



# Benjamin Moore

Qlik enables better executive decisions

## Challenge

Renowned paint company, Benjamin Moore, wanted to move away from being a product-centric enterprise and to create a better experience for its customers.

## Solution

A digital transformation based on Qlik Sense connected to SAP, Microsoft Dynamics CRM and many other systems. Initially, ten Qlik apps were developed with 50 more planned to support finance, marketing, operations, IT, legal and other functions.

## Results

Creating the sales dashboard has simplified operations. Staff see the importance of data within the organization and the company has a clearer picture of the road ahead.

### Solution Overview

#### Customer Name

Benjamin Moore

#### Industry

Paint and coverings

#### Geography

Montvale, New Jersey

#### Function

Business analytics

#### Business Value Driver

Better customer experience

#### Category

Data analysis

### Category



Data  
analysis

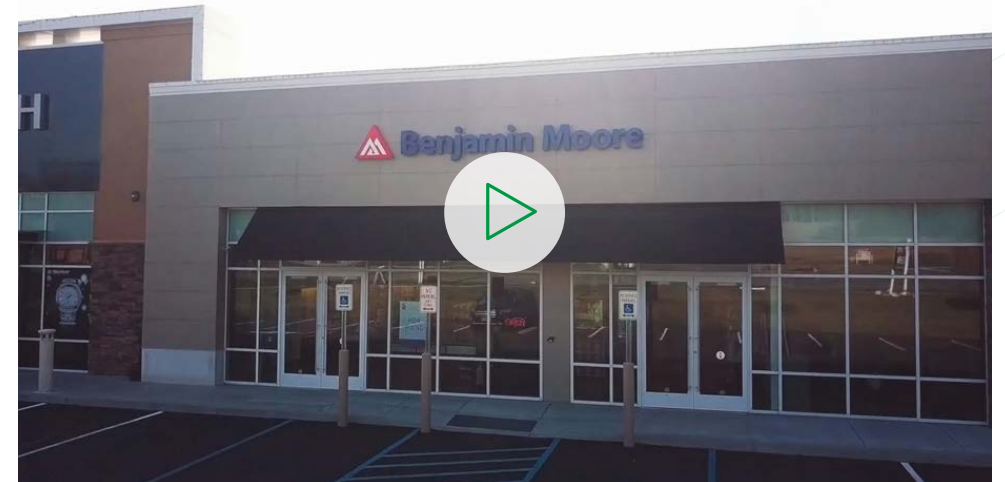


Data  
literacy

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“Having Qlik reporting embedded in CRM gives our sales team the actionable insights they need to be successful at their jobs.”

Glenn Pinnel, Chief Information Officer, Benjamin Moore



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