

CRM Analytics

General Presentation

IS Project Code	6004 - Build CRM Tool and Pilots	Project Cost (K€)	2 800 k€
GBU/Function/SBS	Marketing + Sales	BRM	Burdelis, M.
Targeted Audience	Marketing & Sales	Owner/Requestor	Georges Houtappel
Security	Access by GBU / Grp Activity / Zone / Sales Rep / Margin (450 Users)	Sponsor/Approval	Sophie Desormiere
Project Start Date	Dec 2014	Project Manager	THIVIN, Florent
Project Go-Live Date	Dec 2015	QV Developer	Guillaume VIAUX

IS Project Code	6830 - Common CRM for Solvay - Implementation 2016	Project Cost (K€)	3 954 k€
GBU/Function/SBS	Marketing + Sales	BRM	Trouis, N.
Targeted Audience	Marketing & Sales	Owner/Requestor	Georges Houtappel
Security	Access by GBU / Grp Activity / Zone / Sales Rep / Margin (1 800 Users)	Sponsor/Approval	Sophie Desormiere
Project Start Date	Oct 2015	Project Manager	THIVIN, Florent
Project Go-Live Date	Feb 2017	QV Developer	Guillaume VIAUX

IS Project Code	7711 - M&S-Common CRM for Solvay - Implementation 2017 (initial scope)	Project Cost (K€)	1 857 k€
GBU/Function/SBS	Marketing + Sales	BRM	Trouis, N.
Targeted Audience	Marketing & Sales	Owner/Requestor	José Ignacio Patino
Security	Access by GBU / Grp Activity / Zone / Sales Rep / Margin / Source (2 500 Users)	Sponsor/Approval	Sophie Desormière
Project Start Date	Jan 2017	Project Manager	GAHERI, Emmanuel
Project Go-Live Date	Dec 2017	QV Developer	Guillaume VIAUX

Source & Documentation

Documentations:

- [Qlikview CRM Analytics Dashboard - Technical Presentation.pptx](#) (Powerpoint on Drive)
- [Qlikview CRM Analytics Dashboard - Technical Documentation](#) (Word document on Drive)
- [QlikView and Salesforce Integration](#) (Drive Document)
- [CRM Analytics dimensions](#) (Drive Spreadsheet)

Important Notes