

THE REAL STORY

# BEHIND THE WHOLE STORY.

When you see the whole story that lives within your data, it can be transformational. Qlik® has helped organizations around the world save money, increase competitiveness and confidence, and even save lives – while delivering insight-driven business intelligence.



# IS YOUR DATA DELIVERING?

It's Thursday afternoon. You're pushing through a marathon prep session with your team for Monday's big review – except the data doesn't add up. There's an anomaly on the second tab of your spreadsheet, and all the drill paths lead to dead ends.

If that situation sounds familiar, you're not alone. Most organizations struggle to get insights they can trust. That's because by itself, data does nothing. Databases. ERP systems. SaaS. Excel. Without the right kind of analysis, it's only information, not intelligence. And not all business intelligence (BI) solutions are equipped to solve today's challenges.

**That's where Qlik comes in.**



# REAL-WORLD STORIES, REAL VALUE.

Qlik enters the picture when organizations want insights they can trust to make the decisions that matter. With a unique associative model, an unparalleled platform, and an impressively agile model of governance, Qlik empowers business to make meaningful, profitable use of their data – and realize the promises of the Big Data revolution.

The value of Qlik is best understood in the context of real businesses solving real challenges. When data-driven insights are put to work, they can save millions of dollars and thousands of hours. They can even save lives.

These are the real challenges our customers are solving every day. And here are a few of our favorite stories.



A hand is pointing at a line graph on a document. The graph shows a fluctuating line with two points labeled '2/02' and '2/03'. To the right of the graph is a stack of several gold coins. The background is a blurred document with some numbers like '.720' and '089' visible.

**THE REAL STORY**

# **ABOUT SAVING MONEY**

Discovering ways to reduce expenses is essential to running a successful business. See how Qlik customers have turned data into savings.



# LUSH

## A fresher approach to inventory

### CHALLENGE:

Gain better visibility into supply chain, sales, and stock to reduce inventory waste while maintaining a commitment to freshness.

### SOLUTION:

LUSH used Qlik used to track stock levels, sales, and product freshness.

### BENEFIT:

£1 million savings in the first two years.

## THE REAL STORY

By correlating the relationship among stock, sales, and product time-to-expiration, LUSH identified specific patterns that they could extend from the warehouse to the store floor to reduce wasted inventory.



We're significantly reducing stock loss by giving people instant, easy access to the information they need.



-Scott Silverthorn, Head of Data Services, LUSH



# USIC

## Fueling unexpected savings

### CHALLENGE:

Reduce fuel costs for fleet of 5,500 trucks servicing underground utility damage prevention throughout the U.S. and Canada.

### SOLUTION:

Qlik and USIC created an app to track fleet usage patterns.

### BENEFIT:

**\$2.5 million savings** within first three months.

## THE REAL STORY

After discovering the surprising connection between idle time and fuel expenses, USIC reduced idle time from 21% to 8%, saving a tremendous amount of time and money.



[Watch USIC's CIO discuss how Qlik changed their business](#)



I was just blown away. It was an elegant solution – it had more than everything we would have ever imagined or than we thought we needed – things that we didn't even realize we could be looking at.



-Amit Shankar, Chief Information Officer, USIC



THE REAL STORY

# ABOUT STAYING AHEAD OF THE CURVE

If you can't compete, you can't survive in business. See how these organizations put Qlik to work not only improving operational performance but, more importantly, creating a competitive edge.



# ADP

## Gaining an edge with HR metrics

### CHALLENGE:

Develop a BI solution to help HR clients easily create reports and analyze their data.

### SOLUTION:

Qlik and ADP built an integrated dashboard and 150 custom reports that offered clear visualizations of staff turnover, sick-leave percentages, and other key HR metrics.

### BENEFIT:

Offering Qlik reporting and analysis drove **higher customer satisfaction** and set them apart from their competition.

## THE REAL STORY

With HR reports and dashboards, ADP was differentiated from competitors by empowering 2,500+ customers to instantly spot casual connections and better manage their staffing plans.



[Learn more about how ADP unlocks potential with Qlik](#)



We ran into QlikView by accident. Their first demonstration immediately convinced us that QlikView could provide us with the dynamic solution we were looking for.



-Robert Verbaan, ADP Marketing



# DANONE SPAIN

## Feeding the supply chain with real-time data

### CHALLENGE:

Improve the manual order process by creating a system that could automatically predict and generate store orders.

### SOLUTION:

Danone used Qlik to automate store orders based on stock, sell out, sales history and other key data, while providing key information to its salesforce across devices.

### BENEFIT:

Reduced returns by 5% and improved on-shelf availability by 3%.

## THE REAL STORY

With a Qlik-powered customized mobile dashboard for sales, Danone transformed their supply chain management, driving down costs and improving sales performance.



Qlik has allowed us to not only solve the problem we had in mobility, but has also helped us to change our thinking about how to organize information in a simple and straightforward way.



-Christian Gomez, BI Sales, Customer Service and Supply at Danone

A woman in a white button-down shirt is holding a black tablet. The background is a bright, slightly blurred office setting. In the foreground, there is a desk with a white laptop, a red coffee cup, a pen, and some papers, including one with a line graph.

**THE REAL STORY**

# **ABOUT CONFIDENCE**

Accurate. Consistent. Reliable. If you're not seeing these attributes in your data, you simply can't trust it. And that lack of trust can corrode confidence across an organization. See how our customers get reliable, trustworthy data.



# DWR

## A chic approach to inventory insights

### CHALLENGE:

Free IT from servicing siloed sales and inventory report requests and speed decision-making.

### SOLUTION:

DWR deployed Qlik across sales, marketing, HR, finance, and inventory, empowering the business to better correlate their data.

### BENEFIT:

Increased go-to-market **decision-making** and confidence.

## THE REAL STORY

By creating customized dashboards with Qlik, DWR unified a chaotic data landscape to give managers reliable, actionable insights, without the need for IT.



[Read the complete DWR case study](#)



It felt like we were in the Dark Ages using Excel. There was no single form of truth to the way we were approaching data analysis.



-Bethany Kemp, Vice President, Informations Systems at DWR



## THE REAL STORY

Qlik's self-service BI dramatically improved RAZR's confidence in their marketing analysis and strategy.



[Watch RAZR Marketing's Gretchen Stier discuss before and after Qlik](#)

# RAZR MARKETING

## A new level of confidence

### CHALLENGE:

Transition away from manual data prep and reporting to improve the ability to quickly home in on data-based insights for their client.

### SOLUTION:

RAZR used Qlik to consolidate all their data into one central location, and the associative engine enabled them to discover otherwise unseen correlations.

### BENEFIT:

Revealed that members who swiped their cards more often were **6X more engaged** with other aspects of the customer loyalty program.



What QlikView has enabled us to do is to take all of those reports and consolidate the information into one central location.



-Gretchen Stier, Senior Operations Manager, RAZR Marketing

A close-up photograph of a newborn baby's feet. The baby is lying on a white surface, and a person wearing a white lab coat is gently holding the baby's feet. The person's hands are visible, and they are wearing a white lab coat with buttons. The background is softly blurred, focusing attention on the baby's feet and the hands holding them.

**THE REAL STORY**

# **BEHIND SAVING LIVES**

Not all of our customers are for-profit businesses. We've worked with hundreds of nonprofit and governmental organizations, too. As you might expect, these teams face the same data challenges as other organizations – often with even greater stakes. In the following cases, bringing Qlik onboard helped support and advance some very important missions.



# NHS

Treating patients sooner. Seeing outcomes faster.

## CHALLENGE:

Leverage real-time operational data to decrease health risks and improve outcomes in emergency room settings.

## SOLUTION:

A local NHS hospital partnered with Qlik to combine emergency room, inpatient, and staffing data feeds with external data on weather conditions.

## BENEFIT:

Improved time-to-care goal from 87% to above 98%.

## THE REAL STORY

By consolidating data feeds from disparate sources, the hospital was able to identify emergency room bottlenecks and optimize staffing plans.



[See how data comes to life in the ER](#)



You can take data from lots of different sources and put it in one simple dashboard.

-Marc Farr, Director of Information, East Kent Hospitals University, NHS Trust Foundation





## THE REAL STORY

Qlik helped Austin Fire discover hidden patterns and relationships within their data which helped prevent the loss of life and property.



[Learn more about how Qlik helped Austin Fire](#)

# AUSTIN FIRE DEPT

## Reducing the seconds when every second matters

### CHALLENGE:

Streamline and optimize dispatching and other emergency services.

### SOLUTION:

The Austin Fire Department used Qlik to create a consistent, reliable source of insight that drove better planning.

### BENEFIT:

Identified a 30-second delay in its 911 response time, significantly improving its ability to respond to emergencies.



Before Qlik, we shoveled data into our systems with a bulldozer but pulled it out with tweezers.



-Elizabeth Gray, Business Systems Analyst Supervisor, Austin Fire Department

# WHY QLIK?

Qlik has helped more than 37,000 organizations around the world transform data into insights. No other BI solution gives you the power to consolidate and analyze all your data, from any source, to uncover the hidden connections within. Here's how we do it.



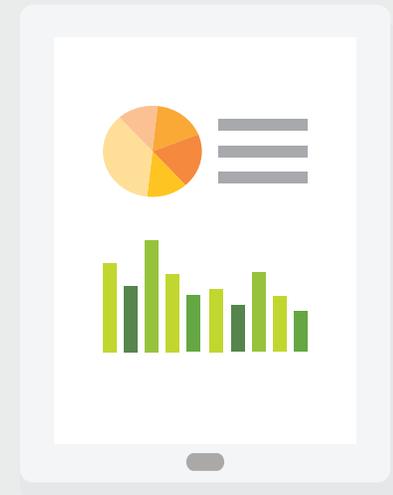
**Associative engine:** Qlik empowers you to freely analyze even the largest data sets without predefined hierarchies, revealing hidden insights other solutions miss.



**Platform-based approach:** Qlik is an enterprise-grade BI solution offering custom and pre-built apps, guided analytics, and self-service discovery and visualizations across all devices – so decision-makers always have the analysis they need.



**Confidence-building model of data governance:** Qlik unifies your data, creating a single source of consistent, reliable truth that all your stakeholders trust to analyze, collaborate around, and act on.



## Ready for business intelligence that's more intelligent?

At Qlik, we've empowered every one of our 37,000 customers to make the decisions that make a difference. Find out what seeing the whole story can do for you and your team.

For more information about [the whole story](#) and how your organization can benefit from Qlik, visit us online at [www.qlik.com](http://www.qlik.com).

Qlik ®



[qlik.com](http://qlik.com)