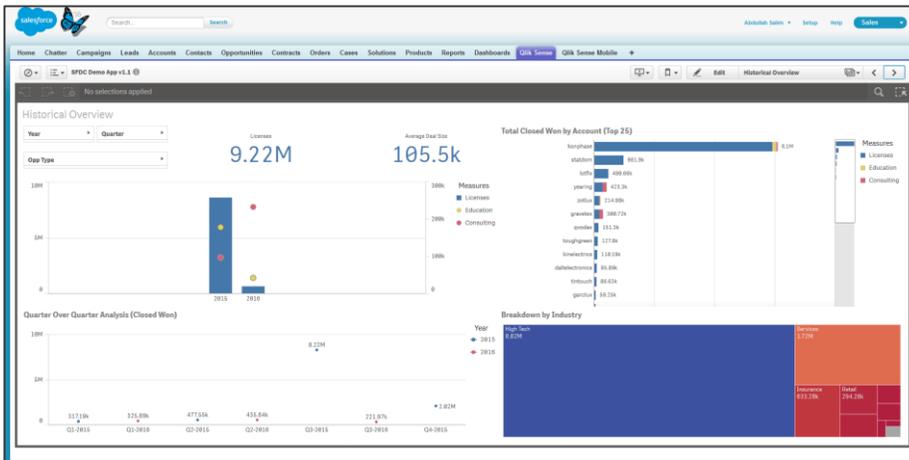


Qlik® for Salesforce

Transform your Salesforce data into actionable information

Salesforce users demand simple, easy technology they can control without having to depend on IT. Qlik takes the complexity out of your CRM analyses to deliver unprecedented visibility into all of your CRM data with the click of a button. The result empowers you to make smarter decisions to enhance business performance and customer satisfaction. Qlik improves Salesforce's value by enabling business users to visualize all of their customer interaction data across an unlimited number of dimensions and 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 data consolidation confusion by relating information within Salesforce and other enterprise systems for seamless visual analysis, dashboards and reports. Qlik can easily be accessed within Salesforce as a custom tab or as embedded Qlik graphs, tables, and charts within other Salesforce tabs. Alternatively, Salesforce data can be immediately integrated into a Qlik application via a native data connector to provide an unparalleled view into your business' entire data. Qlik can be implemented in hours. Thousands of organizations worldwide, spanning every industry, have turned to Qlik for the timely insights needed to improve sales, marketing and customer service performance.

Qlik for Salesforce

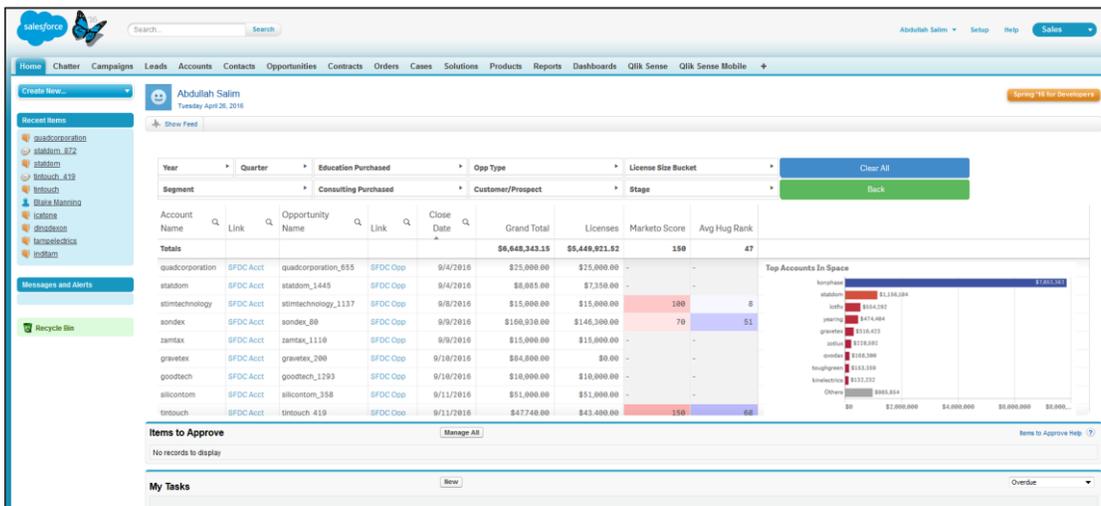
Executives, analysts, sales teams, marketers, call center staff, and IT departments rely on Qlik's unmatched flexibility and ease of use for clear visibility into customers and CRM processes, enabling them to:

- Improve sales forecast accuracy
- Pinpoint cross-sell and up-sell opportunities
- Achieve more customer-centric service and support delivery
- Track marketing campaigns for lead to close
- Conduct historical and trend analysis
- Reduce IT support costs

Working smarter with Salesforce

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 advantages if data hidden in Salesforce and other systems can be fully leveraged. Qlik for Salesforce enables sales teams with the visibility for more timely and accurate alignment of product and sales strategies to improve margins, increase revenue, and build more profitable customer relationships.



Marketing and web analysis

The Internet broadens market reach as well as 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. Using Qlik to integrate and analyze data from Salesforce, including Chatter data, and other marketing 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.

For more information, visit qlik.com/salesolutions



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