

DATA ANALYTICS

CUSTOMER STORY

# HAN University of Applied Sciences

embraces the Qlik Academic Program to develop data literacy skills in students



## CUSTOMER STORY

“We want to equip students to thrive in a digital future. Whatever industry they’re going to work in, modern businesses generate a lot of data – that data is like gold. Being able to understand and exploit data can bring huge advantages to the company and to their career.”

John Smits, Lecturer in BI, Big Data, FinTech and Data Analysis, HAN University of Applied Sciences

### Adding critical skills to students’ resumes

HAN University of Applied Sciences is located in Arnhem and Nijmegen, the Netherlands. The university has 14 institutes, including engineering, business, health and automotive, and 35,000 students.

A vocational university, students come to HAN to maximize their career potential. In an increasingly tough jobs market, it is not enough to excel in your course; the best students will be boosting their resumes with additional skills.

“We want to equip students to thrive in a digital future,” says John Smits, Lecturer in Business Intelligence, Big Data, FinTech and Data Analysis. “Whatever industry they’re going to work in, modern businesses generate a lot of data – that data is like gold. Being able to understand and exploit data can bring huge advantages to the company and to their career.”

HAN wanted to improve the data literacy of its students. It wanted students to be able to explore data analytics software and to have access to a community of experts. Ideally, explains Smits, students would gain practical experience on tools and processes common in the corporate world.

“Students and academic staff are aware of the importance of business intelligence. They also recognize that we need to work using the right tools.”

### Solution Overview

#### Customer Name

HAN University of Applied Sciences

#### Industry

Public Sector

#### Geography

Arnhem and Nijmegen, Netherlands

#### Challenges

- Encourage students to access business intelligence tools
- Enable academics to integrate learning materials into coursework
- Provide additional learning materials with no cost to the university

#### Solution

HAN joined the Qlik Academic Program, providing access to Qlik software, support, training via an online learning platform, qualifications, and community support.

#### Results

- Ensures access to market-leading tools, expertise and data analytics best practice
- Allows HAN to promote business intelligence skills within all coursework
- Provides students with printable certificates and digital badges to share on resumes and social media

## Providing access to tools and expertise

Smits says he first came across the Qlik Academic Program in 2018. He was immediately convinced it would be ideal for HAN, and for HAN's students.

"Firstly, and this should not be taken lightly, the program is free. This is extremely important when universities have to work within tight budgets. Plus, the program is maintained by Qlik experts, so our teachers don't have to spend time creating the coursework. Straight away you have the buy in from management and faculty."

The Qlik Academic Program provides access to Qlik software and the Qlik Continuous Classroom online learning curriculum. In addition, the program provides Qlik specific training and a product-agnostic data analytics curriculum, featuring lecture notes, on-demand videos, handouts, activities and real-world, interactive business use cases. There is also a forum for professors and students to access resources, collaborate with others and share experiences.

Finally, students can earn two different qualifications in Qlik Sense plus certifications in data literacy and data analytics. They receive a printable certificate and a digital badge for each, to share on resumes and social media. This is a very popular feature of the program with students, as it gives them a way to showcase their new skills and to stand out from the crowd during interviews.

## Building confidence in data analytics

HAN launched the program in May 2019. The response, says Smits, has been "eye-opening". To date, nine academics have made use of the program, along with 139 HAN students.

While there is a focus on Qlik, Smits says the program works because it delivers plenty of product-agnostic training. Students learn about broader data analytics issues, such as visualization theories or statistical concepts. Teaching staff have access to material to drop into their course notes and the content can be made applicable to any of HAN's 14 institutes.

## A generation of BI advocates

Smits has since introduced the Qlik Academic Program to NCOI Opleidingen, a vocational education provider and another of Smits' teaching posts. He has also keenly promoted it to other universities throughout the Netherlands and Belgium. HAN, having seen the take-up of the program, has added business intelligence as a module to its business administration coursework.

At a minimum, whether as part of coursework or an elective extra, HAN has now created a data learning pathway.

"The first students to have taken advantage of the program have now graduated. They're now using Qlik in their careers. These are the best advocates. My mission is to make training in business intelligence available to all students. It's so important for their future."

### The keys to success



**139**

students participated in the first year



**9**

faculty members have made use of the Qlik Academic Program

"There is a wealth of material. Teachers don't need to spend a huge amount of time finding and tailoring content, and it is easily adaptable. My mission is to make training in business intelligence available to all students. It's so important for their future."

John Smits, Lecturer in BI, Big Data, FinTech and Data Analysis, HAN University of Applied Sciences



## About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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

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