

# CUSTOMIZED SALESFORCE SOLUTION FOR THE CRM INDUSTRY

This initiative was delivered for a Salesforce-focused enterprise client looking to enhance how large datasets are visualised and explored within their platform. The solution combined tabular data representation with interactive map-based visualisation, fully integrated into their existing system.

# OVERVIEW

The client required a way to visualise complex datasets while keeping the experience simple and intuitive. The focus was on enabling users to interact with structured data in a tabular format while also exploring geographic insights through an integrated map.

💡 Data was previously difficult to interpret across formats, with no clear connection between records and their geographic context. This limited usability and slowed down analysis.



Rolustech designed and implemented a unified solution that combines tabulator-based data grids with Leaflet.js maps, enabling seamless interaction between table and map views.

# THE CHALLENGE

Prior to implementation, the client faced several constraints:

- Limited interactivity in tabular data visualisation
- No integrated map view for geographic data representation
- Lack of a user-friendly interface for applying query filters
- Difficulty adapting to evolving and custom requirements
- Disconnected data views with no real-time synchronisation

The client needed a flexible solution that could unify data interaction without adding complexity.

# THE SOLUTION

Integrated Data Visualisation Framework

Rolustech delivered a unified solution combining tabular data and map-based visualisation.

Tabulator Data Grid

- Interactive and structured data view

Map Visualisation (Leaflet.js)

- Geographic data with real-time sync

Query Builder (SLDS)

- Simple UI for applying filters

Flow Graph Integration

- Visual view of data relationships

The solution was built to be flexible and easily adaptable to evolving requirements.

# KEY HIGHLIGHTS

- Unified table and map-based data visualisation
- Real-time synchronisation between data views
- Intuitive query builder for dynamic filtering
- Scalable system supporting large datasets
- Easily adaptable to evolving requirements

## RESULTS

The delivered solution enabled the client to manage and explore data more effectively within their platform. Users could interact with millions of records across Investments, Accounts, and Contacts while maintaining performance and usability.

The platform now supports 43,000+ active users, with over 100 users leveraging the Salesforce plugin for seamless data integration into their workflows.

## WHY IT MATTERS

This case study highlights how integrated data visualisation can improve how organisations interpret and act on complex datasets.

By combining tabular and geographic insights into a single experience, the solution enables more intuitive data exploration while maintaining scalability and flexibility.

It demonstrates the value of building user-centric, adaptable visualisation systems within enterprise ecosystems like Salesforce.

**CUSTOM DATA VISUALISATION  
SOLUTION SEAMLESSLY  
INTEGRATED WITHIN THE  
SALESFORCE WORKFLOW.**



[support@rolustech.com](mailto:support@rolustech.com)



US +1 415 800 4489



[www.rolustech.com](http://www.rolustech.com)