

Phase 2: Org Setup & Configuration

1. Salesforce Edition

- Used **Developer Edition Org** for project setup.

2. Company Profile Setup

- Company Name: *Insurance Fraud Detection POC*
- Primary Contact: Email
- Default Locale: *English (India)*
- Default Time Zone: *Asia/Kolkata (GMT+05:30)*
- Default Currency: *INR*

The screenshot shows the 'Company Information' setup page in Salesforce. The page title is 'Insurance Fraud Detection POC'. Below the title, it states 'The organization's profile is below.' and provides links for 'User Licenses (10+)', 'Permission Set Licenses (10+)', 'Feature Licenses (11)', and 'Usage-based Entitlements (10+)'. The 'Organization Detail' section is expanded, showing a table of organization information. The table includes fields for Organization Name, Primary Contact, Division, Address, Fiscal Year Starts In, Activate Multiple Currencies, Enable Data Translation, Newsletter, Admin Newsletter, Hide Notices About System Maintenance, Hide Notices About System Downtime, Locale Formats, Phone, Fax, Default Locale, Default Language, Default Time Zone, Currency Locale, Used Data Space, Used File Space, API Requests, Last 24 Hours, Streaming API Events, Last 24 Hours, Restricted Logins, Current Month, Salesforce.com Organization ID, Organization Edition, and Instance. The values for these fields are: Organization Name: Insurance Fraud Detection POC, Primary Contact: sanjivandeshmukh07@gmail.com, Division: India, Address: India, Fiscal Year Starts In: January, Activate Multiple Currencies: ☐, Enable Data Translation: ☐, Newsletter: ☒, Admin Newsletter: ☒, Hide Notices About System Maintenance: ☐, Hide Notices About System Downtime: ☐, Locale Formats: ICU, Phone: , Fax: , Default Locale: English (India), Default Language: English, Default Time Zone: (GMT+05:30) India Standard Time (Asia/Kolkata), Currency Locale: English (India) - INR, Used Data Space: 442 KB (9%) [View], Used File Space: 17 KB (0%) [View], API Requests, Last 24 Hours: 0 (15,000 max), Streaming API Events, Last 24 Hours: 0 (10,000 max), Restricted Logins, Current Month: 0 (0 max), Salesforce.com Organization ID: 00DgK000007cSX7, Organization Edition: Developer Edition, and Instance: CAN96. At the bottom, it shows 'Created By: OrgFarm EPIG, 7/17/2025, 10:46 PM' and 'Modified By: Sanjivani Deshmukh, 9/16/2025, 9:32 PM'.

Organization Detail		Phone
Organization Name	Insurance Fraud Detection POC	Fax
Primary Contact	sanjivandeshmukh07@gmail.com	
Division		Default Locale
Address	India	English (India)
Fiscal Year Starts In	January	Default Language
Activate Multiple Currencies	<input type="checkbox"/>	English
Enable Data Translation	<input type="checkbox"/>	Default Time Zone
Newsletter	<input checked="" type="checkbox"/>	(GMT+05:30) India Standard Time (Asia/Kolkata)
Admin Newsletter	<input checked="" type="checkbox"/>	Currency Locale
Hide Notices About System Maintenance	<input type="checkbox"/>	English (India) - INR
Hide Notices About System Downtime	<input type="checkbox"/>	Used Data Space
Locale Formats	ICU	442 KB (9%) [View]
		Used File Space
		17 KB (0%) [View]
		API Requests, Last 24 Hours
		0 (15,000 max)
		Streaming API Events, Last 24 Hours
		0 (10,000 max)
		Restricted Logins, Current Month
		0 (0 max)
		Salesforce.com Organization ID
		00DgK000007cSX7
		Organization Edition
		Developer Edition
		Instance
		CAN96

Created By: OrgFarm EPIG, 7/17/2025, 10:46 PM

Modified By: Sanjivani Deshmukh, 9/16/2025, 9:32 PM

3. Business Hours & Holidays

- **Name:** *Claims & Fraud Operations*
- **Time Zone:** *Asia/Kolkata (GMT+05:30)*
- **Default:** ☒
- **Active:** ☒
- **Business Hours:** *Monday – Friday, 9:00 AM – 6:00 PM*
- Leave Sat/Sun unchecked.

SETUP

Business Hours

Organization Business Hours

Help for this Page

Select the days and hours that your support team is available. These hours, when associated with escalation rules, determine the times at which cases can escalate.

If you enter blank business hours for a day, that means your organization does not operate on that day.

Holidays (12)

Business Hours Detail

Edit

Business Hours Name	Claims & Fraud Operations	Time Zone
Business Hours	<div> <div>Sunday</div> <div>24 Hours</div> </div> <div> <div>Monday</div> <div>9:00 AM to 6:00 PM</div> </div> <div> <div>Tuesday</div> <div>9:00 AM to 6:00 PM</div> </div> <div> <div>Wednesday</div> <div>9:00 AM to 6:00 PM</div> </div> <div> <div>Thursday</div> <div>9:00 AM to 6:00 PM</div> </div> <div> <div>Friday</div> <div>9:00 AM to 6:00 PM</div> </div> <div> <div>Saturday</div> <div>24 Hours</div> </div>	<div>Default Business Hours</div> <div>(GMT+05:30) India Standard Time (Asia/Kolkata)</div>

Active

✓

Created By

Sanjivani Deshmukh 9/15/2025, 4:01 AM

Last Modified By

Sanjivani Deshmukh 9/15/2025, 4:02 AM

Edit

Add common public holidays (example for India 2025):

- **Republic Day** – 26 Jan 2025
- **Independence Day** – 15 Aug 2025
- **Gandhi Jayanti** – 2 Oct 2025
- **Diwali** – 21 Oct 2025
- **Christmas** – 25 Dec 2025
- Check **All-Day**.
- Associated each holiday with your *Claims & Fraud Operations* business hours.

Note: This way, Salesforce knows that during these holidays, escalation rules, case clocks, and workflows pause, so fraud investigation SLAs don't count non-working days.

Edit

Holidays		
Holiday Name	Description	Date and Time
Christmas		12/25/2025 All Day
Diwali		10/21/2025 All Day
Eid al-Fitr		3/31/2025 All Day
Gandhi Jayanti		10/2/2025 All Day
Ganesh Chaturthi		7/27/2025 All Day
Good Friday		4/18/2025 All Day
Holi		3/14/2025 All Day
Independence Day		7/15/2025 All Day
Maha Shivratri		2/26/2025 All Day
Ram Navami		3/30/2025 All Day
Republic Day		1/26/2025 All Day

Back To Top

Always show me more records per related list

4. Fiscal Year Settings

1. Used Standard Fiscal Year (Jan–Dec).

Object Manager

Fiscal Year

Setup

Organization Fiscal Year Edit: Insurance Fraud Detection POC

Help for this Page

To specify the fiscal year type for your organization, choose one of the options below.

Fiscal Year Information

Your organization can change the fiscal year start month, and specify whether the fiscal year name is set to the starting or ending year. For example, if your fiscal year starts in April 2025 and ends in March 2026, your Fiscal Year setting can be either 2025 or 2026.

Changing the fiscal year shifts fiscal periods and impacts opportunities and forecasts across your organization. If your forecast periods are set to quarterly, adjusting the fiscal year start month will erase existing forecast adjustments and quotas. Consider exporting a data backup before implementing this change.

Change Fiscal Year Period

SaveCancel

Name

Insurance Fraud Detection POC

Fiscal Year Start Month

January

Fiscal Year is Based On

The ending month

The starting month

SaveCancel

5. User Setup & Licenses

Created Users: Fraud Manager, Fraud Analyst, Claims Adjuster

SETUP

Users

User

Arjun Manager

User Profile Help for this Page

Permission Set Assignments (1) | Permission Set Assignments: Activation Required (1) | Permission Set Group Assignments (1) | Permission Set License Assignments (1) | Personal Groups (1) | Public Group Membership (1) | Queue Membership (1) | Team (1) | Managers in the Role Hierarchy (1) | OAuth Apps (1) | Third-Party Account Links (1) | Built-in Authenticators (1) | Installed Mobile Apps (1) | Authentication Settings for External Systems (1) | Login History (1+) | User Provisioning Accounts (1)

User Detail

Edit | Sharing | Reset Password | Login | Freeze | View Summary

Name	Arjun Manager	Role	Fraud Manager
Alias	arju	User License	Salesforce
Email	arjunmanager07@gmail.com Verify	Profile	Fraud Manager Profile
Username	arjunmanager07@gmail.com	Active	<input checked="" type="checkbox"/>
Nickname	User17579559917886148747	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company		Knowledge User	<input type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (India)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	
Manager		Accessibility Mode (Classic Only)	<input type="checkbox"/>
Receive Approval Request Emails	Only if I am an approver	Debug Mode	<input type="checkbox"/>
Federation ID		High-Contrast Palette on Charts	<input type="checkbox"/>

SETUP

Users

User

Priya Analyst

User Profile Help for this Page

Permission Set Assignments (1) | Permission Set Assignments: Activation Required (1) | Permission Set Group Assignments (1) | Permission Set License Assignments (1) | Personal Groups (1) | Public Group Membership (1) | Queue Membership (1) | Team (1) | Managers in the Role Hierarchy (1) | OAuth Apps (1) | Third-Party Account Links (1) | Built-in Authenticators (1) | Installed Mobile Apps (1) | Authentication Settings for External Systems (1) | Login History (1+) | User Provisioning Accounts (1)

User Detail

Edit | Sharing | Reset Password | Login | Freeze | View Summary

Name	Priya Analyst	Role	Fraud Analyst
Alias	priy	User License	Salesforce
Email	apriuser@gmail.com Verify	Profile	Fraud Analyst Profile
Username	priya07@gmail.com	Active	<input checked="" type="checkbox"/>
Nickname	User17579561657689633711	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company		Knowledge User	<input type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (India)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	
Manager		Accessibility Mode (Classic Only)	<input type="checkbox"/>
Receive Approval Request Emails	Only if I am an approver	Debug Mode	<input type="checkbox"/>
Federation ID		High-Contrast Palette on Charts	<input type="checkbox"/>

SETUP

Users

User

Ramesh Adjuster

User Profile Help for this Page

Permission Set Assignments (0)

Permission Set Assignments: Activation Required (0)

Permission Set Group Assignments (0)

Permission Set License Assignments (0)

Personal Groups (0)

Public Group Membership (0)

Queue Membership (0)

Team (0)

Managers in the Role Hierarchy (1)

OAuth Apps (0)

Third-Party Account Links (0)

Built-in Authenticators (0)

Installed Mobile Apps (0)

Authentication Settings for External Systems (0)

Login History (0)

User Provisioning Accounts (0)

User Detail

Edit

Sharing

Reset Password

Login

Freeze

View Summary

Name	Ramesh Adjuster	Role	Claims Adjuster
Alias	rame	User License	Salesforce Platform
Email	rameshadjuster@gmail.com [Verify]	Profile	Standard Platform User
Username	ramesh.adjuster@fraud.com.dev	Active	<input checked="" type="checkbox"/>
Nickname	radj	Marketing User	<input type="checkbox"/>
Title		Offline User	<input type="checkbox"/>
Company		Knowledge User	<input type="checkbox"/>
Department		Flow User	<input type="checkbox"/>
Division		Service Cloud User	<input type="checkbox"/>
Address		Site.com Contributor User	<input type="checkbox"/>
Time Zone	(GMT+05:30) India Standard Time (Asia/Kolkata)	Site.com Publisher User	<input type="checkbox"/>
Locale	English (India)	WDC User	<input type="checkbox"/>
Language	English	Mobile Push Registrations	View
Delegated Approver		Data.com User Type	
Manager		Accessibility Mode (Classic Only)	<input type="checkbox"/>
Receive Approval Request Emails	Only if I am an approver	Debug Mode	<input type="checkbox"/>
Federation ID		High-Contrast Palette on Charts	<input type="checkbox"/>

6. Profiles

- Fraud Manager Profile: Full system access.

SETUP

Profiles

Profile

Fraud Manager Profile

Help for this Page

Login IP Ranges (0)

Enabled Apex Class Access (0)

Enabled Visualforce Page Access (0)

Enabled External Data Source Access (0)

Enabled Named Credential Access (0)

Enabled External Credential Principal Access (0)

Enabled Custom Metadata Type Access (0)

Enabled Custom Setting Definitions Access (0)

Enabled Flow Access (0)

Enabled Service Presence Status Access (0)

Enabled Custom Permissions (0)

Profile Detail

Edit

Clone

Delete

View Users

Name	Fraud Manager Profile	Custom Profile	<input checked="" type="checkbox"/>
User License	Salesforce		
Description			
Created By	Sanjivani Dashmukh: 9/16/2025, 7:44 AM	Modified By	Sanjivani Dashmukh: 9/16/2025, 7:45 AM

Page Layouts

Standard Object Layouts

Global	Global Layout [View Assignment]	Location Group	Location Group Layout [View Assignment]
Email Application	Not Assigned [View Assignment]	Location Group Assignment	Location Group Assignment Layout [View Assignment]
Home Page Layout	Home Page Default [View Assignment]	Macro	Macro Layout [View Assignment]
Account	Account Layout [View Assignment]	Object Milestone	Object Milestone Layout [View Assignment]
Alternative Payment Method	Alternative Payment Method Layout [View Assignment]	Operating Hours	Operating Hours Layout [View Assignment]

- **Fraud Analyst Profile:** Access to fraud analysis objects.

Profile
Fraud Analyst Profile

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

[Login IP Ranges \(0\)](#) |
 [Enabled Apex Class Access \(0\)](#) |
 [Enabled Visualforce Page Access \(0\)](#) |
 [Enabled External Data Source Access \(0\)](#) |
 [Enabled Named Credential Access \(0\)](#) |
 [Enabled External Credential Principal Access \(0\)](#) |
 [Enabled Custom Metadata Type Access \(0\)](#) |
 [Enabled Custom Settings Definitions Access \(0\)](#) |
 [Enabled Flow Access \(0\)](#) |
 [Enabled Service Presence Status Access \(0\)](#) |
 [Enabled Custom Permissions \(0\)](#)

Profile Detail

Name	Fraud Analyst Profile		
User License	Salesforce	Custom Profile	✓
Description			
Created By	Sanjivani Deshmukh, 9/16/2025, 5:37 AM	Modified By	Sanjivani Deshmukh, 9/16/2025, 7:42 AM

Page Layouts

Standard Object Layouts	Global	Global Layout [View Assignment]	Location Group	Location Group Layout [View Assignment]
Email Application	Not Assigned	[View Assignment]	Location Group Assignment	Location Group Assignment Layout [View Assignment]
Home Page Layout	Home Page Default	[View Assignment]	Macro	Macro Layout [View Assignment]

- **Claims Adjuster Profile:** Create & edit claims only.

Profile
Claims Adjuster Profile

Users with this profile have the permissions and page layouts listed below. Administrators can change a user's profile by editing that user's personal information.

If your organization uses Record Types, use the Edit links in the Record Type Settings section below to make one or more record types available to users with this profile.

[Login IP Ranges \(1\)](#) |
 [Enabled Apex Class Access \(0\)](#) |
 [Enabled Visualforce Page Access \(0\)](#) |
 [Enabled External Data Source Access \(0\)](#) |
 [Enabled Named Credential Access \(0\)](#) |
 [Enabled External Credential Principal Access \(0\)](#) |
 [Enabled Custom Metadata Type Access \(0\)](#) |
 [Enabled Custom Settings Definitions Access \(0\)](#) |
 [Enabled Flow Access \(0\)](#) |
 [Enabled Service Presence Status Access \(0\)](#) |
 [Enabled Custom Permissions \(0\)](#)

Profile Detail

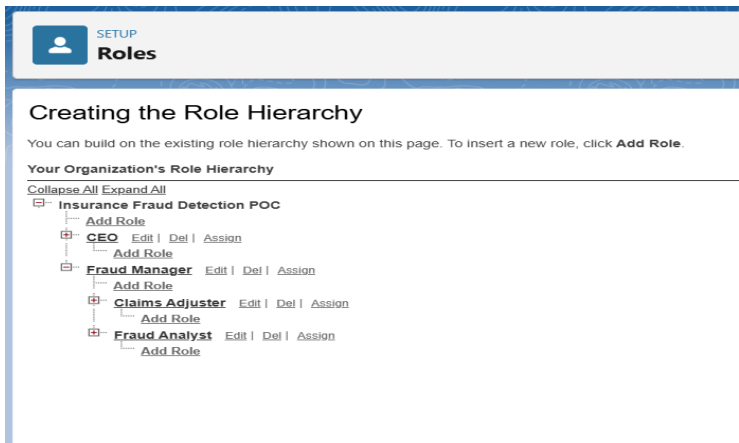
Name	Claims Adjuster Profile		
User License	Salesforce	Custom Profile	✓
Description			
Created By	Sanjivani Deshmukh, 9/16/2025, 1:27 AM	Modified By	Sanjivani Deshmukh, 9/16/2025, 7:44 AM

Page Layouts

Standard Object Layouts	Global	Global Layout [View Assignment]	Location Group	Location Group Layout [View Assignment]
Email Application	Not Assigned	[View Assignment]	Location Group Assignment	Location Group Assignment Layout [View Assignment]
Home Page Layout	Home Page Default	[View Assignment]	Macro	Macro Layout [View Assignment]
Account	Account Layout		Object Milestone	Object Milestones Layout

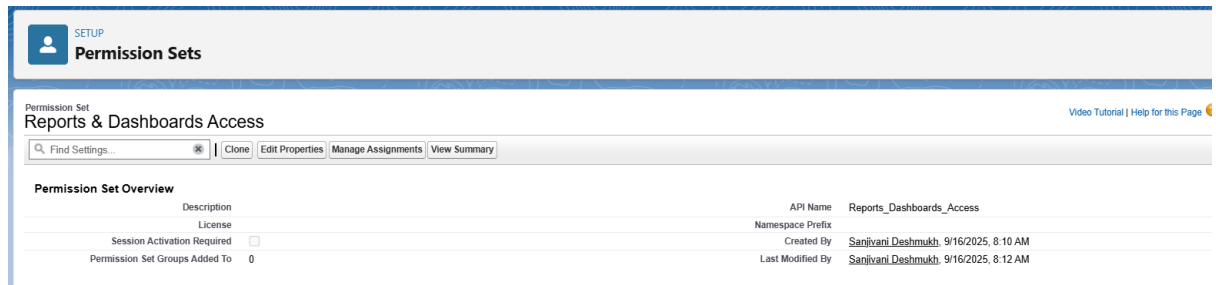
7. Roles

- **Fraud Manager (top)** → full visibility.
- **Fraud Analysts** → below manager.
- **Adjusters** → below manager.



8. Permission Sets

- For Fraud Reporting Access : Extra report/dashboard access.



SETUP
Permission Sets

Permission Set
Reports & Dashboards Access

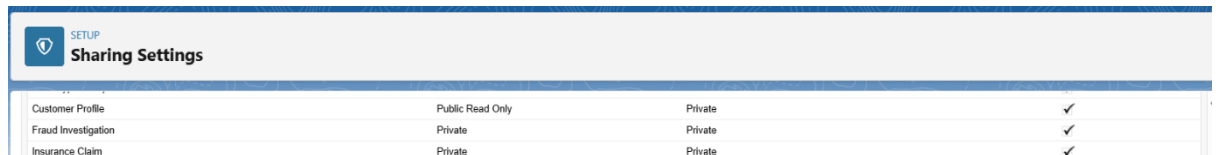
Find Settings... Clone Edit Properties Manage Assignments View Summary

Permission Set Overview

Description	API Name	Reports_Dashboards_Access
License	Namespace Prefix	
Session Activation Required <input type="checkbox"/>	Created By	Sanjivani Deshmukh 9/16/2025, 8:10 AM
Permission Set Groups Added To 0	Last Modified By	Sanjivani Deshmukh 9/16/2025, 8:12 AM

9. OWD (Org-Wide Defaults)

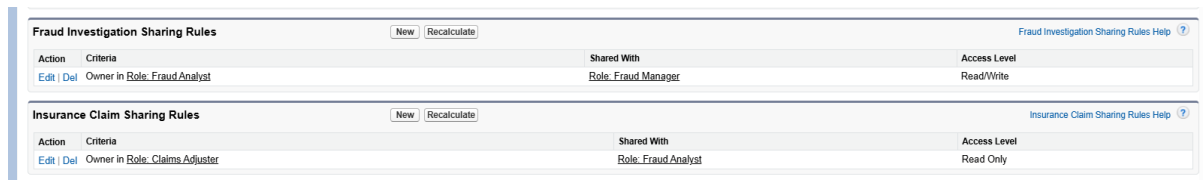
- Insurance Claim → Private (owner & manager only).
- Customer Profile → Public Read Only.
- Fraud Investigation → Private.



Customer Profile	Public Read Only	Private	✓
Fraud Investigation	Private	Private	✓
Insurance Claim	Private	Private	✓

10. Sharing Rules

- Added rules for **Analysts** to view claims created by Adjusters.



Fraud Investigation Sharing Rules

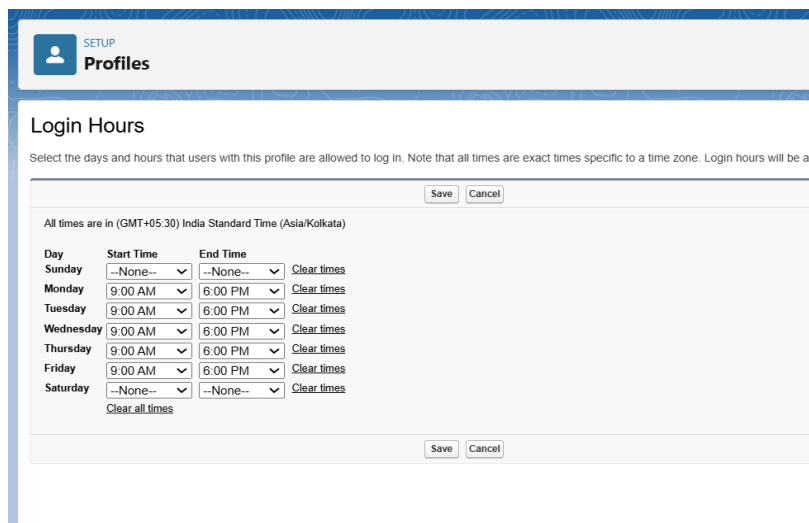
Action	Criteria	Shared With	Access Level
Edit Del	Owner In Role: Fraud Analyst	Role: Fraud Manager	Read/Write

Insurance Claim Sharing Rules

Action	Criteria	Shared With	Access Level
Edit Del	Owner In Role: Claims Adjuster	Role: Fraud Analyst	Read Only

11. Login Access Policies

- Restricted working hours login (9 AM – 6 PM) for Adjusters.



SETUP
Profiles

Login Hours

Select the days and hours that users with this profile are allowed to log in. Note that all times are exact times specific to a time zone. Login hours will be app

Save Cancel

All times are in (GMT+05:30) India Standard Time (Asia/Kolkata)

Day	Start Time	End Time	
Sunday	--None--	--None--	Clear times
Monday	9:00 AM	6:00 PM	Clear times
Tuesday	9:00 AM	6:00 PM	Clear times
Wednesday	9:00 AM	6:00 PM	Clear times
Thursday	9:00 AM	6:00 PM	Clear times
Friday	9:00 AM	6:00 PM	Clear times
Saturday	--None--	--None--	Clear times

Clear all times

Save Cancel

12. Dev Org Setup

- Used **Developer Org as Sandbox** for building and testing.

13. Sandbox Usage

- If this were a real company, we'd build in Sandbox, then deploy to Production.

14. Deployment Basics

- This project has no Production, as no Sandbox used.