



### **The Need For Intelligent, Interactive Reporting**

The ability to make fast, reliable decisions based on accurate and usable information is essential to most business enterprises. Building an effective business intelligence solution involves a considerable amount of effort to ensure usability and value to the your business. We make sure that our business intelligence solutions are aligned with the your vision. We do this through the innovative iReports for SalesLogix which allows you to rapidly create and deploy highly manageable dashboards and scorecards. You can provide users with an easy to understand snapshot of company performance while promoting “one version of the truth” and increasing the speed of understanding.

### **Analytics Dashboard Viewer**

The iReports for SalesLogix Viewer provides a real-time snapshot of organizational, departmental or individual performance against objectives.

Users can monitor relevant key performance indicators (KPIs) using the iReports Viewer. Dashboards provide quick, one-stop shopping for business-critical understanding and can be tailored to ensure only the most useful content is viewed. The iReports for SalesLogix drill down capabilities enables users to move quickly from the Dashboard view into the transaction details. When users need to analyze a KPI that is under-performing, for example, the iReports for SalesLogix application intuitively interacts with the SalesLogix client to allow the decision maker to actively drill into the detailed information to understand a data point and to take action.

For enhanced capabilities, iReports for SalesLogix can provide views into external content, such as back-office transactional data, frequently used reports, web-based content or other external databases; all viewed within a customized dashboard. Moreover, the KPI monitoring may be color coded based on thresholds. The color of a particular KPI changes as it nears, meets or exceeds a pre-defined level.

### **iReports for the Web**

With an interface that is very similar in look and feel to that of the iReports for SalesLogix Viewer, the same dashboards and analytics capabilities are available via the web. The Web Viewer offers users the same advantages of the interactive client through an internet browser. Users can access published dashboards and have the same drill down capabilities as the desktop version. Now, analytics capabilities can be had anytime, anywhere.

### **Comprehensive, Consistent Analysis Of Your SalesLogix CRM System**

Today’s business environment is complicated by Departmentalized data in multiple systems. iReports for SalesLogix shields the end user from these data complexities by pulling together your existing customer data into a consistent, single point of analysis for everyone—from executives to power users, to customer-facing employees. iReports for SalesLogix connects to all customer data stores—from back-office systems to off-the-shelf applications—with available pre-built connectors that transform silos of disconnected data into actionable business insight.

### **Management by Exception**

iReports for SalesLogix offers flexible business rules and alerts to monitor changes or trends in your business, no matter what key performance indicators (KPIs) you’re tracking. Alerts can trigger events and notifications to keep the right people informed. These alerts and triggers ensure that your organization is focused on the right business issues.

### **Insight into Sales, Marketing, and Customer Service Issues**

Any sales representatives that has walked into a call with a dissatisfied customer quickly realizes that

customers don't differentiate between a sales call and a service call. iReports for SalesLogix provides integrated, predefined analytics that cover detailed insight into sales, marketing, and service performance; providing up-to-date information even while on the road. No more surprises when walking in the customer's door.

### **Analyze Your Sales Process to Improve Productivity**

Sales productivity has a direct impact on the bottom line. With iReports for Saleslogix, you can easily identify at what stage of the sales process deals are being delayed, or what territories are performing below expectations. iReports for Saleslogix also lets you analyze your sales pipelines, forecasts, and close rates. You can easily analyze what prospects to focus on, where to introduce new programs, and which sales representatives require help.

### **Analyze Your Customer Base to Improve Performance**

iReports for Saleslogix helps you focus on targeted customer profiles, key customer segments, and customer profitability. With improved visibility into changing relationships, you can prioritize the activities that increase profitability. iReports for Saleslogix provides insight into customer retention rates and order frequencies, customer industries, and changes over time. And iReports for Saleslogix presents you with a strategic view of your customer segments to help build targeted marketing, sales, and service programs.

### **Optimize Your Marketing Investments**

With iReports for Saleslogix, you can track the key metrics that you need to determine the effectiveness of your marketing programs. To get a complete view of your marketing return on investment (ROI), iReports for Saleslogix pulls information from marketing, sales, and finance systems for 360 degree insights. iReports for Saleslogix will help you analyze campaign response rates, sales success, conversion rates, and the impact of marketing programs.

### **Flexible Framework for Extending Analytic Applications**

You can rapidly deploy analytic applications, dashboards, and scorecards by using the integrated dashboard and application development tool from QlikTech. iReports for Saleslogix are built using this flexible platform so all that power is yours to use and extend. Harness the power of data across your enterprise so your end users can easily analyze all areas of your business to track metrics, discover hidden trends, and analyze data for actionable results.

### **The Best Choice**

iReports for Saleslogix is the most comprehensive product offering on the market today for your SalesLogix CRM suite. With business analytics, intelligence, a powerful framework for customized development, and an integrated associative database, iReports for Saleslogix provides your organization with the insight you need to extend your competitive advantage. To learn more about iReports for Saleslogix or the QlikView 6 product suite, visit our website at [www.qlikview.com](http://www.qlikview.com)