

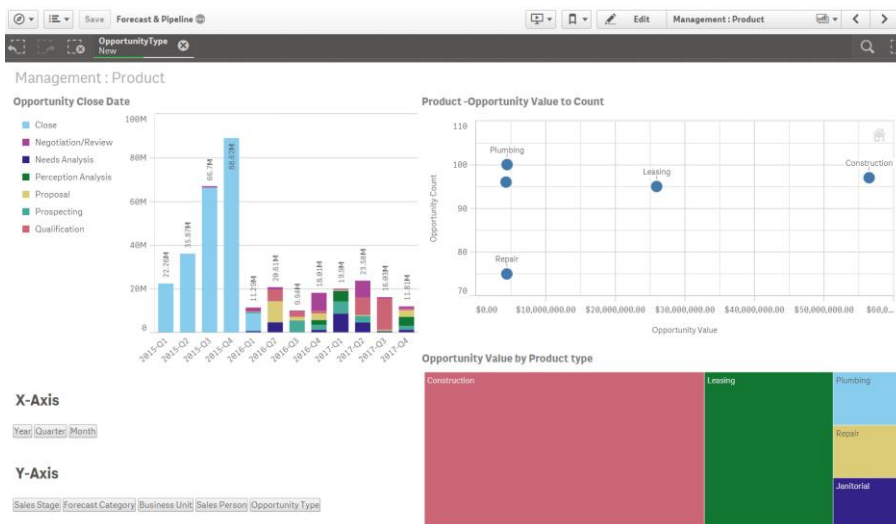


# Qlik® for forecast and pipeline management

Forecast accuracy helps sales management cope with uncertainty of the future by relying on past and present trending data analysis. To best predict future forecasts, organizations must have the ability to see the whole story of the entire sales cycle — from lead to close.

With Qlik, organizations are enabled with workflow-based applications that go beyond traditional reporting and analytics. Qlik leverages data from multiple disparate sales, marketing, and finance source systems, and also provides modern data visualizations that help maintain a healthy pipeline and more accurate forecasting.

Sales management and their teams gain visibility into key metrics such as quota attainment, forecast planning, funnel management, win/loss analysis, and more. The result is a holistic view of the entire sales process to describe results, diagnose risk, prescribe actions, and predict outcomes.



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## Improved quota visibility

The more accurate the sales forecast, the more positive sales control can be attained by everyone from sales reps and up. Qlik allows all sales professionals to gain the insight required for quota analysis, set benchmarks, and trust the quality of the data to achieve new heights. Qlik's flexible and agile modern BI platform enables more control in quota management to help sales teams — and companies — succeed.

## Actionable account planning

By integrating customer and CRM data into pipeline and forecast analysis, organizations can account plan more effectively. This provides additional insights for account management for account, activity, and competitor analysis, and ensures sales team members are focusing on the right opportunities to best close business.

