



# Salesforce Optimizer Report

14 June 2017 | Org Id: 00Di0000000gFtiEAE **Developer Edition** Report v1.6

Welcome to Salesforce Optimizer! We're excited to help you improve your Salesforce implementation. Get started quickly with this personalized Salesforce Optimizer report.

## What's in This Report?

We analyzed your Salesforce implementation to determine how your company uses certain features. We then identified a few ways that you can improve your implementation for your company. If you're curious about which features we included in our analysis, see [Which Features Does the Optimizer Report Evaluate?](#)

## How Do I Use This Report?

Review your report to learn about tweaks you need to make to your implementation so your users can get the most out of Salesforce. Throughout this report, we include concrete recommendations that you can implement in Salesforce.

First time running the Optimizer report? Learn more in the [Salesforce Help](#).



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# 1. Storage Limits

Storage in Salesforce is divided into two categories: file storage and data storage. The amount of storage you have depends on your Salesforce edition and the number of users you have in your implementation.

## 1.1. File Storage Limits

File storage includes files across Salesforce, from your users' Chatter photos to Site.com assets. We looked at how much file storage you have left in your implementation.



Great job! Your implementation uses less than 70% of your file storage limit.

### Still Have Questions?



Learn more about [storage limits for your edition](#).



To get answers to your questions, join the [Success Community](#).

## 1.2. Data Storage Limits

Data storage includes all the data in your Salesforce records. We looked at how much room you have left in your implementation.



Great job! Your implementation uses less than 70% of your data storage limit.

### Still Have Questions?



Learn more about [storage limits for your edition](#).



To get answers to your questions, join the [Success Community](#).

# 2. Fields

Standard and custom fields are the backbone of your Salesforce objects. We looked at how you're using fields on objects in your Salesforce implementation.

## 2.1. Field Limits per Object

Your Developer Edition org supports up to 500 fields on each object. We analyzed how many standard and custom fields you're using on objects across your implementation.



Great job! Your field usage looks good.

### Still Have Questions?



Learn more about [custom fields](#).



Explore the world of objects and fields with our [Data Modelling Trailhead](#) module.



To get answers to your questions, join the [Success Community](#).



Learn [best practices for cleaning up unneeded customizations](#).



To learn how to use a sandbox org to test changes, join our [Circles of Success](#) webinar.

## 2. Fields (Continued)

### 2.2. Field Usage per Object

We analyzed your objects to see whether fields are used regularly. If your users regularly use the fields on your objects, then your objects are capturing data that's important to your company. Otherwise, you can delete a few fields to streamline your Salesforce implementation.



Great job! Your users regularly use the fields on your objects.

#### Still Have Questions?



Learn more about [deleting fields](#).



Explore the world of objects and fields with our [Data Modelling Trailhead](#) module.



To learn how to use a sandbox to test changes, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 2. Fields (Continued)

### 2.3. Field Usage per Page Layout

We analyzed your page layouts to see whether fields are used regularly. If your users regularly use the fields on page layouts, then you're capturing data that's important to your company. Otherwise, you can delete a few fields to streamline these page layouts.



Great job! Your users regularly use the fields on your page layouts.

#### Still Have Questions?



Learn more about [deleting fields](#).



Explore the world of objects and fields with our [Data Modelling Trailhead](#) module.



To learn how to use a sandbox to test changes, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 2. Fields (Continued)

### 2.4. Number of Fields per Page Layout

We analyzed your page layouts to see how many fields they contain. If a page layout has a high number of fields, it can be overwhelming for users or take longer to load.



Great job! Your page layouts meet our best practices.

#### Still Have Questions?



Learn more about [deleting fields](#).



Explore the world of objects and fields with our [Data Modelling Trailhead](#) module.



To learn how to use a sandbox to test changes, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).



# 3. Custom Code

You can extend and customize your Salesforce implementation with several APIs, such as Apex or Visualforce. We analyzed how you're using custom code in your Salesforce implementation to see if it meets our best practices.

## 3.1. Apex Triggers per Object

An Apex trigger is a snippet of code that performs custom actions before or after a user makes a change to a record. Triggers are a great way to automate certain operations on records. But having more than one trigger on an object can cause you to hit Apex limits. After all, we want to make sure your Salesforce implementation isn't too trigger happy.

Don't worry: For this report, we filtered out any triggers from apps that you downloaded from the AppExchange and other managed packages.



Great job! Your implementation uses triggers according to our best practices.

### Still Have Questions?



Learn more about [Apex triggers](#).



Start your adventures in Apex with our [Apex triggers](#) Trailhead module.



Learn more about [Apex governor limits](#).



To get answers to your questions, join the [Success Community](#).

## 3. Custom Code (Continued)

### 3.2. API Versions

Salesforce releases new versions of its APIs with each release to improve features and security. API versions that are more than nine releases-or three years-old can hinder your code's performance. We took a look at your Apex and Visualforce code to make sure that you're using the latest API versions.



Great job! Your code is up to date.

#### Learn More



Check if an API, class, or object has changed by reviewing the latest [release notes](#).



Explore how to [update API versions using the Metadata API](#).



Learn about the [Metadata API](#) and how you can use it to update your customizations.



To get answers to your questions, join the [Success Community](#).

## 3. Custom Code (Continued)

### 3.3. Fresh Code on Stale API Versions

When your developers create new Apex and Visualforce code, we recommend that they use the most recent API version to provide the latest functionality and security in Salesforce. We looked at your Apex and Visualforce code to make sure that you're using the latest and greatest API version.



Great job! Your new code uses the latest API version.

### What Should You Do?

Ask your Salesforce developer to update these elements with the current API version. Give your developer the following resources for best practices on updating code.

#### Learn More



Check if an API, class, or object has changed by reviewing the latest [release notes](#).



Explore how to [update API versions using the Metadata API](#).



Learn about the [Metadata API](#) and how you can use it to update your customizations.



To get answers to your questions, join the [Success Community](#).

## 3. Custom Code (Continued)

### 3.4. Hard-coded URLs per Org

Using hard-coded URLs can cause links to break. We recommend replacing all hard-coded URLs with relative URLs.

We checked for hard-coded URLs, but not those in package or feature integrations, workflows, Chatter posts, content URLs, Salesforce Documents, or static content.



We found a hard-coded URL. We recommend replacing it with a relative URL.

Custom Buttons and Links 1  
- URLs

[View Data in Appendix](#)

### What Should You Do?

- Ask your Salesforce developer to change these URL references. Give your developer the following resources for best practices for changing URLs.
- After you change these URL references, consider enabling [My Domain](#) to personalize Salesforce for your company.

#### Learn More



If your company uses My Domain, learn best practices for [making URL changes](#).



Learn [best practices for URLs in Apex](#).



Learn how to [update hard-coded references](#).




To get answers to your questions, join the [Success Community](#).

# 4. Custom Layouts for Objects

Customized records let you tailor objects for your company. But having too many customizations makes Salesforce more confusing and increases the time you spend maintaining your implementation.

## 4.1. Page Layouts per Object

Page layouts let you control the layout and organization of buttons, fields, s-controls, Visualforce, custom links, and related lists on object record pages. We analyzed how many page layouts you're using on objects across your Salesforce implementation.



Great job! Your implementation uses page layouts according to our best practices.

### Still Have Questions?



Learn more about modifying [page layouts](#).



Explore the world of objects and fields with our [Data Modelling Trailhead](#) module.



To learn best practices for using page layouts, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 4. Custom Layouts for Objects (Continued)

### 4.2. Unassigned Page Layouts

When a page layout is created, an administrator typically assigns it to a record type. An unassigned page layout is one that isn't assigned to a record type and is taking up space in your implementation.



Great job! You don't have unassigned page layouts in your implementation.

#### Still Have Questions?



Learn more about [page layouts](#).



To learn best practices for customizing your Salesforce implementation, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 4. Custom Layouts for Objects (Continued)

### 4.3. Record Types per Object

Record types let you customize business processes, picklist values, and page layouts for multiple groups of users. We looked at how many record types you're using in your Salesforce implementation.



Great job! Your implementation uses record types according to our best practices.

#### Still Have Questions?



Learn more about [record types](#).



To learn best practices for customizing your Salesforce implementation, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 4. Custom Layouts for Objects (Continued)

### 4.4. Unassigned Record Types

When a record type is created, an administrator typically assigns it to a profile. Users who are assigned to this profile see the customized record layout when they create records. An unassigned record type is one that isn't assigned to a user profile and is taking up space in your implementation.



Great job! You don't have unassigned record types in your implementation.

#### Still Have Questions?



Learn more about [record types](#).



To learn best practices for customizing your Salesforce implementation, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).




# 5. Reports and Dashboards

Reports and dashboards help your users gain insight into your company's business metrics. We took a look at how your implementation uses reports and dashboards.

Optimizer looks only at Analytics reports and dashboards. We don't analyze Wave reports or dashboards.

## 5.1. Unused Reports

Unused reports can clutter your org and increase the amount of time that you spend maintaining your implementation. We took a look to see if your implementation contains reports that haven't been run in the past 12 months.



47
Your implementation includes 47 unused reports. We recommend deleting unused reports.

- |                                   |                                   |                                   |
|-----------------------------------|-----------------------------------|-----------------------------------|
| DB-Adoption: CONTACTS w/o Key ... | DB-Adoption: LOGIN by DEPARTME... | DB-Adoption: New ACCOUNTS Tren... |
| DB-Adoption: New ACCOUNTS Last... | DB-Adoption: New ACTIVITIES la... | & 42 more                         |


View Data in Appendix


## 5.2. Unused Dashboards


Unused dashboards can clutter your org and increase the amount of time that you spend maintaining your implementation. We took a look to see if your implementation contains dashboards that haven't been run in the past 12 months.


Great job! You don't have unused dashboards.

### Still Have Questions?

 Learn more about [deleting dashboards](#).

 Learn more about [deleting reports](#).

 To get answers to your questions, join the [Success Community](#).

# 6. Validation Rules

Validation rules verify that the data a user enters in a record meets the standards you specify before the user can save the record. We examined how your Salesforce implementation uses validation rules and determined which ones are active and inactive.

## 6.1. Active Validation Rules per Object

Active validation rules are validation rules that are deployed on an object. We analyzed the active validation rules in your Salesforce implementation to determine whether you're using validation rules in the best way for your users. For example, if you include too many active validation rules, it takes longer for users to save records. Or it's possible you approach validation rule limits in your Salesforce implementation.



Great job! Your implementation uses validation rules according to Salesforce's best practices.

### Still Have Questions?



Learn more about [validation rules](#).



Discover what validation rules can do for your implementation with the [Creating Validation Rules](#) Trailhead module.



Check out some examples of effective [validation rules](#).



To learn best practices for managing data on Salesforce objects, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 6. Validation Rules (Continued)

### 6.2. Inactive Validation Rules per Org

Inactive validation rules are validation rules that aren't being applied to any of your objects.



Great job! You don't have any inactive validation rules.

#### Still Have Questions?



Check out [some examples of effective validation rules](#).



Discover what validation rules can do for your implementation with the [Creating Validation Rules Trailhead](#) module.



Learn more about [validation rule limits](#).



To learn best practices for managing data on Salesforce objects, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

# 7. Sharing Rules

Sharing rules let you make automatic exceptions to sharing settings for defined sets of users. Having too many sharing rules can cause you to hit limits.

## 7.1. Active Sharing Rules per Object

Sharing rules are sharing rules that are deployed on an object. We analyzed your active sharing rules to see if you're approaching sharing rule limits in your implementation.



Great job! Your implementation uses sharing rules according to our best practices.

### Still Have Questions?



Learn more about [sharing rules](#).



To learn best practices for sharing models in Salesforce, join our [Circles of Success](#) webinar.



Learn more about [sharing rule limits](#).



To get answers to your questions, join the [Success Community](#).

# 8. Workflow Rules

Workflow rules let you automate standard processes on objects. We took a look at your active workflow rules to see if you're approaching limits.

## 8.1. Active Workflow Rules Limits per Object

Active workflow rules are workflow rules that are deployed on an object. We analyzed the active workflow rules to see whether you're approaching workflow rule limits.

	<p>Great job! Your implementation uses workflow rules according to our best practices.</p>
--	--

### Still Have Questions?



Learn more about [workflow limits](#).



Discover how to [automate business processes with the Process Builder Trailhead module](#).



To learn how customers transform their businesses with automation, join our [Circles of Success](#) webinar.



To get answers to your questions, join the [Success Community](#).

## 8. Workflow Rules (Continued)

### 8.2. Inactive Workflow Rules per Org

Inactive workflow rules are workflow rules that aren't being applied to any of your objects.



Great job! Your implementation uses workflow rules according to our best practices.

#### Still Have Questions?



Learn how to replace workflow rules with processes with the [Lightning Process Builder](#).



To get answers to your questions, join the [Success Community](#).

# 9. User Management

Users are the heart and soul of every Salesforce implementation. User permissions, usage, and data security are extremely important to maintaining a happy and healthy org. We took a peek to make sure your users' permissions and usage meet our best practices.

## 9.1. Administrator Permissions

Administrators are all-powerful users who can change settings, data, and permissions. Every Salesforce implementation needs at least one administrator to maintain Salesforce. But having too many administrators can cause problems and make it difficult to keep your settings and data secure.

For this report, we define an administrator as a user who has both "Customize App" and "Modify All Data" permissions in Salesforce.

Current

Total Users	Users with Admin Permissions
4	1

Recommend

Total Users	Users with Admin Permissions
1 - 30	1

**Great job!** Your implementation has an appropriate number of administrators for the number of users in your org.

### Still Have Questions?

[Learn more about editing users.](#)

[Learn more about user profiles.](#)


To get answers to your questions, join the [Success Community](#).

## 9. User Management (Continued)

### 9.2. User Logins

Salesforce monitors how often your users log in to Salesforce. If a user hasn't logged in for several weeks or months, it's possible for you to deactivate the account to streamline your implementation and protect your data.

Never Logged In	180+ Days since last login
1 user	2 users

 **3** users haven't logged in in a while.

[View Data in Appendix](#)

### What Should You Do?

Determine whether these users need access to Salesforce. Deactivate accounts of former employees or anyone who doesn't need to access Salesforce.

#### Still Have Questions?



Learn more about [deactivating users](#).



To get answers to your questions, join the [Success Community](#).



## 9. User Management (Continued)

### 9.3. Unassigned Roles

Roles control a user's access permissions for records. If a role doesn't have any active users assigned to it, it might be taking up space in your implementation.

16
roles are unassigned in your Salesforce implementation.

CFO	COO	Channel Sales Team
Customer Support, International	Customer Support, North America	& 11 more

[View Data in Appendix](#)

### What Should You Do?

Delete roles that don't have active users assigned to them, and use your [sandbox](#) to test changes before you deploy them to your users.

#### Still Have Questions?

Learn more about [role hierarchies](#).

To get answers to your questions, join the [Success Community](#).

## 9. User Management (Continued)

### 9.4. Unsupported Browsers

Lightning Experience—the latest and greatest Salesforce UI—is supported in specific browsers. These browsers give users the most stability and security when they work in Salesforce. We looked at which browsers your users are using to access Salesforce.



Great job! Your users access Salesforce with supported browsers.

#### Still Have Questions?



To get answers to your questions, join the [Success Community](#).

# 10. Profiles & Permission Sets

Profiles and permission sets are the primary tools that let you control your users' access to objects and data in Salesforce. Every time you create a user, you assign them to a profile that defines the data they can access, as well as what they can do within the app. You can also assign users to permission sets that extend users' access to certain features.

## 10.1. Unassigned Custom Profiles

Unassigned custom profiles are profiles that haven't been assigned to any active users in your implementation.

### 5

custom profiles are unassigned in your Salesforce implementation.

- Agent
- Custom: Support Profile
- Account Reviewer
- Custom: Marketing Profile
- System Administrator  
Every Permission

View Data in Appendix

## 10.2. Unassigned Permission Sets

Unassigned permission sets are permission sets that haven't been assigned to any users in your implementation.

### One permission set is unassigned in your Salesforce implementation.

- Consumer Ops

View Data in Appendix

## 10. Profiles & Permission Sets (Continued)

### 10.3. Custom Profiles with a Low Number of Users

Custom profiles that have a low number of users assigned to them might be taking up unnecessary space in your implementation. Having too many profiles can make it difficult to manage users and keep your settings and data secure.



One custom profile has a low number of active users in your Salesforce implementation. We recommend that profiles have more than 10 users.

Custom: Sales Profile 1

[View Data in Appendix](#)

### 10.4. Permission Sets with a Low Number of Users

Permission sets that have a low number of users assigned to them might be taking up unnecessary space in your implementation.



3

permission sets have a low number of active users in your Salesforce implementation. We recommend that permissions sets have more than 10 users.

Charitable Developer 1

Delete Accounts 1

Garage Developer 1

[View Data in Appendix](#)

# What Should You Do?

- Delete unassigned profiles and permission sets, and use your [sandbox](#) to test changes before you deploy them to your users.
- Consolidate profiles or permission sets that have a low number of active users, and delete the profiles and permission sets you no longer need.

## Still Have Questions?



Learn more about [profiles](#).



Learn more about [security for profiles and permission sets](#).



To get answers to your questions, join the [Success Community](#).



Learn more about [permission sets](#).



Discover how to control users' access with profiles and permission sets with the [Data Security Trailhead](#) module.

# Appendix

## 3. Custom Code

3.4. Hard-coded URLs per Org



## 5. Reports and Dashboards

5.1. Unused Reports



## 9. User Management

9.2. User Logins



9.3. Unassigned Roles



## 10. Profiles & Permissions Sets

10.1. Unassigned Custom Profiles



10.2. Unassigned Permission Sets



10.3. Profiles with 10 or Fewer Users



10.4. Permission Sets with 10 or Fewer Users



## 3. Custom Code (Continued)

### 3.4. Hard-coded URLs per Org

#### Hard-coded References That Need to Be Updated

URL Type	URL Location	Reference in Salesforce
Custom Buttons and Links ...	<a href="#">UpsellCrosssellOpportunity</a>	<code>https://na1.salesforce.com/opp/oppedit.jsp?accid={!Account_ID}&amp;opp3=Up-sell+/+Cross-s...</code>

# 5. Reports and Dashboards

## 5.1. Unused Reports

Name	Last Viewed	Last Modified
<a href="#">DB-Adoption: CONTACTS w/o Key Fields</a> Contact WITHOUT key fields are populated	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: LOGIN by DEPARTMENT</a> # of active users logging in the last 14 days by department	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: New ACCOUNTS Trend</a> New accounts created over the last 6 months	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: New ACCOUNTS Last 30 Days</a> New accounts created in the last 30 days	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: New ACTIVITIES last 30 Days</a> New Activities created in the last 30 days	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: New ACTIVITIES Trend</a> Activities created in the last 6 months	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: Neglected PROSPECTS</a> # of prospect accounts with no activities in the last 60 day...	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: ACTIVITIES Wall of SHAME</a> Bottom 5 - Users with the least activities in the last 30 da...	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: Neglected CUSTOMERS</a> # of customer accounts with no activities in the last 60 day...	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: ACTIVITIES Wall of FAME</a> Top 5 - Users with the most activities created in the last 3...	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: LOGIN by ROLE</a> Active user logins by role within the last 14 days	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: LOGIN by REGION</a> # of active users logging in the last 14 days by region	Never	Dec 05, 2015 by Grace Kim
<a href="#">Sample Matrix Report</a> JAN-FEB Amounts summarized	Sep 28, 2015	Sep 28, 2015 by Grace Kim
<a href="#">Matrix of Leads</a>	Sep 28, 2015	Sep 28, 2015 by Grace Kim
<a href="#">DB-Adoption: New CONTACTS Trend</a> New contacts created in the last 180 days	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: LOGIN Wall of SHAME</a> # of active users not logging in the last 14 days by role	Never	Dec 05, 2015 by Grace Kim
<a href="#">DB-Adoption: Count of ALL ACCOUNTS</a> Count of all accounts in Salesforce	Never	Dec 05, 2015 by Grace Kim
<a href="#">High Value Opportunities</a>	Sep 28, 2015	Sep 28, 2015 by Grace Kim



<b>DB-Adoption: Active User LOGINS</b> # of Active Users that have logged in the last 14 days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Count of ALL CONTACTS</b> How many contacts are there in Salesforce	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Active USERS</b> # of Active Users	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Last Run REPORTS</b> When is the last time reports were run	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: New CONTACTS Last 30 Days</b> New contacts created in the last 30 days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: ACCOUNTS w/o Fields Pop</b> Show me how many accounts do not have key fields populated	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: LOGIN Wall of FAME</b> # of active users logging in during the last 14 days	Never	Dec 05, 2015 by Grace Kim
<b>Cases by Status</b>	Dec 05, 2015	Sep 28, 2015 by Grace Kim
<b>Opportunities by Type</b>	Dec 05, 2015	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: New LEADS Last 30 Days</b> New leads created in the last 30 Days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Neglected OPPTYs</b> Open Opportunities set to close in the next 90 days with no ...	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: MASS EMAILS Created</b> The number of mass emails created	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: LEADS w/o Fields Populated</b> Prospects with key fields populated	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: LEAD Abandonment</b> Leads that have not been acted upon	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: LEAD Funnel Load Rate</b> The number of leads entering the funnel on a monthly basis	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Count of OPPTYs last 365</b> Opportunities Created in the last 365 days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Count of OPPTYs</b> Count of all opportunities	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: Count of LEADS</b> Count of all PROSPECTS/LEADS in Salesforce	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: CAMPAIGNS by Status</b> Status of all campaigns on a monthly basis	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: CAMPAIGNS Last 30 Days</b> New campaigns created in the last 30 Days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: CAMPAIGNS Created Last 365</b> All Campaigns in Salesforce created in the last 365 days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: LEADS Converted Last 365</b> Leads converted in the last 365 days	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: New OPPORTUNITIES last 30</b> New opportunities created in the last 30 days	Never	Dec 05, 2015 by Grace Kim

<b>DB-Adoption: OPPORTUNITIES Trend</b> New Opportunities create in the last 6 months	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: OPPORTUNITY Trend/Owner</b> Opportunities trending by Opportunity owner	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: OPPTYS by STAGE entered</b> Opportunities by the stage they are first entered	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: OPPTYS w/No Opp Product</b> Opportunities that don't have opportunity products and STAGE...	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: OPPTYS w/o Fields Populated</b> Open opportunities without key fields populated	Never	Dec 05, 2015 by Grace Kim
<b>DB-Adoption: New LEADS Trend</b> New leads created over the last 180 days	Dec 05, 2015	Dec 05, 2015 by Grace Kim

## 9. User Management (Continued)

### 9.2. User Logins

#### Users Who Have Never Logged In

Chatter Expert

#### Users Who Haven't Logged In Recently

test agent1

646 days

Young Lee

646 days

# 9. User Management (Continued)

## 9.3. Unassigned Roles

CFO	COO	Channel Sales Team
Customer Support, International	Customer Support, North America	Director, Channel Sales
Director, Direct Sales	Eastern Sales Team	Installation & Repair Services
Marketing Team	SVP, Customer Service & Support	SVP, Human Resources
VP, International Sales	VP, Marketing	VP, North American Sales
Western Sales Team		

# 10. Profiles and Permission Sets

## 10.1. Unassigned Custom Profiles

Agent

Custom: Support Profile

Account Reviewer

Custom: Marketing Profile

System Administrator  
Every Permission

# 10. Profiles and Permission Sets (Continued)

## 10.2. Unassigned Permission Sets

Consumer Ops

## 10. Profiles and Permission Sets (Continued)

### 10.3. Custom Profiles with 10 or Fewer Users

• Custom: Sales Profile 1

## 10. Profiles and Permission Sets (Continued)

### 10.4. Permission Sets with 10 or Fewer Users

Charitable Developer	1	Delete Accounts	1	Garage Developer	1
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# Thank You



Thank you for using Salesforce Optimizer! We're grateful to have you as part of the Salesforce family, and we look forward to helping you and your company achieve more with your implementation.

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