

Insights from Sales to Suppliers

Realizing the full value of data transformation

Challenge

Managing distribution and sales expertise of more than 2,000 chemical products from 20+ suppliers was taking a toll on productivity and performance. Preparing reports from ERP and CRM systems required up to 8 business days per quarter.

Solution

Qlik Sense and NPrinting implemented for Supplier Management and Sales, as well as Customer Service. Combined data from ERP and CRM systems accessible in a centralized view. Reports automatically generated and sent to specified users at each supplier on a monthly basis.

Results

- Reduced customer churn by 59% in first year thanks to increased business visibility
- Supplier reviews are now monthly vs. quarterly, using live data from Qlik Sense vs. printed handouts
- Additional supplier insights provides competitive advantage
- Reduced one head count

© 2018 QlikTech International AB. All rights reserved. Qlik®, Qlik Sense®, QlikView®, QlikTech®, Qlik Cloud®, Qlik DataMarket®, Qlik Analytics Platform®, Qlik NPrinting®, Qlik Connectors®, Qlik GeoAnalytics®, Qlik Core®, Associative Difference®, Lead with Data™, Qlik Data Catalyst™, Qlik Associative Big Data Index™ and the QlikTech logos are trademarks of QlikTech International AB that have been registered in one or more countries. Other marks and logos mentioned herein are trademarks or registered trademarks of their respective owners.

Solution Overview

Customer Name

- Lintech International

Industry

- Chemical Distribution

Geography

- United States

Function

- Sales

Business Value Driver

- Reimagined Process

Category

- Data Analytics

“We’re able to give our suppliers performance data they’re not used to getting from a distributor. Qlik has been a huge value prop for us.”

Jason Webb – Director of Sales

