Topics

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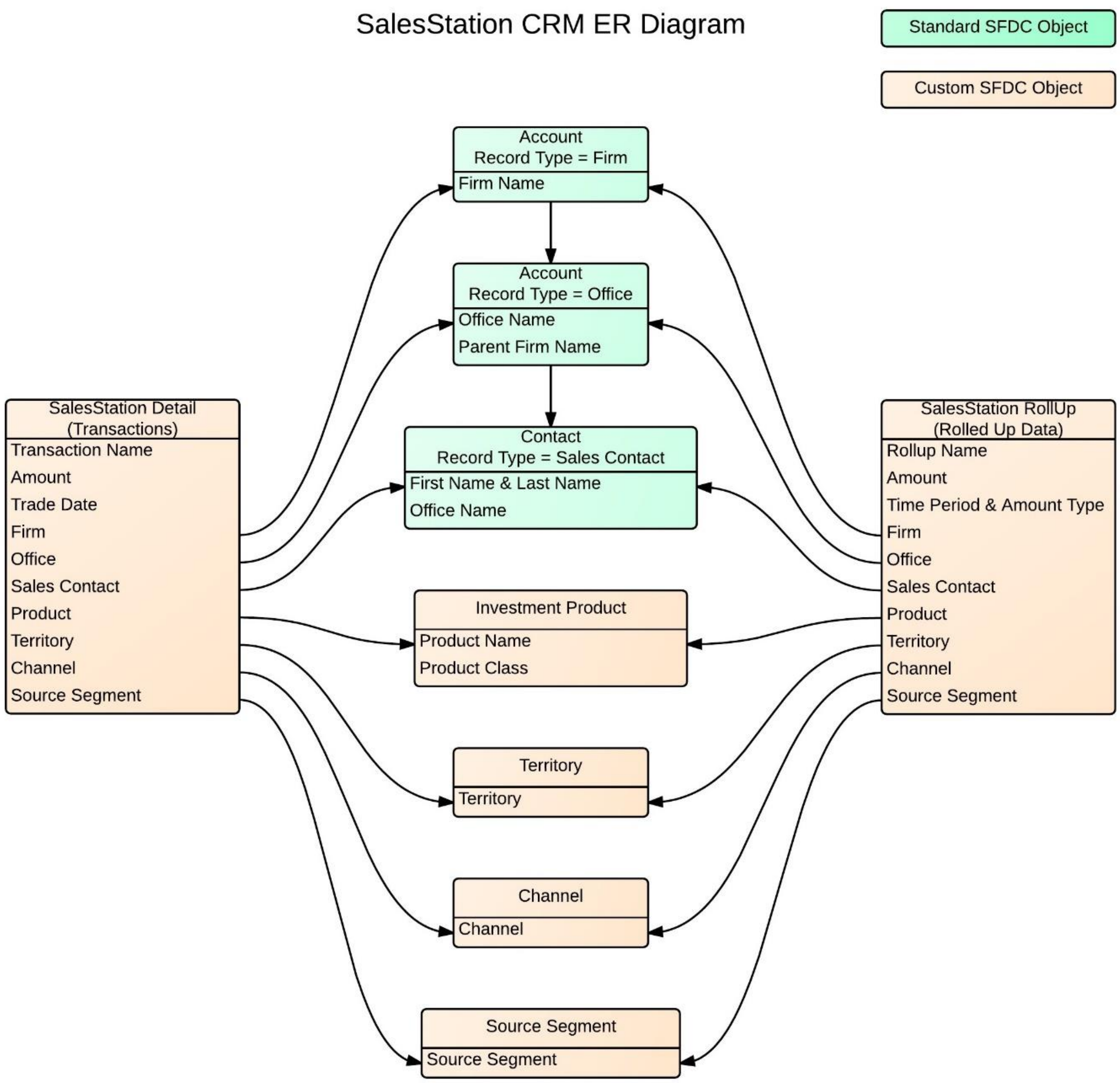
1. *The SalesStation CRM Data Model*

The SalesStation CRM App contains several custom objects that connect to the standard Salesforce.com (SFDC) account & contact objects in the following manner:



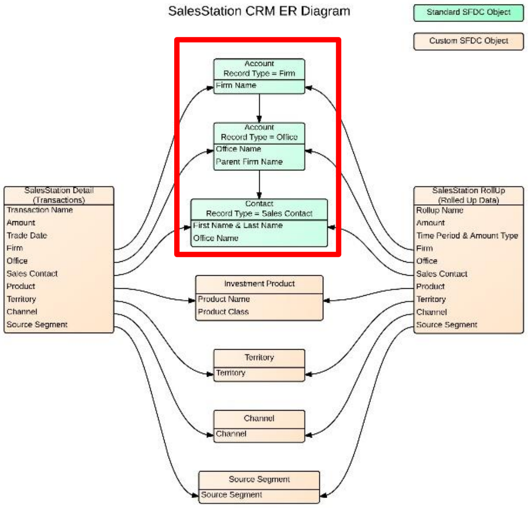
In combination, these objects provide a variety of reporting options to suit a wide range of requirements. This document will attempt to introduce SalesStation CRM Users to the basic types of SalesStation reports available and will also provide an introduction to SFDC reports functionality.

Important Reporting Concepts:

- **Report Type**: Each Salesforce report is based on a report type, which is comprised of one or more objects joined together. The report type dictates what data you will see on your report. There are standard report types (built in to SFDC) or custom report types (created by users or in add-on applications such as SalesStation CRM).
- **Report Format**: Users can customize the report format to show data in a tabular, summary, or matrix structure. Salesforce provides a detailed summary of the various report formats at this link.
- **Report Filters**: Filters allow the user to set criteria for the data within the report type that they wish to be included in the report. For example, a user may only want to view contacts where the state equals "WI." Nearly any field in the report type can be used as a filter. There are also standard default filters for record ownership and dates that may need to be adjusted when creating a new report.

2. *Report Type: Contact & Account*

One of the most commonly used report types is the standard SFDC "Contacts & Accounts" report type. It simply includes all contacts with their related account information. Since SalesStation CRM contains dozens of custom fields on the Contact & Account objects many reporting needs can be met using this report type. The objects inside the red box in the below diagram illustrate the contents of this report type:

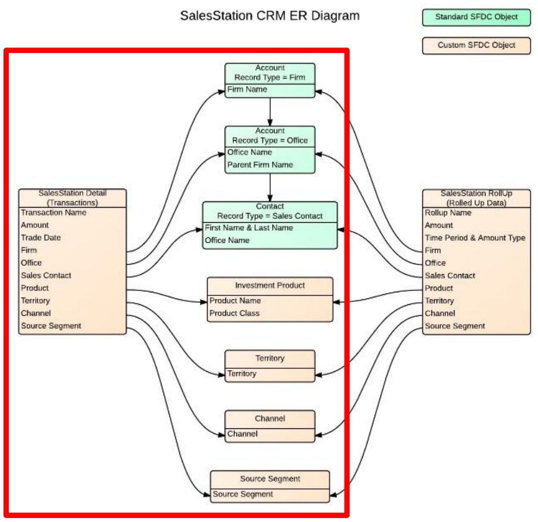


An example of a Contact & Account report is shown here:

First Name	Last Name	Account Name	Territory	Channel	Latest AUM ↓	YTD Net Sales	First Purch Date	Last Purch Date	Producer
Douglas	John	Ubs Financial Services Inc.-Dallas, TX	South	Broker/Dealer	$15,747,477.08	$3,830,750.00	10/11/2013	3/11/2014	✓
Alex	Navarro	Suntrust Investment Services, Inc.-Bal Harbour, FL	South	Broker/Dealer	$13,960,842.90	$10,300,000.00	12/7/2011	5/23/2014	✓
The	Harvest Group	UBS Financial Services Inc.-Wellesley Hills, MA	North	Broker/Dealer	$12,643,319.35	($5,265,581.67)	12/21/2011	5/21/2014	✓
Mike	Spiering	Morgan Stanley Smith Barney Llc-Walnut Creek, CA	West	Broker/Dealer	$11,763,964.48	$12,000,000.00	12/14/2012	5/28/2014	✓
Craig	Findley	Ubs Financial Services Inc.-Sylvania, OH	Midwest	Broker/Dealer	$11,202,460.54	$3,826,556.15	1/13/2012	5/21/2014	✓
Mark	Cooperrider	Ameriprise Financial Services, Inc.-Beachwood, OH	Midwest	Broker/Dealer	$7,048,488.41	$6,998,945.24	8/19/2013	5/23/2014	✓
Taryn	Sievers	Morgan Stanley Smith Barney Llc-Oakland, CA	West	Broker/Dealer	$6,480,154.76	$1,373,653.12	8/9/2013	5/5/2014	✓
David	Soter	Morgan Stanley Smith Barney Llc-Oxnard, CA	West	Broker/Dealer	$6,472,231.51	$2,518,969.64	9/20/2012	5/28/2014	✓
Anthony	Mona	Ubs Financial Services Inc.-Farmington Hills, MI	Midwest	Broker/Dealer	$6,372,179.21	$1,694,186.40	10/18/2012	5/23/2014	✓
Joseph	Longo	Lpl Financial Llc-Troy, MI	Midwest	Broker/Dealer	$6,016,066.24	$1,205,802.16	8/23/2012	5/20/2014	✓
Tom	Wilding	SAMMONS SECURITIES COMPANY, LLC-Bountiful, UT	Central	Broker/Dealer	$5,972,586.08	$2,600,122.33	2/22/2012	5/20/2014	✓
Michael	Courtney	Rbc Capital Markets, Llc-Conshohocken, PA	East	Broker/Dealer	$5,874,075.04	$7,877,100.00	1/17/2014	4/11/2014	✓

3. Report Type: SalesStation Details-Advanced

Transaction reporting is accomplished using the SalesStation Details-Advanced custom report type, which combines details from all of the objects contained in red in the below diagram.

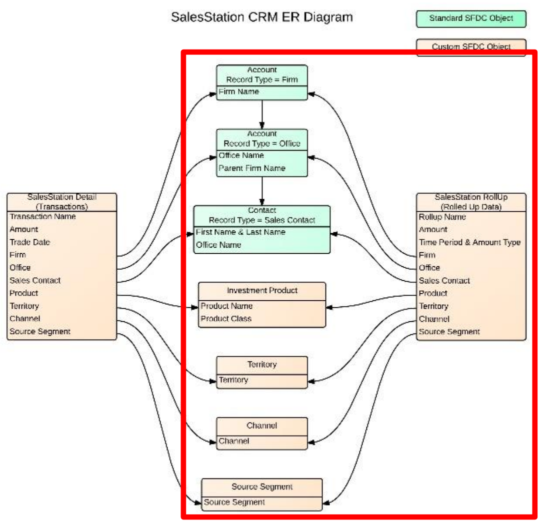


Reports of this type will contain one row per transaction. Below is an example of a SalesStation Details-Advanced report:

Trade Date ↓	Amount	Amount Type	Full Name	Account Name	Territory: Territory	Channel: Channel	Product: Product Name
5/23/2014	($11,739.60)	Transfer Out	Todd Geller	Ameriprise Financial Services, Inc.-Melville, NY	North	Broker/Dealer	Stellar Growth Fund
5/23/2014	($216.39)	Redemption	Darren Yoshioka	Ubs Financial Services Inc.-Honolulu, HI	West	Broker/Dealer	Stellar Intermediate Bond Fund
5/23/2014	($27,270.03)	Transfer Out	John Reddington	UBS Financial Services Inc.-Indianapolis, IN	Midwest	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$1,260.15	Purchase	Doug Nani	Morgan Stanley Smith Barney-Providence, RI	North	Broker/Dealer	Stellar Growth Fund
5/23/2014	($190.07)	Redemption	Greg Hotchkiss	UBS Financial Services Inc.-Spokane, WA	West	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$9,625.00	Purchase	Thomas Janke	UBS Financial Services Inc-Philadelphia, PA	East	Broker/Dealer	Stellar Balanced Fund
5/23/2014	($7,904.08)	Redemption	Lee Gleeman	Ubs Financial Services Inc.-Boca Raton, FL	South	Broker/Dealer	Stellar Growth Fund
5/23/2014	$1,031.28	Purchase	Roman Adrianowycz	Morgan Stanley Smith Barney Llc-Purchase, NY	North	Broker/Dealer	Stellar Growth Fund
5/23/2014	$1,243.15	Purchase	Adam Finch	Sammons Securities Company, Llc-Ann Arbor, MI 48103	Midwest	Broker/Dealer	Stellar Growth Fund
5/23/2014	($815,687.65)	Redemption	Georges Benoliel	SG Americas Securities, Llc-New York, NY	North	Broker/Dealer	Stellar Short-Term Bond Fund
5/23/2014	$14,432.50	Purchase	Mike Merritt	Morgan Stanley-Sugar Land, TX	South	Broker/Dealer	Stellar Balanced Fund
5/23/2014	($4,928.00)	Redemption	Kevin Duffy	Raymond James & Associates, Inc.-Louisville, KY	East	Broker/Dealer	Stellar Growth Fund
5/23/2014	($28,196.41)	Redemption	Ronald Dale	Wedbush Securities Inc.-Palm Desert, CA	West	Broker/Dealer	Stellar Growth Fund
5/23/2014	$11,739.60	Transfer In	Todd Geller	Ameriprise Financial Services, Inc.-Melville, NY	North	Broker/Dealer	Stellar Growth Fund
5/23/2014	($428.18)	Redemption	Team The Gasper Financial	Ubs Financial Services Inc.-Troy, MI	Midwest	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$130.52	Purchase	Michael Brick	Ubs Financial Services Inc.-Bethesda, MD	East	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$4,645.92	Purchase	Eric Cline	Morgan Stanley Smith Barney Llc-Walnut Creek, CA	West	Broker/Dealer	Stellar Growth Fund
5/23/2014	($3,847.99)	Redemption	Stuart Sutton	Morgan Stanley Smith Barney Llc-Honolulu, HI	West	Broker/Dealer	Stellar Growth Fund
5/23/2014	$269.50	Purchase	Tom Laskaris	Raymond James & Associates, Inc.-Dearborn, MI	Midwest	Broker/Dealer	Stellar Balanced Fund
5/23/2014	($1,317.86)	Redemption	William Griffing	Raymond James & Associates, Inc.-North Canton, OH	Midwest	Broker/Dealer	Stellar Growth & Income Fund
5/23/2014	$26.95	Purchase	Kim Penzone	Ubs Financial Services Inc.-Columbus, OH	Midwest	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$21,984.57	Purchase	Donald Tynion	Ubs Financial Services Inc.-South Burlington, VT	North	Broker/Dealer	Stellar Diversified Equity Fund
5/23/2014	$2,580.44	Purchase	Donald Tynion	Ubs Financial Services Inc.-South Burlington, VT	North	Broker/Dealer	Stellar Diversified Equity Fund

4. Report Type: SalesStation Rollups-Advanced

For summarized rollup reporting SalesStation CRM provides the SalesStation Rollups-Advanced custom report type, that combines data from of the objects in the diagram below.



When using this report type there will be one record for each unique rollup combination (Contact, Office, Firm, Product, Source, Time Period & Amount Type) so the matrix report format is recommended for best results. Here is an example:

	Sum of Amount	**Time Period & Amount Type**						
	Product: Product Name	**Latest AUM**	**MTD Purchase**	**MTD Redemption**	**MTD Net Sales**	**YTD Purchase**	**YTD Redemption**	**YTD Net Sales**
☐	Stellar Balanced Fund	$375,090,427.31	$18,982,271.01	($993,608.88)	$17,988,668.59	$227,767,245.56	($11,923,305.42)	$215,844,017.14
☐	Stellar Diversified Equity Fund	$504,014,260.70	$22,271,598.80	($4,299,574.57)	$17,972,024.40	$267,259,179.20	($51,594,891.18)	$215,664,288.02
☐	Stellar Growth & Income Fund	$4,143,103.59	$21,927.45	($16,849.86)	$5,077.57	$263,129.43	($202,198.35)	$60,931.08
☐	Stellar Growth Fund	$697,273,707.90	$44,120,495.84	($5,212,843.64)	$38,905,700.71	$529,345,941.98	($62,574,119.97)	$466,728,400.68
☐	Stellar Intermediate Bond Fund	$92,201,597.24	$1,387,195.30	($1,027,046.99)	$360,148.30	$16,646,342.99	($12,324,562.68)	$4,321,780.31
☐	Stellar Long-Term Bond Fund	$12,169,052.39	$86,535.21	($119,175.18)	($32,639.97)	$1,038,422.12	($1,430,102.04)	($391,679.92)
☐	Stellar Mid Cap Growth Fund	$1,571,753.59	$19,710.49	$0.00	$19,710.49	$236,526.05	$0.00	$236,526.05
☐	Stellar Money Market Fund	$6,492,156.16	$83,413.39	($19,108.12)	$64,305.28	$1,000,960.57	($229,297.31)	$771,663.26
☐	Stellar Short-Term Bond Fund	$54,902,920.53	$396,078.99	($408,333.27)	($12,254.25)	$4,752,948.55	($4,899,999.17)	($147,050.62)
	Grand Total	$1,747,858,979.41	$87,369,226.48	($12,096,540.51)	$75,270,741.12	$1,048,310,696.45	($145,178,476.12)	$903,088,876.00

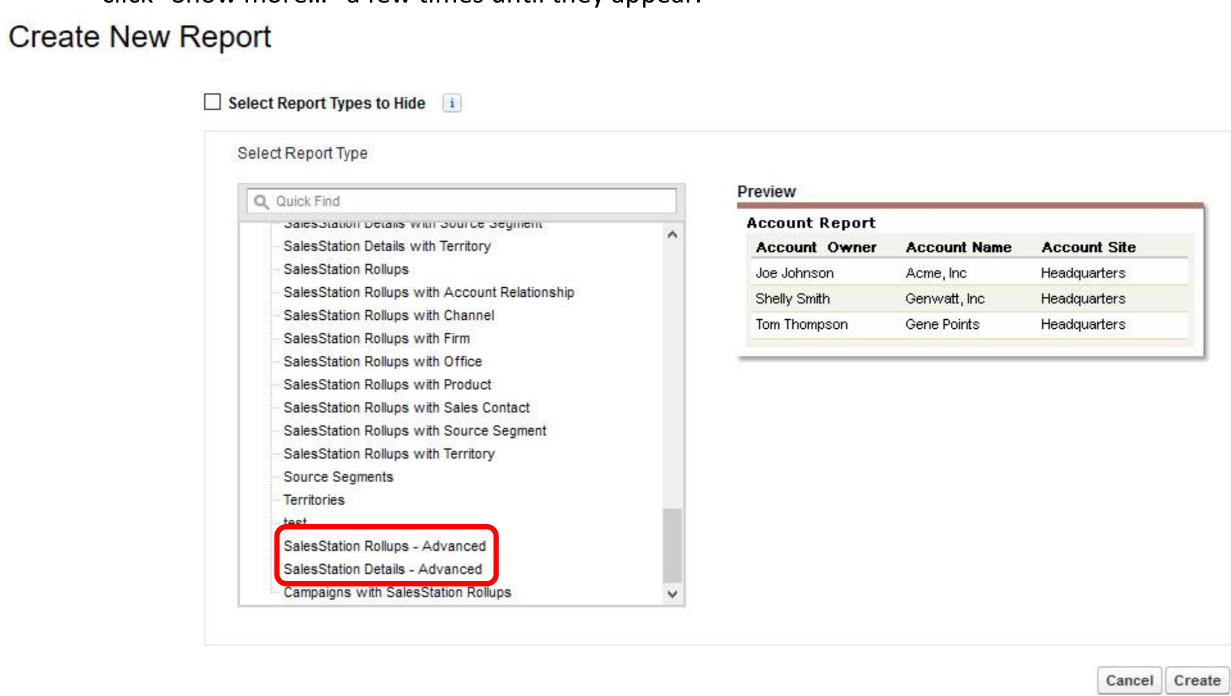
5. *Creating New Reports in SFDC*

Salesforce.com provides a wide array of training material for all types of learners. Below we will cover the very basics, but we highly recommend spending some time on one or more of these training sites:

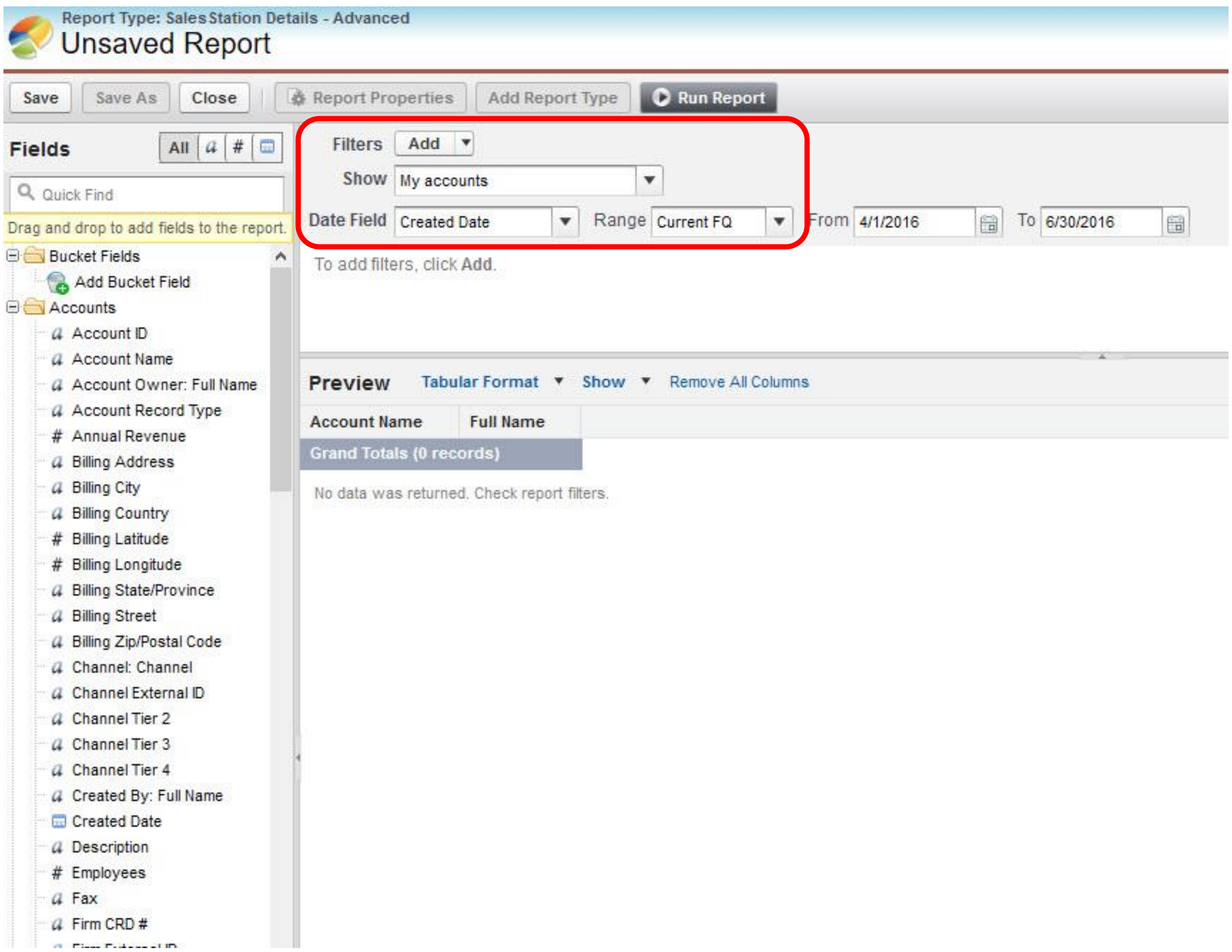
- Reports & Dashboards Quick Start: https://help.salesforce.com/HTViewQuickStarts?id=000113375
- Reports & Dashboards Trailhead Module: https://developer.salesforce.com/trailhead/en/module/reports_dashboards
- Salesforce Help – Build a New Report: https://help.salesforce.com/HTViewHelpDoc?id=reports_builder_editing.htm

It's nearly always quicker to start with a similar report, do a "Save As," and then tweak it to your liking [Best practice is to copy reports before editing so that you don't overwrite a report that someone else in your organization uses]. However, there will be times when creating a brand-new report is preferable to copying an existing one. To create a new report follow these steps:

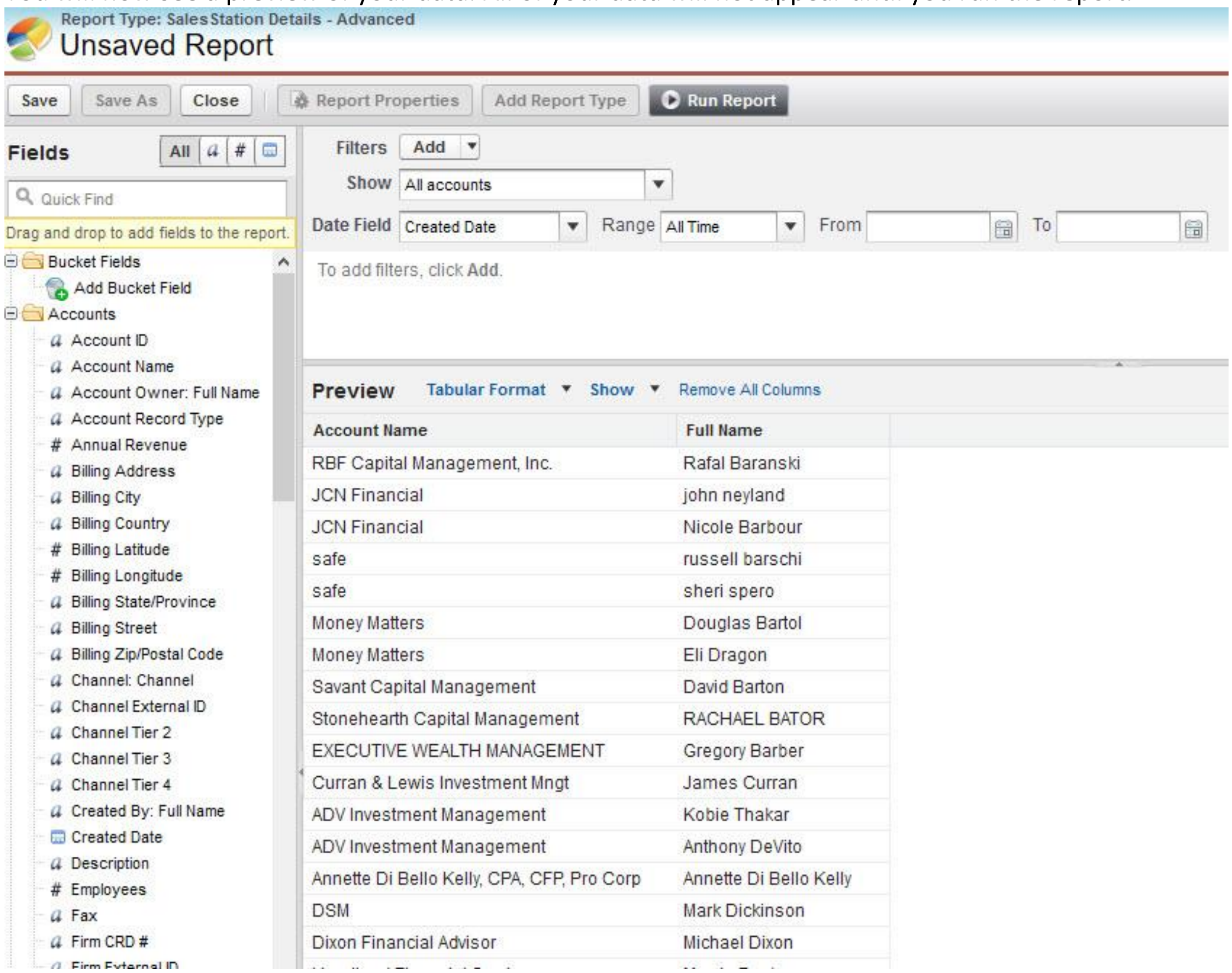
1. Navigate to the Reports tab and click on the "New Report…" button.
2. Expand the folder that contains the report type that you wish to use for your report.
    a. The "Contacts & Accounts" report type is in the "Accounts & Contacts" folder
    b. The "SalesStation Details-Advance" and the "SalesStation Rollups-Advanced" report types are in the "Other Reports" folder. You will likely need to scroll to the bottom and click "Show more…" a few times until they appear.



3. Click on the report type then click on the “Create” button. You will enter the SFDC Report Builder.
4. Update the default filters:
   a. Next to “Show,” change “My Accounts” to “All Accounts” from the picklist.
   b. Next to “Date Field,” change the Range to “All Time”

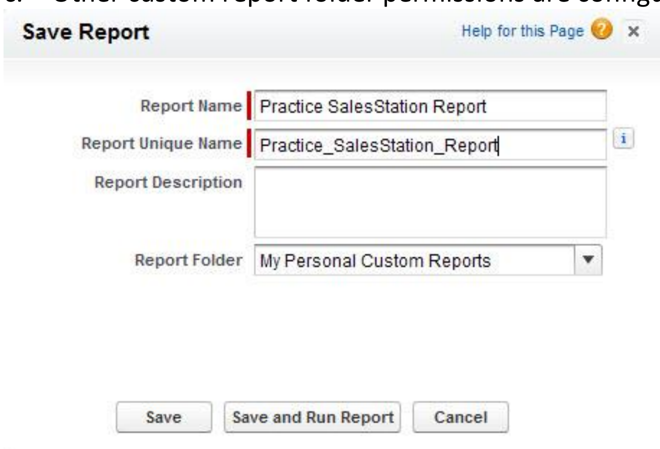


5. You will now see a preview of your data. All of your data will not appear until you run the report.



6. From here, you can customize your report as you wish:
   a. Add filters
   b. Drag & drop fields onto or off of the report
   c. Rearrange the sort order
   d. Change the report format from tabular to summary or matrix
   e. Numerous other report customizations that you can learn about in the above links

7. When you’re finished customizing the report, click on the “Save” button. You will be prompted for a name and a folder.
    a. Reports in the “My Personal Custom Reports” folder will only be visible to you
    b. Reports in the “Unfiled Public Reports” folder be visible to everyone in your organization
    c. Other custom report folder permissions are configured by your system administrator



8. Click on the “Save and Run Report” button.
9. Congratulations! You just created your first Salesforce.com report.

6. Frequently Asked Questions

I can’t see all of my data. Where is it?

There are several reasons why all of the records that you expect might not be displaying on your report. Here are things to check:

1. Are you in the report builder? If so, choose “Run Report” to see all report data.
2. Are the default filters set to “My Accounts” or to a set date range? If so, update to “All Accounts” and/or update the date range to “All Time.” This process is described above in step 4 of the “Creating New Reports in SFDC” section.
3. If you’re looking for transaction data >30 days in the past, the data may not have been pushed from the SalesStation data warehouse to SFDC. Work with your system administrator to increase the SalesStation Detail Data Retention. Instructions for this are in the SalesStation Quick Start Guide.