

# Qlik and Biotechnology

## Results

- Consolidated data from disparate sources replacing manual Excel-based processes
- Franchise performance, product launch, market share, patient evolution, competitive and financial data
- Guided self service with a focus on end user empowerment and education
- Storytelling features used to address questions in commercial meetings



**100's**  
of users across  
21 countries



**1**  
Application



**100%**  
Adoption

Leading Biotechnology firm empowers strategic, analytical and operational personas with a single, consolidated Qlik Sense® app.

