



Riding a wave of success

Transforming operations to gain competitive advantage

Challenge

Australian surf accessory company Ocean & Earth has grown organically over the last 40 years and now uses many channels to sell its wide product range to more than 15 countries. This generates a wealth of data, but the company could not display it in a clear and usable format.

Solution

With the help of their technology partner Decision Inc, Ocean & Earth replaced Excel with Qlik Sense. Ocean & Earth now use live data to compare sales, product and location performance against KPIs and to forecast and monitor stock levels. The aim of the solution was to gain insights from data to better support sales teams and find new ways to penetrate the market.

Results

With Qlik Sense, Ocean & Earth can connect data across its different channels into a complete picture of its operations. This enables it to boost customer service by ensuring that it always has sufficient stock in store. With clear on-screen views, sales insights allow it to make strategic decisions and stay ahead of the competition.

QLIK.COM

Solution Overview

Customer Name

Ocean & Earth

Industry

Retail

Geography

Australia

Function

Finance, Sales, Marketing,
Supply Chain Management

Business Value Driver

Customer Intelligence,
Reimagined Processes

“Qlik Sense enables us to connect data across different parts of the business for a full view that supports the best decisions.”

Phil Macdonald, CEO, Ocean & Earth

