



SALES PERFORMANCE MANAGEMENT FOR SALESFORCE.COM  
BLUEPRINT  
PERFORMANCE BLUEPRINT APPLICATION BRIEF  
A WEB-BASED PERFORMANCE MANAGEMENT SOLUTION

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## 1. Blueprint Overview

This document explains the content and provides installations steps for a web-based solution reporting off salesforce.com. The solution is an asset for managing and measuring Sales performance data, and helping management to make faster decisions by looking at what is the behavior of Pipeline, Revenue and Forecast across multiple business perspectives.

IBM Cognos Blueprints are pre-defined data, process, and policy software models developed in partnership with leading academic institutions. They are essentially “quick-start” data models that IBM Cognos customers can download and implement at no extra cost.

Using the Blueprint with your IBM Cognos performance management system will enable users to clearly identify their performance and track it in a consistent, logical manner. This tool gives the user a simple yet powerful way to have an insight into different Metrics and KPIs to understand better how they have been performing.

The SPM Blueprint, together with your Cognos performance management software, provides a reliable, consistent reporting tool that lets you analyze past, current and future Sales performance at its different stages.

The first stage of this blueprint is focused on Sales Performance Analytics

- SPM / Salesforce Pains:
  - o Sales management and their support staff spend too much time ‘crunching the numbers’ rather than analyzing them to support their measuring, monitoring and planning.
  - o While great for operational reporting, the out of the box Salesforce.com analytics lack multi-dimensional capabilities and are not able to incorporate data from additional sources
  
- IBM Cognos Blueprint Solution:
  - o Pre-built report content based on key sales metrics of pipeline, revenue, and forecast, that is mapped to the salesforce.com data model to highlight connectivity to Salesforce.
  - o Easy to use multi-dimensional interface to highlight C8 capabilities
  - o Incorporation of external data to highlight multiple source capability



## 2. Data Source Model Overview

### 2.1. Salesforce.com Data Structure

Salesforce.com data is defined as a relational database with multiple entities and relationships between them. The reporting structure defined for this blueprint is based on the original ERD available from salesforce.com for each module.

The salesforce.com data structure used to perform the analysis and ETL is available at Salesforce.com on the following links:

SFDC ERDs:

[http://www.salesforce.com/us/developer/docs/api/index\\_Left.htm#StartTopic=Content/data\\_model.htm](http://www.salesforce.com/us/developer/docs/api/index_Left.htm#StartTopic=Content/data_model.htm)

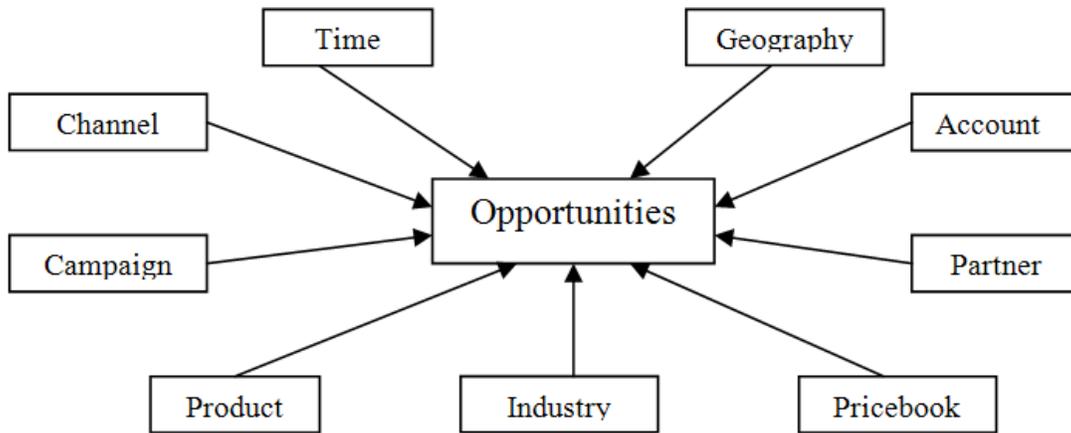
Sales ERD:

[http://www.salesforce.com/us/developer/docs/api/Content/sforce\\_api\\_erd\\_majors.htm](http://www.salesforce.com/us/developer/docs/api/Content/sforce_api_erd_majors.htm)

### 2.2. SPM Blueprint Data Structure

Based on the salesforce.com data structure a reporting data structure is created to hold the metadata for the schema and entities required for reporting. This reporting structure has as a foundation the salesforce.com data structure for a vanilla environment. Any customizations performed to a salesforce.com vanilla environment will cause that a review is performed to verify that the object definition within IBM Cognos Virtual View Manager is still valid and applicable.

The following is the ERD for the reporting structure created:



For all the Measure Dimensions created, the previous diagram applies as the business keys to create the relationships to the Business Dimensions are available in them.

The dimensions available are:

Channel: Hierarchy for Channels.

Time: Hierarchy for Time Periods: Year- Quarter- Month

Geography: Hierarchy for Geography: Country – Region - City

Account: Flat Hierarchy for Client Accounts.

Partner: Flat Hierarchy for Partners.

Campaign: Flat Hierarchy for Marketing Campaigns.

Product: Hierarchy for Products.

Pricebook: Flat Hierarchy for Pricebooks.

Industry: Hierarchy with Industries and Sectors.

There are 8 main measure dimensions as they will be outlined in the next section. Each one of these objects has the business keys required to join to the dimensions.

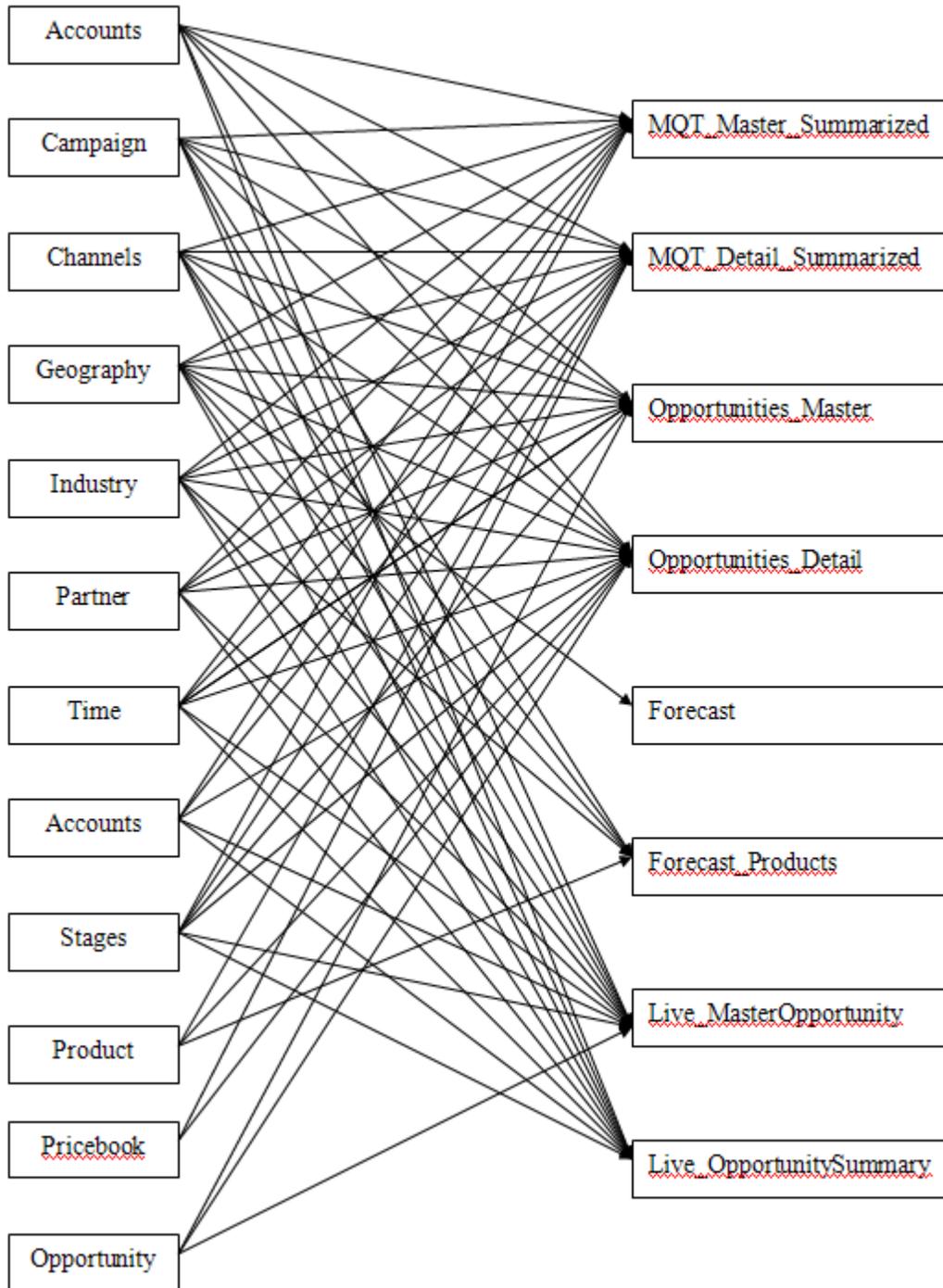
Below is the complete ERD:

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Although not visible as an object in the previous ERD, this blueprint is joining salesforce.com data with an external source. The blueprint was implemented with an additional object storing Goals set by Geography. This table was created based on the



Geography hierarchy; the lowest level, city, of this hierarchy was used to populate the Goals.



### 3. IBM Cognos Virtual View Manager

IBM Cognos Virtual View Manager provides high performance federated access allowing data from disparate sources to be combined and simplified and then delivered through views which provide relevance and meaning to the end users by combining data into a single view.

IBM Cognos Virtual View provides you with the following capabilities:

- Ability to deliver real-time access to data
- Pre-build views to simplify querying packaged application data from Salesforce.com
- Ability to cache to memory, disk or database with flexible management

Additional to the previous capabilities, this blueprint uses Virtual View Manager to allow high performance federated access to combined data sources, simplify the view from multiple sources, combine data and create pre-built views to simplify querying.

One important capability implemented on this blueprint is the use of cache to gain performance. Salesforce.com data is configured to cache data from queries and underlying sources. This enables the server to manage performance and frequently-accessed data sources to minimize impact on operational systems and to support Quality of Service (Qos) across the architecture.

The following is the metadata available for this blueprint:

#### 3.1. Sources

Two data sources are available:



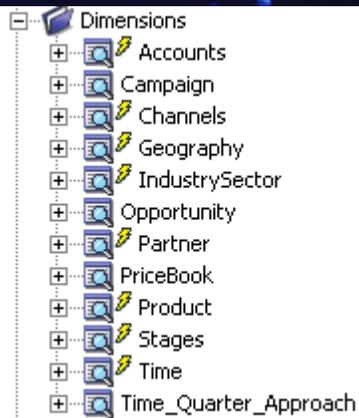
As their self-explanatory name indicates, they are coming from:

Salesforce.com: WSDL data access to salesforce.com.

spm\_cache: Cache database hosted by a SQL Server Database. This database can be changed to be hosted by other DBMS providers.

#### 3.2. Dimensions

As per the data structure explained in section 2.2, the following dimensions were created in Virtual View Manager:



These Dimensions were created based on where the content for them was available in salesforce.com. While a few of them were already hosted by its own object in salesforce.com, some of them were created by ETL within IBM Cognos Virtual View Manager.

The following dimensions were available in tables directly in salesforce.com: Accounts, Campaigns, Partner, Pricebook, Product, Stages.

The following dimensions were extracted from other salesforce.com objects as they were part of "picklists", which are not exposed as tables:

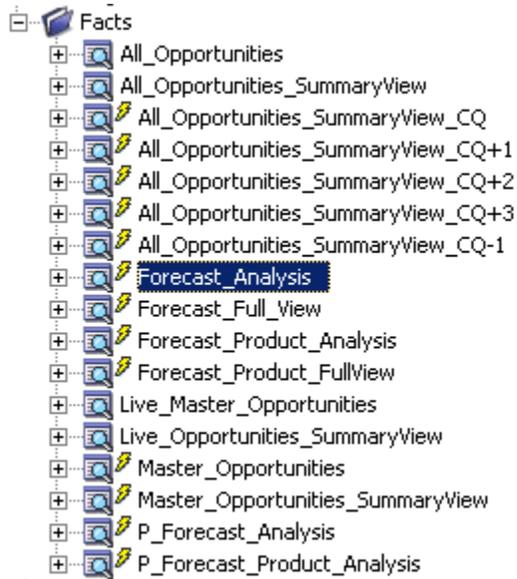
Channels: Extracted from Opportunity type.

Geography: Extracted from Accounts.

Industry: Extracted from Accounts.

Time: Created based on the Opportunities table.

### 3.3. Facts / Measures Dimensions



**Note:** All the objects with an Icon  are set to be cached. A cache refresh is to be performed within IBM Virtual View Manager to guarantee your organization's salesforce.com data is displayed in the BI content. Additional to this, the external object holding the Goals set by Geography would need to be updated as well.

The measures available in the fact tables are directly related to:

- Total Opportunity Amount : Total values of an Opportunity.
- Total Opportunity Line Item Amount: Value of a product within an opportunity line item.
- Average Opportunity Size.
- Number of Opportunities.

The Fact Tables available are:

Master Opportunities: Entity holding Opportunity information with the business keys to join to the dimensions. It exposes the Total Opportunity Amount measure.

Master\_Opportunities\_SummaryView: MQT object with summarized data for multiple business perspectives. It exposes Total Opportunity Amount, Average Opportunity Size and Number of Opportunities measures.



All\_Opportunities: Placeholder for Opportunity information at the detail level. This entity holds every single item –opportunity line- associated to Opportunities.

All\_Opportunities\_SummaryView: MQT Object with summarized data for multiple business perspectives, this entity included aggregation for two additional dimensions: Products and Pricebooks. This object is created with an UNION of multiple objects caching data for specific periods of time.



Data for multiple periods were separated as the cache for each of them may need to be set with different scheduling options. This was set to reduce the number of request to be sent to salesforce.com to maintain this measure dimension updated.

Forecast\_Full\_view: Object with Actuals, Goals, Submitted Forecast and Weighted Forecast at the Opportunity level.

This entity is created with a JOIN to a table external to salesforce.com. The Goals set for each geography are stored in the table “Goals” hosted in the “spm\_cache” database.

Forecast\_Product\_FullView: Object with Actuals, Submitted Forecast and Weighted Forecast measures at the Opportunity line item level.

Live\_Master\_Opportunities: Same as Master\_Opportunities, however holding only metadata as any requests are sent directly to salesforce.com.

Live\_Master\_Opportunities\_SummaryView: Same as Master\_Opportunities\_SummaryView, however holding only metadata as any requests are sent directly to salesforce.com.

The following objects are included in the Virtual View Manager Metadata, however they are not used in the reporting solution:

Forecast\_Analysis: Submitted Forecast and Goals by Geography.

Forecast\_Product\_Analysis: Submitted Forecast by Geography, Industry, Channel, Campaign and Product.

P\_Forecast\_Analysis: Calculated Forecast and Goals by Geography.

P\_Forecast\_Product\_Analysis: Calculated Forecast by Geography, Industry, Channel, Campaign and Product.

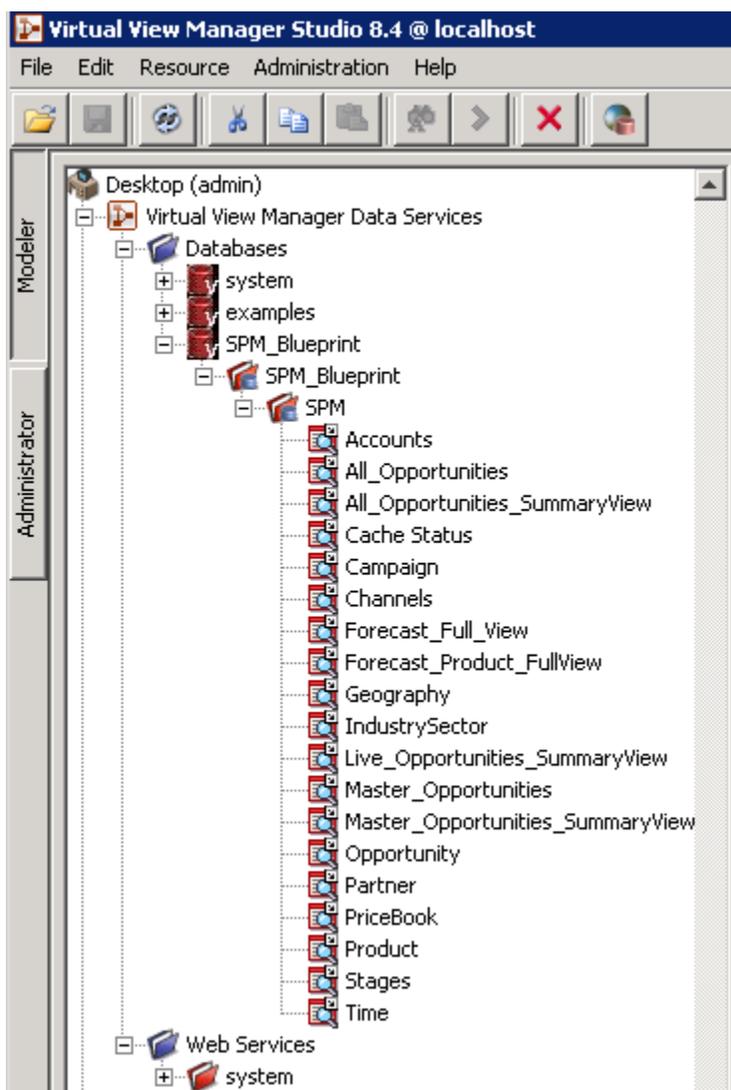
These objects were replaced as consolidated views were created for submitted and weighted Forecast.



Once the Salesforce.com and external sources have been introspected, the reporting objects are made available to IBM Cognos BI through IBM Virtual View Manager Data Services. These objects are accessible via an ODBC connection setup on the Server hosting IBM Cognos BI.

These objects could have been made available through a Web Service as well, however for simplicity purposes both products IBM Virtual View Manager and IBM Cognos BI are assumed to be installed on the same Server. If your organization have a multi-server installation, additional steps may be required to configure the connections between the two products.

The following are the objects made available through IBM Virtual View Manager for Reporting purposes:





**NOTE: To Refresh the content of the cache data it is required that each cache object is edited in IBM Virtual View Manager to issue a "Refresh Now". Once this step is performed for all the cached objects, reports will display the data associated to your Organization's Salesforce environment.**



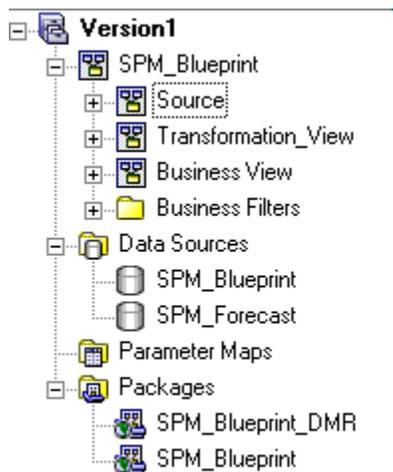
#### 4. IBM Cognos BI – Framework Manager Business Model

Relational and DMR –Dimensionally Modeled Relational- models are available for reporting off the salesforce.com source. Depending upon reporting needs, performance expectations and end-user training any of the entities can be used for reporting on either approach.

The intent was to have available capabilities for both –relational and DMR- while giving the flexibility of using either. For instance, it is known that a DMR model will not pass the filters to the underlying data source. Therefore the processing of the query result set will be performed locally after retrieving all the rows for the query. This behavior will prompt users to use DMR for cache data to prevent requests from hitting any of the limitations for row access, request numbers etc, in place by salesforce.com. On the other hand, if the user still wants to report of live data from Salesforce.com, the relational model will provide better query generation and filter handling while minimizing the number of rows and requests send to Salesforce.com.

A three-tier Business Model was created to model the salesforce.com data source and the external data sources.

The following lines explain the content of each layer.



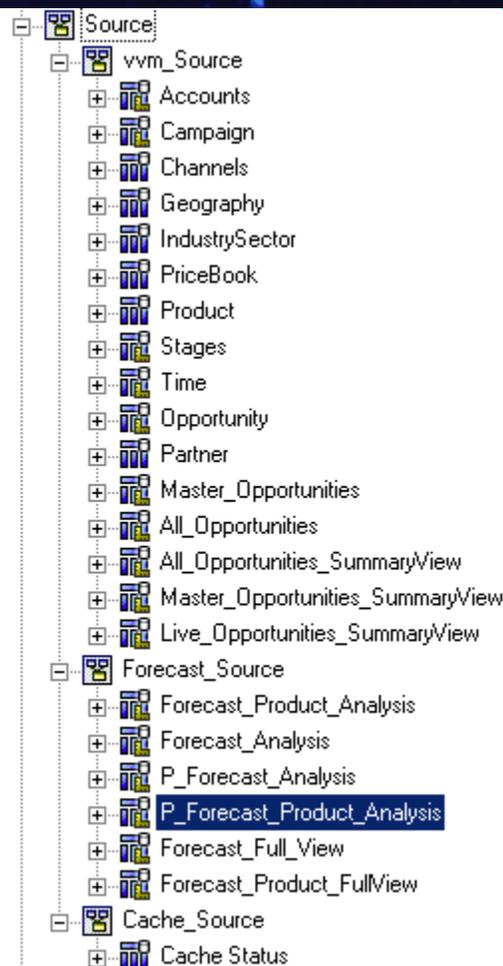
Source namespace has all the entity sources as they are exposed by Virtual View Manager from salesforce.com and Forecast data and the cache database.

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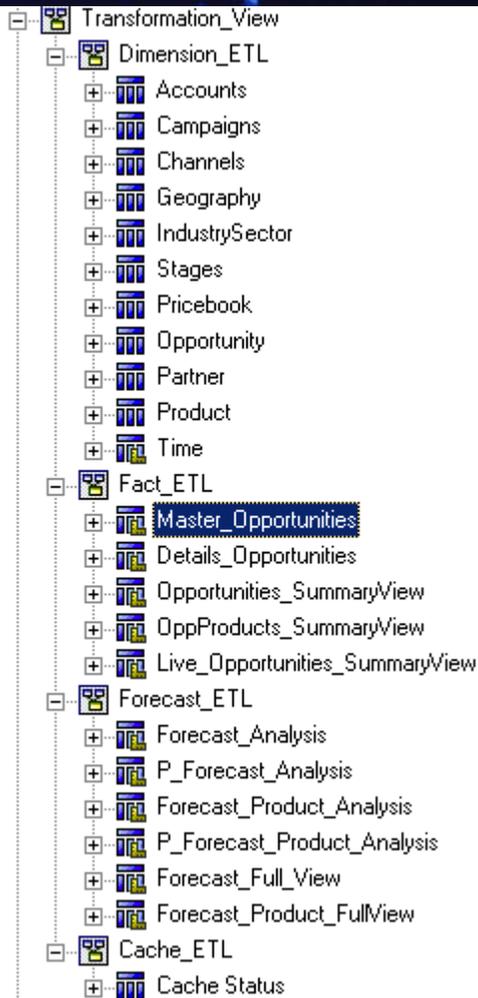


Vvm\_source namespace contains the basis fact and dimension sources coming from virtual view manager.

Forecast\_Source focuses on the facts were the combined data for Forecasts and actuals are brought together into one single object.

Cache\_source imports the object required to query the status of the cache for all objects being cached.

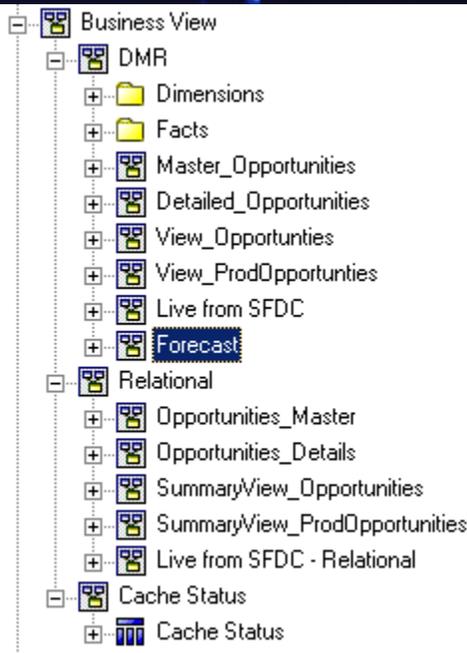
Transformation\_View namespace contains all the entities after applied the required ETL steps to make the more meaningful to the business user.



Attributes changes, new calculations, formatting changes were applied to the objects created to facilitate the creation of the regular dimensions and measures dimensions on the third layer.

Business View namespace contains the objects as they are to be exposed to the end user. Multiple namespaces were created to provide the flexibility of creating multiple packages for directed access to specific salesforce.com content. i.e. A package can be created to provide access to the opportunities at the master level, however the user will not be able to see the details about the products involved in the opportunities.

*The guidelines about the use of Relational and/or DMR model explained at the top of this section are very important when using the Business View.*



DMR Namespace contains all the objects required to have access to dimension and facts and their relationships. One namespace was created for every measure dimension with its own star schema.

Master\_Opportunities: It has a Measure dimension with the total amount for each opportunity.

Detailed\_Opportunities: It has a measure dimension with Quantity, Unit Price, List Price and Total Price for each of the items within an opportunity.

View\_Opportunities: Aggregated view with Total opportunity value, Average Opportunity size and number of opportunities.

View\_ProdOpportunities: Aggregated view with the Total price associated with each item within an opportunity. The main difference with the previous view is that this view provides a view at the Products and Price book dimensions as well.

Live from salesforce.com: Namespace included with the DMR model sending queries directly to Salesforce.com. Although available for performance comparison purposes, this namespace should not be used for reporting.

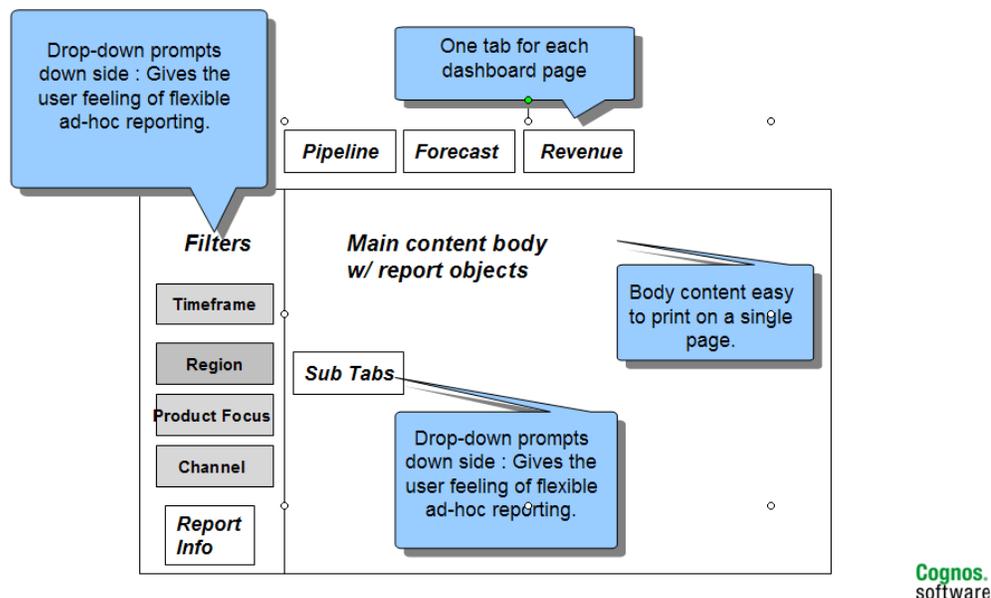
Forecast: Includes multiple measure dimensions for Forecast data. Each measure dimension has different metrics available for reporting.

The dashboards included in the Blueprint content are based off: 'Forecast Full View' and 'Forecast Products Full View' which are just consolidated views including both submitted and forecast

## 5. IBM Cognos BI – Sales Performance Dashboard

The SPM Blueprint is distributed with pre-developed content addressing specific business needs for reporting such as Pipeline, Revenue and Forecast.

The following is a brief explanation on how the content is structured across all the dashboards. Although the prompts/parameters –filters available- may be located on a different position for the Report Navigator, they serve a similar purpose to allow global filtering.



### 5.1. Pipeline

- **Goal: Allows for a multi-dimensional view of the organization's pipeline.**
  - The key report on this page is the summary table which provides a high level view of the most relevant quarters for a sales manager:
    - the previous quarter, for reference purposes;
    - the current quarter for obvious reasons;
    - and the next three quarters to give perspective on the longer term outlook.
  - The sub-tabs on this page allow for additional perspectives while keeping a simple navigational scheme.

The report objects included in this dashboard are:

Parameters/Filters:



These parameters act as filters for every single report object included in the dashboard. A change in any of the parameters will force all the report to be re-executed to establish the new context.

**Parameters**

**Geography**

Geography(All)

**Sector & Industry**

Sector & Industry(All)

**Channels**

Channels(All)

**Products**

Product(All)

**Periods**

2009

2010

[Deselect all](#)

**Ranking**

**Geography:**  
Hierarchy for Locations associated to Accounts.

**Sector & Industry:**  
Hierarchy for Sector and Industries associated to accounts.

**Channels:**  
Hierarchy for Channels.

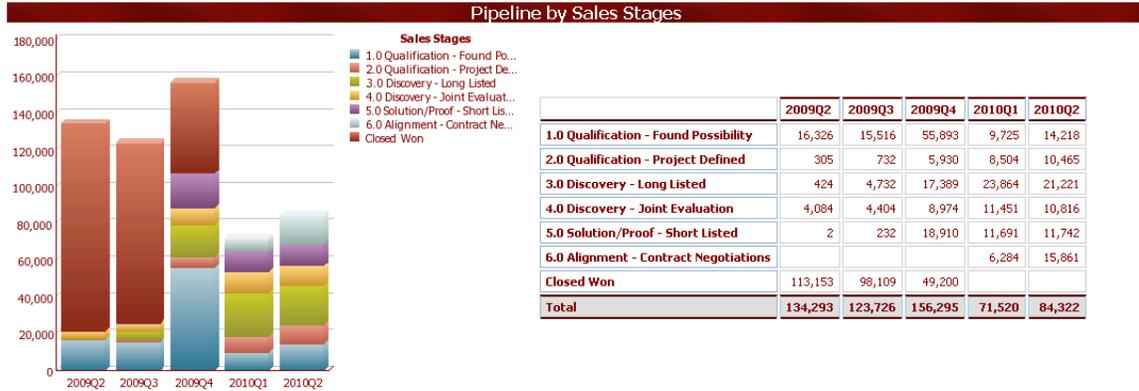
**Products:**  
Hierarchy for Products

**Periods:**  
Time periods available in the Salesforce.com data.

**Ranking:**



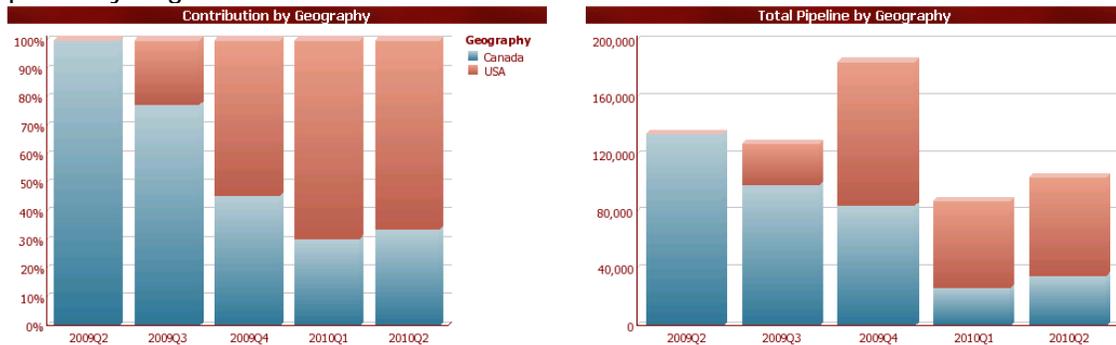
## Pipeline by Sales Stages:



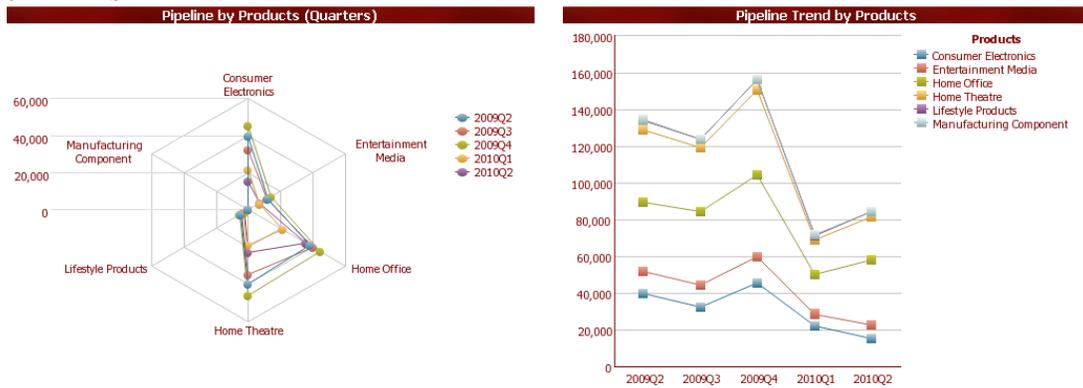
It provides a single, comprehensive view of the pipeline across their multiple stages. The main metric is the total value of the opportunity aggregated for each stage and period.

The following report objects have the same content data wise, however they display the data set from different business perspectives:

## Pipeline by Region:



## Pipeline by Product:





Pipeline by Industry and Channel:



Deals, Campaigns and Channels:

Top 5 Opportunities						
Opportunity	Account	City	Close Date	Sales Stage	Opportunity Size	
1 opportunity 2723	BOC Gases Australia	Miami	Aug 30, 2009	1.0 Qualification - Found Possibility	1,187	
2 opportunity 4399	Shared Services Agency	New York	Jul 25, 2009	Closed Won	1,150	
3 opportunity 4014	Ray White HIGHTON	Boston	Jul 28, 2009	Closed Won	1,087	
4 opportunity 2897	THYSSEN MINING CONSTRUCTION OF AUSTRALIA PTY LTD	Las Vegas	Sep 30, 2009	Closed Won	1,057	
5 opportunity 3190	Landar Electronics - Wholesale	Toronto	Aug 29, 2009	1.0 Qualification - Found Possibility	985	

Top 5 Campaigns	
Campaign	Total Pipeline
1 Corporate Direct Mailer Campaign	21,002
2 National Residential Direct Mailer Campaign	17,243
3 Winter Business Traveller Airport Add Campaign	15,920
4 Fall / Christmas Gaming Campaign	14,615
5 National Computing Campaign	13,822

Top 5 Partners	
Partner	Total Pipeline
1 Chignecto Central Regional School Board	21,250
2 Landar Electronics - Wholesale	7,293
3 Lannick Group of Companies	5,320
4 THYSSEN MINING CONSTRUCTION OF AUSTRALIA PTY LTD	4,611
5 BPP CGA	1,982

The Top 5 Opportunities is reported off live data coming from Salesforce.com

5.2. Revenue

- **Goal: Allows for trending and multi-dimensional analysis of the organization's historical revenue.**
  - The key report on this page is the summary table which provides the key metrics of relevance to the sales manager:
    - Total revenue;
    - Average deal size;
    - Sales volume.
  - The additional reports on this page allow for different perspectives

The report objects included in this dashboard are:

Parameters/Filters:

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**Parameters**

**Geography**

Geography(All)

**Sector & Industry**

Sector & Industry(All)

**Channels**

Channels(All)

**Periods**

2009

2010

[Deselect all](#)

**Products**

Product(All)

**Ranking**

**Stage**

Stages(All)

Geography

Sector & Industry

Channels

Periods

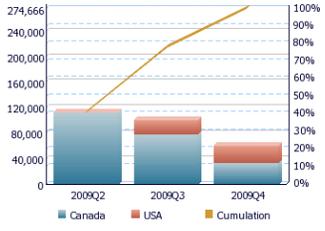
Products

Ranking

Stages

Revenue by Geography and Quarters:

**Revenue by Geography & Quarters**



	2009Q2			2009Q3			2009Q4		
	Total Revenue	# Opp	Avg Size	Total Revenue	# Opp	Avg Size	Total Revenue	# Opp	Avg Size
Canada	113,134	862	82,271	78,297	593	34,588	33,765	248	27,155
USA	150	5	150	22,305	169	16,132	27,018	172	25,039
<b>Total Revenue</b>	<b>113,284</b>	<b>868</b>	<b>82,381</b>	<b>100,598</b>	<b>762</b>	<b>50,720</b>	<b>60,784</b>	<b>420</b>	<b>52,195</b>

Top 5 Opportunities:

Top 5 Opportunities				
	Opportunity	Account	Close Date	Revenue
1	opportunity 2897	THYSSEN MINING CONSTRUCTION OF	Sep 30, 2009	1,057
2	opportunity 4151	Chignecto Central Regional Sch	Aug 25, 2009	931
3	opportunity 3016	THYSSEN MINING CONSTRUCTION OF	Aug 31, 2009	927
4	opportunity 3706	Chignecto Central Regional Sch	Aug 11, 2009	890
5	opportunity 3153	Landar Electronics - Wholesale	Sep 26, 2009	701

Top 5 Campaigns

Top 5 Campaigns		
	Campaign	Revenue
1	Corporate Direct Mailer Campaign	16,925
2	National Residential Direct Mailer Campaign	13,129
3	Fall / Christmas Gaming Campaign	12,396
4	Winter Business Traveller Airport Add Campaign	12,223
5	Spring National Residential Direct Mailer Campaign	11,159

Top 5 Partners

Top 5 Partners		
	Partner	Revenue
1	Chignecto Central Regional School Board	19,614
2	Landar Electronics - Wholesale	4,667
3	THYSSEN MINING CONSTRUCTION OF AUSTRALIA PTY LTD	3,819
4	Lannick Group of Companies	3,777
5	BPP CGA	1,929

Revenue Trends:

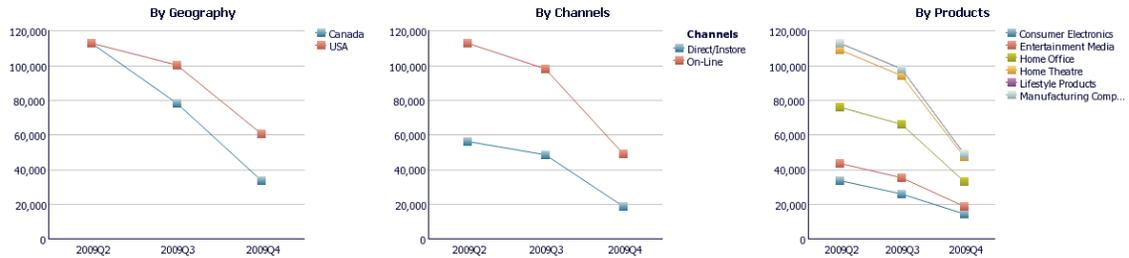
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## Revenue Trends

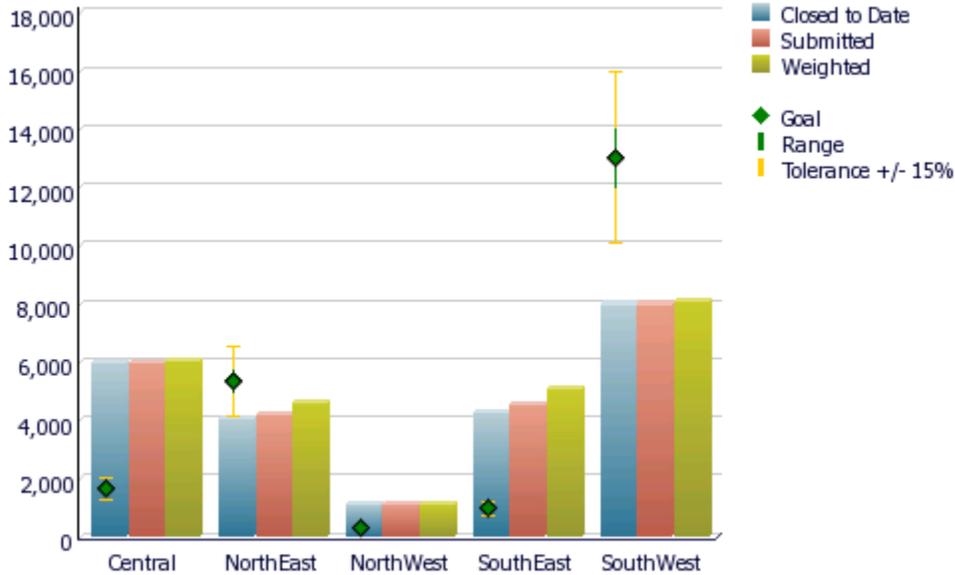


### 5.3. Goals & Forecast Analysis

- **Goal: Highlight the comparison between forecast data from salesforce.com and goals data coming from an external data source.**
  - The key report on this page is the main table which provides a comparison of the different forecast metrics to the quarterly goal:
    - the weighted forecast is based on a mathematical formula applied to the different sales stages based on historical close trends;
    - the submitted forecast is based on the probability field;
    - One last comparison is made to the revenue closed to date.
  - A great feature of this page is the ability to drill down into the regional level and view the forecast data at a lower level.

The report objects included in this dashboard are:

Closed to date, submitted and weighted forecast:



	Goals	Closed to Date	Attainment	Submitted	Attainment	Weighted	Attainment
<b>Central</b>	1,741	5,918	339.89%	5,919	339.98%	5,993	344.24%
<b>NorthEast</b>	5,412	4,007	74.04%	4,169	77.03%	4,568	84.40%
<b>NorthWest</b>	397	1,047	263.96%	1,047	263.96%	1,047	263.96%
<b>SouthEast</b>	1,076	4,251	395.19%	4,479	416.47%	5,029	467.58%
<b>SouthWest</b>	13,061	7,950	60.87%	7,950	60.87%	8,070	61.79%
<b>Total</b>	21,686	23,172		23,565		24,707	

Based/ Worst Cities:

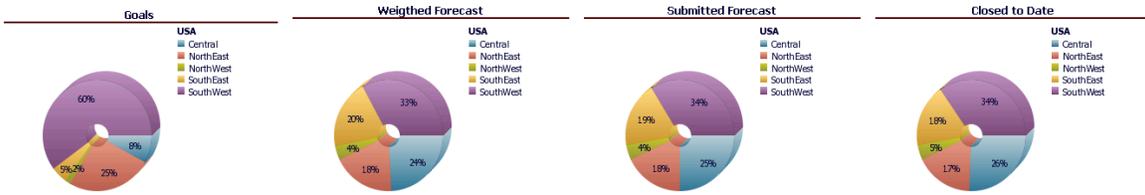
Show Worst Cities  Show Best Cities

**Best 5 Cities**

City	Closed to Date	Goals	Attainment	Submitted	Weighted
Chicago	5,918	1,741	339.89%	5,919	5,993
Miami	4,251	1,076	395.19%	4,479	5,029
Seattle	1,047	397	263.96%	1,047	1,047
Toronto	51,729	7,379	701.00%	53,436	56,416
Truro	31,834	9,315	341.74%	31,881	32,945

Contribution % by Geography:

Contribution Percent By Geography



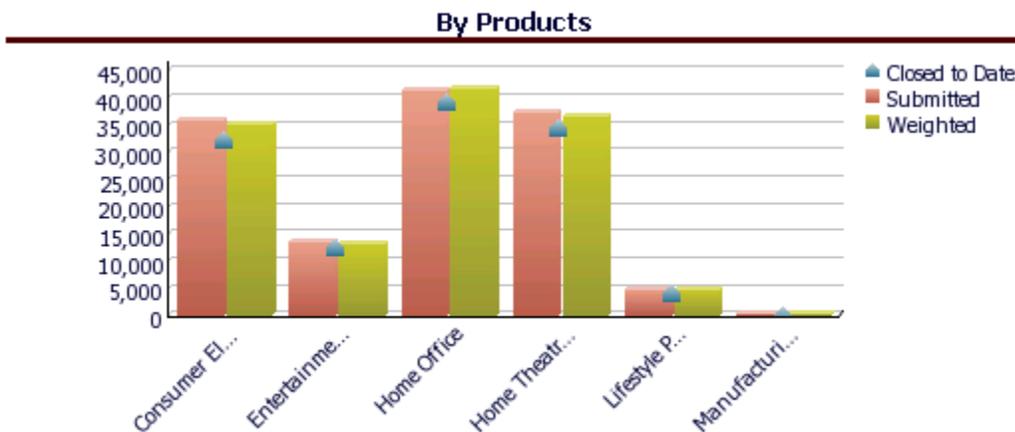
5.4. Closed to Date & Forecast Analysis

- **Goal: Allow the user maximum flexibility for doing forecast analysis against several different dimensions.**
  - The key capability of this page is the ability of the user to drill up and down across multiple dimensions and see all the objects change the focus depending upon the levels on each perspective.

This dashboard does not include parameters for filtering data, however by drilling down on multiple dimensions the context is maintained across the entire chart, therefore behaving as a filter.

The report objects included in this dashboard are:

By Products



By Marketing Campaigns

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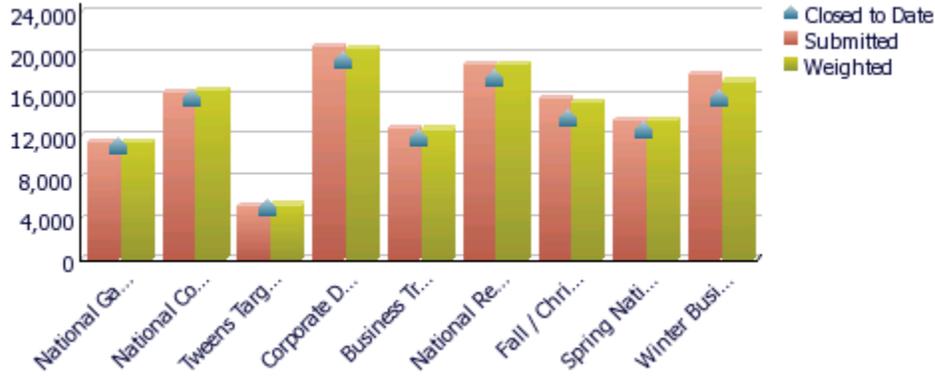
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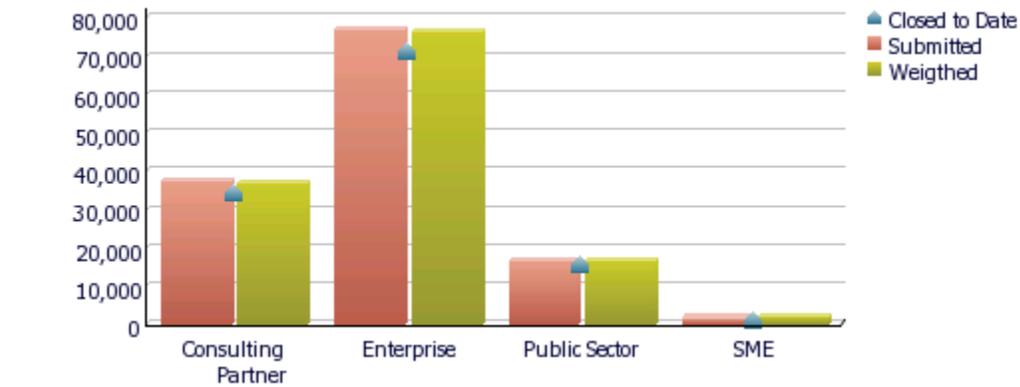
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## By Marketing Campaigns



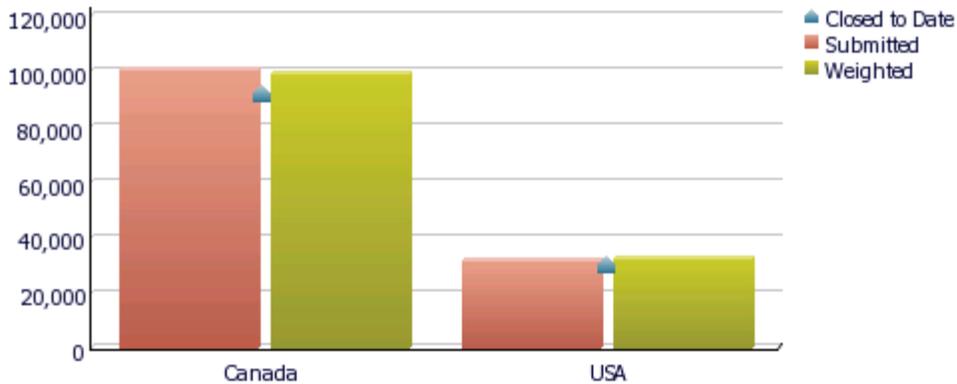
## By Sector

### by sector



## By Geography

### By Geography



## By Channels

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## By Channels



One additional functionality of this dashboard is the ability of switching from charts to crosstabs with the content while maintaining the data context set.

### By Products

	Closed to Date	Submitted	Weighted
Consumer Electronics	32,397	35,562	35,109
Entertainment Media	12,643	13,208	13,145
Home Office	39,547	41,208	41,392
Home Theatre	34,492	37,091	36,495
Lifestyle Products	4,279	4,696	4,591
Manufacturing Component	127	156	150
<b>Total</b>	<b>123,484</b>	<b>131,920</b>	<b>130,883</b>

### By Marketing Campaigns

	Closed to Date	Submitted	Weighted
National Gaming Campaign	11,198	11,343	11,400
National Computing Campaign	15,864	16,240	16,351
Tweens Targeted Gaming Campaign	5,152	5,152	5,224
Corporate Direct Mailer Campaign	19,545	20,653	20,477
Business Traveller Airport Add Campaign	11,907	12,651	12,573
National Residential Direct Mailer Campaign	17,653	18,866	18,851
Fall / Christmas Gaming Campaign	13,777	15,623	15,266
Spring National Residential Direct Mailer Campaign	12,625	13,457	13,505
Winter Business Traveller Airport Add Campaign	15,762	17,934	17,235
<b>Total</b>	<b>123,484</b>	<b>131,920</b>	<b>130,883</b>

### By Sector

	Closed to Date	Submitted	Weighted
Consulting Partner	34,400	37,181	36,646
Enterprise	71,392	76,764	75,903
Public Sector	16,129	16,412	16,533
SME	1,564	1,564	1,801
<b>Total</b>	<b>123,484</b>	<b>131,920</b>	<b>130,883</b>

### By Geography

	Closed to Date	Submitted	Weighted
Canada	92,735	100,447	98,918
USA	30,749	31,473	31,964
<b>Total</b>	<b>123,484</b>	<b>131,920</b>	<b>130,883</b>

### By Channels

	Closed to Date	Submitted	Weighted
Direct/Instore	61,850	66,071	65,546
On-Line	61,634	65,849	65,336
<b>Total</b>	<b>123,484</b>	<b>131,920</b>	<b>130,883</b>



## 6. IBM Cognos BI – Utility Dashboard Components

Included in the pre-developed content are some great operational utilities to assist the application administrator in ensuring the best usability and performance for the sales dashboard content.

### 6.1. Report Navigator

- **Goal: Allow the user the execution of any given report object included in any of the dashboard pages.**
  - The key capability of this page is the ability of the user to select from the many filtering options and apply them to all report objects on the page.

Parameters/Filters:

2009  
 2010  
[Deselect all](#)

Geography (All)
  Sector & Industry (All)
  Channels (All)
  Product (All)
  Stages (All)

Reports available for navigation:

[Public Folders](#) > [SPM Blueprint](#) > [Reports To Navigate](#)

<input type="checkbox"/>	Name ↕
<input type="checkbox"/>	<a href="#">Pipeline ByIndustryChannel</a>
<input type="checkbox"/>	<a href="#">Pipeline ByProduct</a>
<input type="checkbox"/>	<a href="#">Pipeline ByRegion</a>
<input type="checkbox"/>	<a href="#">Pipeline DealsCampaigns</a>
<input type="checkbox"/>	<a href="#">Pipeline TopBottom</a>
<input type="checkbox"/>	<a href="#">Pipeline TopCharts</a>
<input type="checkbox"/>	<a href="#">Revenue Dashboard</a>

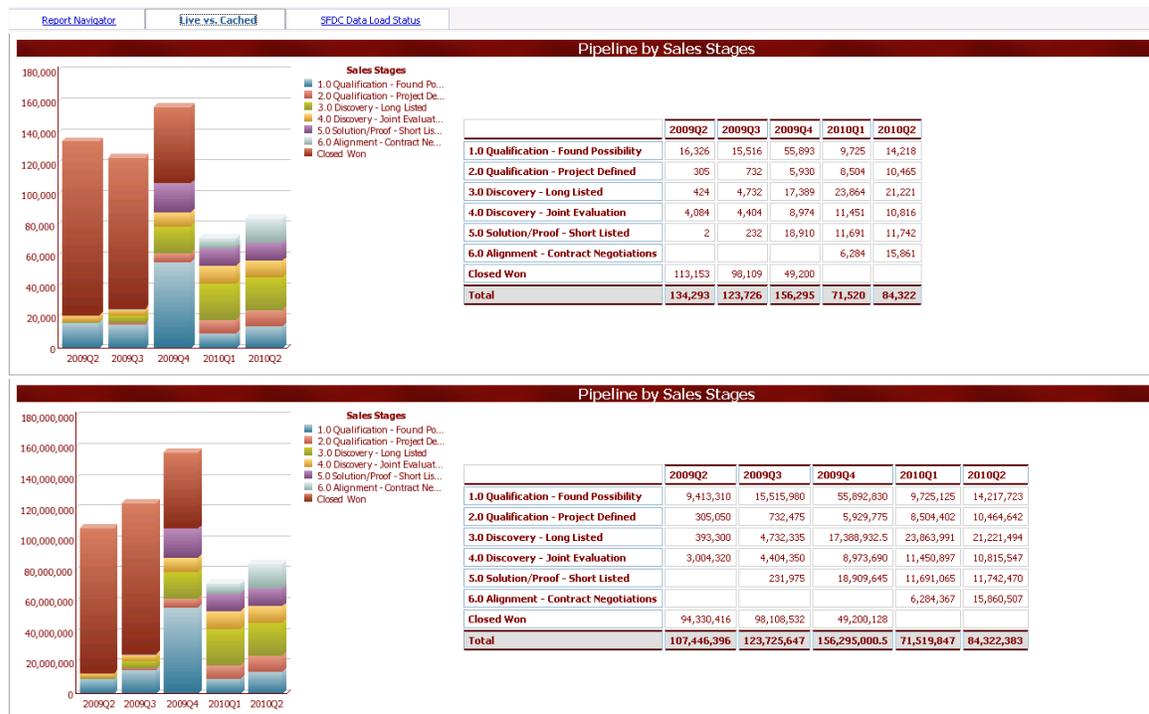


## 6.2. Live vs. Cached

Dashboard page showcasing one of the most important benefits –performance- of reporting off cached data.

This dashboard depicts the Pipeline by sales stages report – same object with different source metadata definition-. Although displaying the same numbers, the source of the data is different and the query request are sent to :

Top Chart: Query request to SQL Server cache database through Virtual View Manager.  
Bottom Chart: Query request to Salesforce.com through Virtual View Manager.





### 6.3. Salesforce.com Load Status

It provides a view of the update status of the critical entities used for reporting purposes. By looking at this dashboard, system administrators can deduce whether a refresh of the cache data is required.

Dimensions are considered to be good within a week of load, however Facts were set to be good for one day. By looking at the lists below, one can deduce that all the 'All\_Opportunities\_Summary\_CQ\*' need to be updated as the cache for these entities is based on the current date. All the quarters have been either updated or rolled over as the data is updated for 37 days.

#### Cache Information Update Status

##### Business Facts

Status	Table Name	Finish Time	# Days Outdated	Error Message
A	All_Opportunities_Summary_CQ	Sep 7 2009 10:06PM	37	
A	All_Opportunities_Summary_CQ-1	Sep 7 2009 9:38PM	37	
A	All_Opportunities_Summary_CQ+1	Sep 7 2009 9:42PM	37	
A	All_Opportunities_Summary_CQ+2	Sep 7 2009 9:45PM	37	
A	All_Opportunities_Summary_CQ+3	Sep 7 2009 9:49PM	37	
A	Forecast_Analysis	Sep 1 2009 9:47AM	43	
A	Forecast_Full_View	Sep 2 2009 11:37PM	42	
A	Forecast_Product_Analysis	Sep 1 2009 9:50AM	43	
A	Forecast_Product_FullView	Sep 1 2009 9:50AM	43	
A	Master_Opportunities	Sep 2 2009 11:29PM	42	
A	Master_Opportunities_Summary	Sep 6 2009 1:27AM	38	
A	P_Forecast_Analysis	Aug 19 2009 9:53AM	56	
A	P_Forecast_Product_Analysis	Aug 19 2009 9:54AM	56	

##### Business Dimensions

Status	Table Name	Finish Time	# Days Outdated	Error Message
A	Accounts	Sep 7 2009 11:07PM	37	
A	Channels	Sep 1 2009 9:44AM	43	
A	Geography	Sep 1 2009 9:45AM	43	
A	IndustrySector	Sep 1 2009 9:45AM	43	
A	Partner	Sep 1 2009 9:46AM	43	
A	Product	Sep 1 2009 9:46AM	43	
A	Stages	Sep 1 2009 9:46AM	43	