# Title: June 2018 Freshsales Aspirations

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| **Aspirations - June 2018** |
| **Mission:** **Develop Freshsales as the best Salesforce CRM alternative**  * Strengthen product capabilities to enable sales teams (<100 sales reps.) * Improve user discoverability/UX of features (DIY), sign-up trial onboarding & customer retention * Create competitive differentiation with new technologies like ML, Bots * Integrate products under ‘Freshworks’ * GDPR & Security compliance * Run like a Startup. High release and feature velocity |

**Business & Product Summary**

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## **Success metrics - KPIs (Key Performance Indicators)**

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| * Number of features shipped * Number of resolved JIRA items |

We can see this in [individual squads level](https://confluence.freshworks.com/display/freshsales/Freshsales+Aspirations)

## **Previous Aspirations Link**

[May 2018 Aspirations](https://confluence.freshworks.com/pages/viewpage.action?spaceKey=freshsales&title=Freshsales+Aspirations)

## **Squads**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Squad 1 | Squad 2 | Squad 3 | Squad 4 | Squad 5 | Mobile | Devops |
| Tech lead | vijayaragavan.venkatarathinam  <https://github.com/vijayaragavanv> | sivakumar.muthuchamy | sivalingam.selvasekaran | abhilash.ramesh | bhagirath.goud | rinoy.chacko  <https://github.com/rinoy28>  saravanan.periyasamy <https://github.com/saravanan-fw> | tholkappiyan.velavan |
| Squad Lead | vijayaragavan.venkatarathinam  <https://github.com/vijayaragavanv> | manikandan.subramaniam | manikandan.subramaniam | tarkeshwar.thakur | tarkeshwar.thakur | manikandan.subramaniam | tarkeshwar.thakur |
| Developers | irfan.shaik <https://github.com/irfu572>  buden.shaik <https://github.com/buden1>  aravinth.chandran <https://github.com/aravinth-chandran>  arun.ignatius <https://github.com/arun-ignatius>  blessina.sekar  mudhabir.ahmed | amerrnath.murugan  thoppe.dwarakanath  kalaivasakan.kalaiarasan | kathirvalavan.soundarajan  bhuvanesh.babu  rostam.hussain | amritendu.mondal  <https://github.com/amritendu-mondal>  gonu.krishna  <https://github.com/GSaiKrishna927>  hariharasuthan.balaji | robin.thomas  [https://github.com/robin-philip-thomas](mailto:robin.thomas@freshworks.com)  nitesh.kumar  [https://github.com/niteshkumar-16](mailto:nitesh.kumar@freshworks.com) | pavanpm  <https://github.com/pavanpm>  shyam.rajasekaran  <https://github.com/shyam-rajasekaran>  saranya.selvaraj  <https://github.com/saranyasr>  ramanathan.vaidyanathan  <https://github.com/ramanathan-vaidyanathan> | madhava.sanikommu |
| QA | praveenkumar.varadan <https://github.com/praveenv92>  esaki.raja <https://github.com/ezaki001> | ramkumar.ramani  athishpranav.sethuram | uma.baskaran  ramkumar.ramani | gayathri.rukmadhavan  [https://github.com/gayuruk](mailto:gayathri.rukmadhavan@freshworks.com) | senthil.palanisamy  <https://github.com/senthilvel-1171>  dheenadhayalan.gunasekaran | sathish.vijayakumar  <https://github.com/sathish-vijayakumar> |  |
| PM | Sujitha - sujitha.ravi  Swati Sharma - swati.sharma  Vinay Yevatkar - vinay.yevatkar  Sid - siddharth.gopalasundaram  Aditi - aditi.balaji | | | | | | |
| Design | Ajith, Jayanth, Arun, Srinath, Sruthi | | | | | | |

## **Results: How did we do since last Aspirations? (Planned vs Delivered - Summarise the results and provide applicable links)**

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| **Squads** | **Goal (from previous Aspirations)** | **JIRA** | **Results** |
| Squad 1 | Integration - Marketplace Onboarding R1 [Ezaki](https://confluence.freshworks.com/display/~esaki) [Shaik Buden Saheb](https://confluence.freshworks.com/display/~shaikb) | Unable to render Jira issues macro, execution error. | Done |
|  | Core - GDPR Compliance  [Shaik Buden Saheb](https://confluence.freshworks.com/display/~shaikb) [Aravinth Chandran](https://confluence.freshworks.com/display/~aravinthchandran) [Praveenkumar Varadan](https://confluence.freshworks.com/display/~praveenkumar.varadan) [Ezaki](https://confluence.freshworks.com/display/~esaki) [Irfan Shaik](https://confluence.freshworks.com/display/~irfan.shaik) [arun infant ignatius](https://confluence.freshworks.com/display/~arunm@freshdesk.com) [Vijayaragavan Venkatarathinam](https://confluence.freshworks.com/display/~vijayaragavan.venkatarathinam) | Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error.  Unable to render Jira issues macro, execution error. | Done |
|  | Notification - IRIS ember add on + JWT [Shaik Buden Saheb](https://confluence.freshworks.com/display/~shaikb) | Unable to render Jira issues macro, execution error. | QA ready |
|  | Automation - Complete the pending cases for the squad (18 cases) |  | Done |
|  | Automation - Integration POC and complete the automation for FD-FS Integration | POC completed; Yet to start with automation | Partially completed |
| Squad 2 | Phone : GDPR Change - Live call recording |  | Done |
|  | Reports : Increase filter conditions limit to 10 from 5 |  | Done |
|  | Reports : Multi select field support |  | In QA |
|  | Automation - POC for Phone module |  |  |
| Squad 3 | Sales campaigns : Shareable Sales campaign |  | In Progress |
|  | Email : Unsubscribe Link for transactional emails too (GDPR) | Unable to render Jira issues macro, execution error. | Done |
|  | Email : New email editor Froala | Unable to render Jira issues macro, execution error. | Done |
|  | Email : Subscribe link to all emails (GDPR) |  | Done |
|  | Email : Link whitelabeling for custom smtp |  | Done |
|  | Email : Parsing signature from emails and mining data for lead |  | Opened out for few customers |
|  | Email : Inline attachment moved to private link - by url proxy | Unable to render Jira issues macro, execution error. | Done |
| Squad 4 | Omnibar integration for Freshsales | Unable to render Jira issues macro, execution error. | Done |
|  | GET based filtering | Unable to render Jira issues macro, execution error. | In QA |
|  | Inline edit for landing and listview pages | Unable to render Jira issues macro, execution error. | In QA |
| Squad 5 | Sorting Deals based on Upcoming activity | Unable to render Jira issues macro, execution error. | In Staging |
|  | GDPR + Immediate items | |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |  |  |  |  |  | | type | key | summary | assignee | reporter | priority | status | resolution | created | updated | due | | JQL and issue key arguments for this macro require at least one Jira application link to be configured | | | | | | | | | | | | Done |
| Mobile | Quick add | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. | Done |
|  | Multi Select | Unable to render Jira issues macro, execution error. Unable to render Jira issues macro, execution error. | Done |
|  | iPad Support | Unable to render Jira issues macro, execution error. | In QA |
|  | Email Conversations - Go Lang | Unable to render Jira issues macro, execution error. | In Progress |
|  | Custom Forms - Go Lang | Unable to render Jira issues macro, execution error. | In Progress |
| Devops | ES cluster upgrade |  | Done |
|  | Baikal dashboard setup | <https://baikal.freshdesk.com/hue/search/?collection=37778> | Done |
|  | Setup dynamic ELB & Firehose creation recipes for docker |  |  |

**Plan for next month (or) Aspirations**

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| **Squad** | **Goal** | **Deliverables** |
| Squad 1 - Vijay | Duplicate and similar leads  Enabling Frontend app development through Marketplace  Marketplace Release 2 - frontend onboarding  Automation - Revamp the per-requisites for the current automation suite - to remove the dependency on existing accounts  Automation - FD-FS Integration |  |
| Squad 2 - Sivakumar | Email onboarding  Suggested leads  Multiple email addresses for a lead  Display email limits inside product  Sales campaign enhancements - Sharing campaigns, drill down view changes  Product onboarding |  |
| Squad 3 - Sivalingam | Workflow enhancements  Scope in Reports (Global, Territory, Restricted)  Reports enhancements to increase feature adoption  Freshcaller integration  Sharing reports to specific users |  |
| Squad 4 - Abhilash/Amritendu | Freshconnect integration  Recent Views  Automation - Revamp Filters cases  Automation - Complete update of Lead score cases based on Enhancements  Automation - Inline Edit feature |  |
| Squad 5 - Bhagirath | Dependent Fields V2  Hiding Fields  Roles customization  Customization bugs and enhancements  Automation - Dependent Fields  Automation - Revamp custom fields scripts to include more assertions similar to dependent fields (Data Integrity validation) |  |
| Mobile | Email conversations  Form service supported forms |  |
| Devops | Fix the minor bugs in populating baikal dashboard  Address performance issues in production  Migrating to redis labs |  |
| Vivek | Web form enhancements based on customer and GTM feedback |  |

## **Peer Appreciation**

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| **Name** | **Impact** |
| Prabhu | Email Signature Parsing - Lead/Contact data enrichment |
| Shyam | IPad Support |
| Team | Every squad pitched in and pulled several all nighters and weekends to be GDPR ready. |