[Related articles](#)

[Need help?](#)

- Qlikview - Analytics
- Reporting in SFDC - Definition
- Reporting in SFDC – Create reports in SFDC
- Reporting in SFDC - Viewing existing dashboards in SFDC (depends on profile)
- Reporting on GBU Segmentation Fields in SFDC.

To request any support or if you have identified a bug or incident , please create a Freshdesk ticket using Solvia platform : <https://solvia.solvay.com/>

The image shows a screenshot of the Solvia Freshdesk ticket creation interface. At the top left is the Solvia logo. The main heading is "We're here to help". Below this is a "Your subject" input field. Underneath the subject field is a larger text area with a placeholder message: "To have a better and faster resolution in your request, please provide as much details as you can. (Eg. Application, system, transaction name...)". At the bottom of the form, there are three buttons: "Attach Accounts", "Priority Low", and "SUBMIT". The background of the page features a dark blue theme with icons for a Wi-Fi signal, a globe, and a person.

*you can copy users with email address , default priority is Low , then Submit . We advise you to put keywords in subject to ease dispatching to correct Agent : CRM - Complaint for example*