



## Top solutions for the retail supply chain

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Qlik® data discovery in the retail supply chain





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# Qlik® data discovery in the supply chain

## Top solutions for the retail supply chain

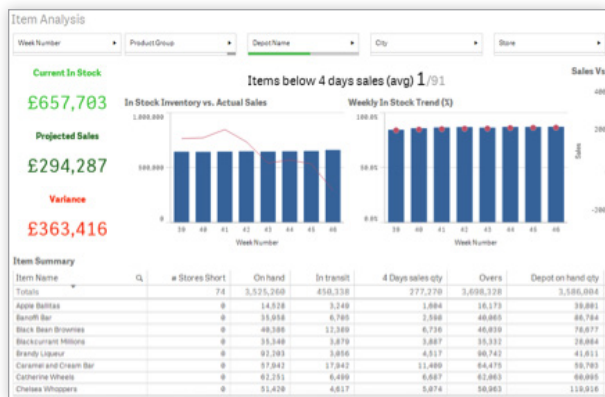
Retail and Wholesale organizations globally rely on Qlik to empower business users and decision-makers, by providing access to on demand analysis, insights, and data discovery.

Qlik is the leading data discovery platform, delivering true self-service BI and guided analytics that empowers business users by driving innovative decision-making. While Qlik can be applied to practically any business area, the “Top Solutions for the Supply Chain” highlights some of the most common areas that Qlik is deployed within the manufacturing, consumer products and retail industries.

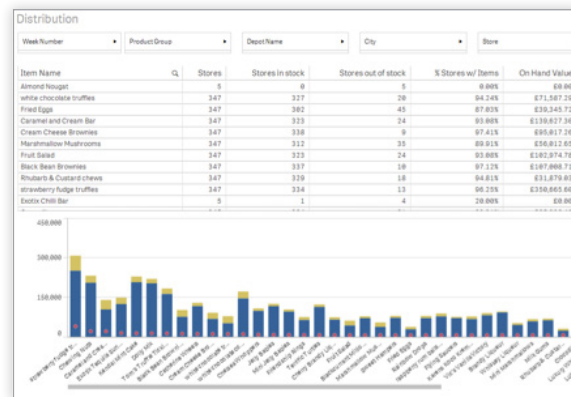
Each solution includes examples of how business users have deployed ‘Qlik Apps’ within their enterprise to gain a competitive advantage in a particular area of the supply chain. Qlik Apps are not productized and supported solution templates but instead are examples of how Qlik can be implemented and tailored for your organization’s needs. The following solution data sheets are comprised of an overview and real-world customer stories. Examples of each solution can be demonstrated or shared by contacting your Qlik representative.

### The top solutions in the supply chain are:

- Executive Insights
- Omni-Channel Analytics
- Forecasting and Planning
- Sourcing and Supplier Performance
- Regulatory Compliance
- IT Management
- Warehousing and Distribution
- Transportation and Logistics
- Merchandise Management
- Fleet Management



Example: A self-service dashboard view of on-hand inventory in the distribution center.



Example: A single dashboard view of both sales and stock across the supply chain



# Qlik® for supply chain: executive insights

## Providing end-to-end visibility

### Challenge

Data discovery dashboards and scorecards can integrate large volumes of disparate data from many sources, while detailed visualizations reveal previously unseen trends and data associations. Executive dashboards and scorecards provide end-to-end visibility of supply chain performance across multiple functions and disciplines, allowing executives to make better, more informed decisions. Significantly, these capabilities elevate the priority of the supply chain to the decision-makers at C-level.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Executive Insights* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Gain executive insight into supply chain performance and monitor key performance indicators (KPIs) across multiple dimensions
- View and analyze both internal and external data in real-time, across multiple and disparate data sources as opposed to having to wait for pre-defined reports, which don't support short term opportunity spotting and issue resolution
- Provide full scalability across all departments throughout the business, to allow analysis and the exposing of unseen opportunities from the C-level down
- Leverage secure mobile access to stay fully informed and make decisions on-the-go

### Customer Examples

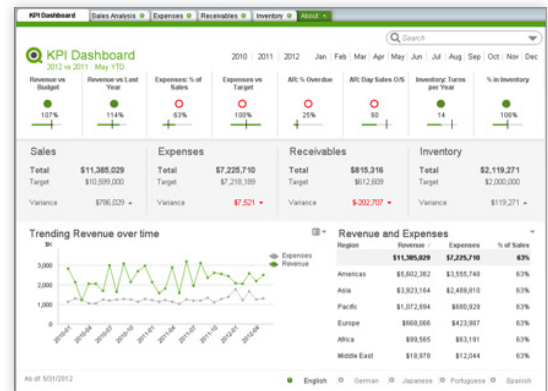
- VIP Auto Parts - uses Qlik for executive dashboards across senior management, to analyze key Supply Chain KPI's with access to the SKU level
- Purity Life – leverages Qlik for better visibility into inventory reserves, driving efficiencies which allowed inventory reserves to drop by \$500,000 within a year after implementation
- A U.S. Based Off Price Apparel Retailer – uses Qlik to provide complete end-to-end visibility across the supply chain, from order inception to delivery to the end customer or store



**Example: A supply chain dashboard with an executive view of shipments, expenses, and on time delivery**

“ ... Our CEO became one of the biggest fans of Qlik because it allowed him to drill down through corporate data right to the SKU level. ”

— Dan Grosz, VP of IT VIP Parts, Tires & Service



**Example: A single dashboard view of key Supply Chain KPI's with data from supply chain systems supporting all shopping channels.**



# Qlik® for supply chain: omni-channel analytics

## Optimizing the retail omni-channel through data discovery

### Challenge

Retailers operate in a fiercely competitive environment where operational efficiency is a business prerequisite. The need to meet customer demand with relevant offers and a high quality shopping experience across channels, supported by an efficient and cost effective supply chain is complex. Data, product and information flows are many and varied across shopping channels and supply chain systems so getting intelligence and insights for a true omni-channel view of the business can be quite difficult.

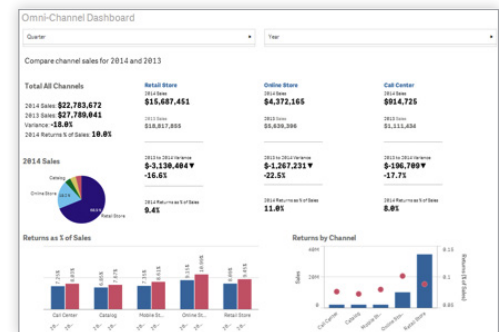
### Solution

Qlik is used by retailers to provide intelligence and insights across all shopping channels providing visibility into sales, inventory, customer and supply chain processes. With multiple data sources in the production environment the ability to consolidate these and allow flexible, user-controlled analysis to see trends, gain insights and make discoveries is a critical differentiator of the Qlik:

- View and analyze data from disparate sources
- Consolidate all data types rapidly from disparate sources to create 'what-if' scenarios
- Aggregate data and metrics using consistent definitions
- Analyze production trends, dynamics and Key Performance Indicators across multiple dimensions
- Leverage secure mobile access to stay fully informed and make decisions on-the-go

### Customer examples

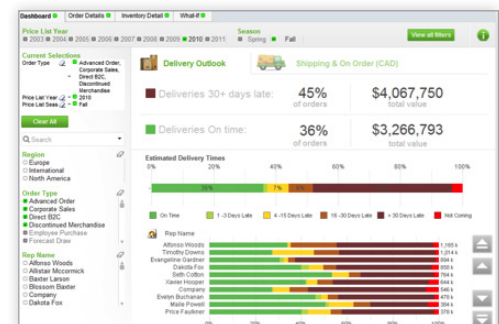
- Ted Baker - uses Qlik to analyze campaign impact by date, gender, location, transaction value, and product category across 1.2 million shoppers
- The Warehouse Group - uses Qlik for omni-channel analytics with 30+ companies operating under the Warehouse Group umbrella
- Cabelas – uses Qlik for omni-channel attribution and campaign analysis to determine where to invest marketing spend for the optimal lift



Example: A dashboard view of the retail omni-channel which measures sales, inventory, & returns across all shopping channels

“ The wealth of data we now have on our customers through Qlik has changed the way we develop and run our marketing communications. The extensive customer insight means we can proactively build and drive more results-oriented campaigns.”

— Craig Smith, Brand Communication Director, Ted Baker



Example: A single dashboard view of key Supply Chain KPI's with data from supply chain systems supporting all shopping channels including cross channel orders



# Qlik® for supply chain: forecasting and planning

## Increasing efficiency and product availability through collaboration

### Challenge

Demand Planning processes and Collaborative Planning, Forecasting and Replenishment (CPFR) require collaboration both inside and outside the organization. They seek to plan the supply chain by balancing the needs of all participants with the end result being a rationalized single plan for the coming period.

Demand Planning & CPFR are both processes that are underpinned by data, therefore participants need access to information and insights from multiple sources to make informed and timely decisions. Both internal (ERP, Supply Chain, CRM) and external (consumer sentiment, market analysis, social media) data needs to be included in the processes. Doing so leads to improved responsiveness to consumer demand, better forecast accuracy, inventory reduction, improvement in production utilization, and sales and profit growth.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Forecasting and Planning* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Access timely, accurate and consistent data from multiple sources to drive and inform the process
- Aggregate data and metrics using consistent definitions
- Have clear visibility of the plan and outcomes for executive meetings and onward communication through intuitive dashboards
- Monitor and evaluate progress against the plan
- Leverage secure mobile access to stay fully informed and make decisions on-the-go
- Balance the Demand, Supply, and Finance Plans into a unified planning process
- Collaborate across supply chain partners in an effective CPFR process



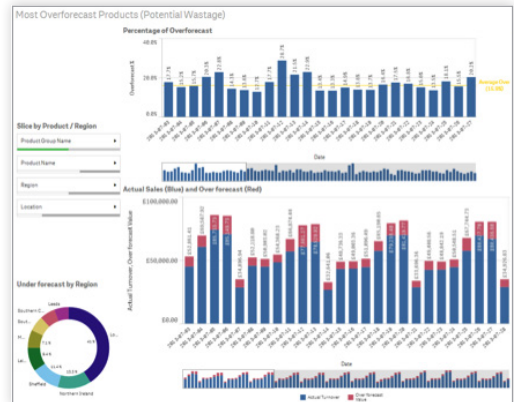
**Example: Demand Planning Dashboard across plan, forecast, and actuals.**

“ Availability is our primary customer value. We deliver our products throughout Europe within 24 hours. To do this, we need total control over our processes. To us, this is what Qlik is all about. ”

— Lars Emilsson, Project Manager, Systemair

## Customer examples

- Beckett & Associates - deploys Qlik® to improve visibility into what products were being sold in retail, what was returned, and what products could and could not be used.
- BBS Food – After implementing Qlik realized a 50% improvement in inventory forecasting across 850 products representing 4,500 SKUs.
- A Global 3<sup>rd</sup> Party Logistics Company – leverages Qlik to measure demand forecast accuracy. Adjustments are made to the statistical forecasting engine based upon insight gleaned in Qlik. Forecast accuracy has increased by over 5% points as a result of making adjustments to outliers discovered with Qlik



**Example: Forecast Accuracy Dashboard with Statistical Demand Forecast Produced by Blue Yonder.**





# Qlik® for supply chain: sourcing and supplier performance

## Drive supplier collaboration and compliance

### Challenge

Strategic collaboration with suppliers can drive efficiencies in the supply chain and improve overall sales performance. Supply chain and merchandising professionals need access to supplier data to plan and execute effectively. Inaccurate or latent data regarding supplier shipments can ruin even the best plans leading to out of stocks and lost sales. Furthermore suppliers that do not ship on time or routinely ship a less than perfect order will also cause havoc in the supply chain. Providing visibility to suppliers around key performance indicators like on time shipments and perfect order fulfillment, while subsequently holding suppliers accountable to those key performance indicators, will drive compliance. A Sourcing and Supplier scorecard provides a common platform for communicating supplier performance thereby strengthening relationships with key suppliers, jettisoning poor performing suppliers, and providing objective supplier performance data that can be used during negotiations with the supplier.

Visibility is fundamental for efficient procurement. Not only can it ascertain what is being bought and from whom, but more pertinently, it can help answer the question: "Are we buying in the right way?"

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Sourcing and Supplier Performance* apps empower individuals and groups to manage complex supplier relationships to the benefit of all parties by allowing them to:

- Consolidate supplier and sourcing data into one view, allowing merchants greater visibility into the supplier shipments and supplier performance to make better sourcing decisions
- Continuously evaluate supplier performance against agreements and use this to inform future SLAs and contracts
- Collaborate with key suppliers by sharing data and insights to improve efficiency, remove cost, and drive joint success
- Identify opportunities to consolidate supply base, and jettison poor performing suppliers
- Ensure internal employees are buying on contract with approved suppliers



**Example: A dashboard view of returns of specific items tied to suppliers through a consolidated omni-channel perspective**

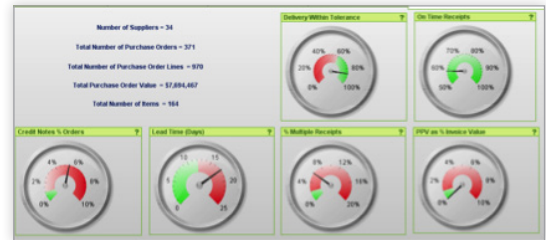
“ Until recently, we were data rich but information poor. We didn't know if we were paying suppliers to term, whether our procurement contracts were effective, and how many invoices were processed without a purchase order. We also needed a better idea of any spending that was being incurred “off contract.” ”

— Dave Richmond, *Business Development Manager, British Sugar Group*



## Customer examples

- Design Within Reach - employs a Qlik® supplier performance scorecard to measure supplier performance against key metrics like sales against returns as well as to spot trends around which pieces of furniture customers would like to purchase
- A Top 10 Global Retailer - analyzes return data with Qlik and ties returns to supplier performance in an effort to enforce compliance and correct supplier specific issues around product defects and excessive returns
- Intres Retail Group – negotiates with suppliers and tracks supplier performance with a Qlik Supplier Performance Scorecard



**Example: A Supplier Scorecard showcasing vendor performance across key supply chain KPI's**



# Qlik® for supply chain: regulatory compliance

## Accurate assessment and improved compliance

### Challenge

Organizations need to meet government regulations in many areas of their business operations. Most require both documented procedures and detailed records to prove that the plant or process is in compliance. The scope of legislation continues to grow with companies needing to track and validate design, production, distribution and service information on a global basis, through all stages of the lifecycle, both internally and externally. Regulations on hazardous substances, recycling, product information, traceability and labelling all impact many industries.

Data, plant, process, and training records must be maintained to avoid potential fines or operational suspensions. The growing consumer expectation that companies and brand owners act in an environmentally responsible manner is one of the key drivers of tighter regulatory control over companies.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Regulatory Compliance* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

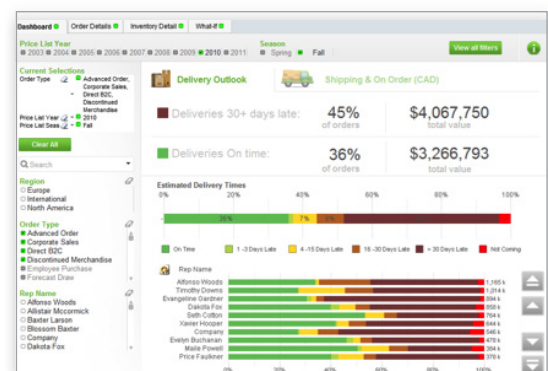
- Access timely, accurate and consistent data from multiple sources to support the auditing process
- Aggregate data and metrics using consistent definitions
- Confidently handle huge data volumes and structures
- View an updated "single version of the truth" which can be analyzed and shared from the CEO down throughout the organization quickly and securely based on roles

### Customer examples

- A Global Apparel Retailer - uses Qlik to drive down their carbon footprint by providing visibility to all water dynamic routing opportunities and converting air expedite to ocean expedite
- BBS Food - uses Qlik to control quality monitoring throughout the entire production process. European food safety guidelines require rapid insight into data on the food chain to customers, and by using Qlik, BBS can easily meet certification requirements.
- A Global Electronics Retailer – leverages Qlik to navigate the complex structure of U.S. State regulatory laws and associated fees. Some states require recycling fees be paid by the manufacturer for televisions over a certain size, and Qlik is used to spot compliance exceptions and report back to the manufacturer.



Example: A dashboard view of the retail omni-channel which measures sales, inventory, & returns across all shopping channels



Example: A single dashboard view of key Supply Chain KPI's with data from supply chain systems supporting all shopping channels including cross channel orders



# Qlik® for supply chain: IT management

## Ensuring effective allocation of IT resources while becoming a strategic partner to the supply chain organization

### Challenge

Constantly evolving technology and market changes place increasing demands on IT departments while manufacturers are focused on reducing costs, meaning all IT investments must show a justified return on investment.

IT departments are responsible for managing assets, monitoring systems and service level agreements, rationalizing license inventory, managing project portfolios and other technology initiatives. Many manufacturers operate globally and must scale technology assets and staff numbers up and down, while ensuring employees are fully equipped to be successful.

Properly managing this process and controlling costs requires an effective IT management solution, and frequent communication across departments and organizations.

### Solution

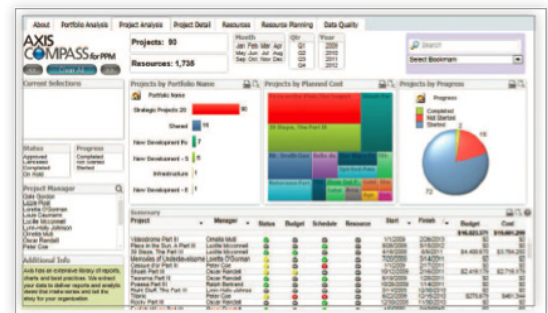
Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for IT Management* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Create analyses from all of the supply chain transactional systems including ERP, Supply Chain Planning and Execution, Forecasting, MES, WMS, TMS, and more
- Incorporate external data such as social media, market sentiment, 3PL, weather, and demographics
- Manage performance of service, SLA's and resource efficiency including cost per call, cost per server, employees per server, etc.
- Manage capacity measures such as file size per user, growth per month, type of growth and bandwidth

### Customer Examples

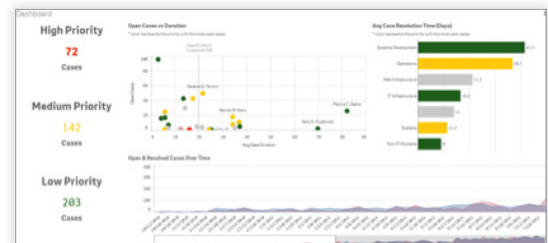
- EAT - leverages Qlik across their organization, but also in IT to better manage IT project delivery and services levels to the organization as a whole
- A Leading Off Price Apparel Retailer - uses Qlik to track their top IT projects, analyze resource allocation, track projects to budget, and extract data from their call centers to understand performance around support issues, escalations, & service level agreements.
- US Based Apparel Retailer – deploys Qlik to track projects against plan and to prioritize IT Projects.



Example: IT Management Dashboard from Axis Group

“ The AxisGroup Compass PPM (Qlik) solution gave us visibility to data that allowed us to achieve a \$10M spend reduction for the quarter, and we still delivered everything we committed to. ”

— Carol Church, CareFirst BlueCross BlueShield



Example: IT Help Desk Case Self-Service Case Resolution Dashboard



# Qlik® for supply chain: warehousing and distribution

## Increasing visibility, efficiency, and customer service

### Challenge

Warehousing and distribution processes require the management of assets, people, and data to ensure products and partially finished products are available for assembly to customer order where and when required.

Holding inventory is a major cost, made worse by out-of-stock situations or if goods are in the wrong location within your supply chain. Running a warehouse incurs heavy fixed costs and variable costs which accumulate quickly, so managing resources well is important. Utilizing warehouse resources efficiently is key to a low-cost storage operation. Warehouse management uses and generates a large volume of data about movements and condition of goods. Many logistics companies own considerable assets and in some cases their business model includes making such resources available to others.

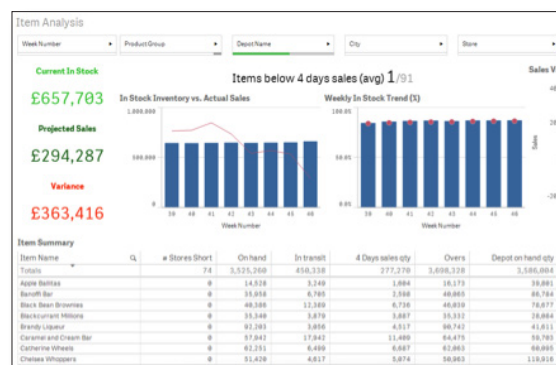
Ensuring warehouses and distribution centers have the inventory they need at all times to fulfill demand quickly is critical in order to compete in today's highly competitive market. Visibility into processes and information on the root cause of disruption is key to catering to different product, customer, and market needs.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Warehousing and Distribution* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Access timely, accurate and consistent data from multiple sources to understand and manage performance
- Visualize how efficiently the total available storage potential is being used to understand the scope for performance improvement at current inventory levels
- Analyze warehouse and transportation fulfillment of orders and provide or suggest resolutions to meet delivery performance agreements
- Give visibility of warehouse constraints with the ability to analyze large volumes of data across related functional areas
- Monitor and manage key aspects of Warehouse and Distribution Center Operations including the, pick, pack, pack, and ship of merchandise flowing in and out of the distribution center.



**Example: A self-service dashboard view of on hand inventory in the distribution center.**

“ Qlik helped increase fulfillment accuracy by being able to monitor productivity in real-time, and reduced inventory discrepancies by quickly identifying locations of concern. ”

— VP of IT, Global Apparel Retailer

## Customer examples

- A Global Apparel Retailer - uses Qlik® to manage warehouse operations providing visibility across disparate systems, tying together items coming into a warehouse on a trailer to orders which need to be processed and eventually shipped out of the warehouse.
- A U.S. Based Apparel Retailer - uses Qlik to manage the pick, pack, and ship process within the distribution center to achieve maximum throughput, as well as manage contract labor necessary to keep the distribution center operating profitably
- A Large North American Grocery Chain – uses Qlik to improve warehouse throughput and manage labor in the warehouse in an efficient and cost effective manner

The screenshot displays a Qlik dashboard titled 'Inventory Detail'. It features a navigation menu on the left with options like 'Price List Year', 'Warehouse', 'Price List Year', and 'Price List Set'. The main area shows a table of inventory levels for various products, categorized by 'Model Level Details', 'Color Level Details', and 'Size Level Details'. The table includes columns for product names and inventory counts for different time periods (e.g., 25-Nov-10, 05-Dec-10, 12-Dec-10, 19-Dec-10, 26-Dec-10, 02-Jan-11). The table is color-coded, with red indicating low inventory and green indicating higher inventory. Below the table, there are sections for 'Model Name' and 'Warehouse'.

Prod. #	Product Name	25-Nov-10	05-Dec-10	12-Dec-10	19-Dec-10	26-Dec-10	02-Jan-11
1002	Dakota CL Shirt Men's	1	1	1	1	1	1
1000	Ankings Hooded Sh.	0	0	0	0	0	0
1074	Ayanna Line T-shirt	0	0	0	0	0	0
1024	Batwing LT Pant M.	1	1	1	1	1	1
1027	Dakota Short LS Men's	5	5	5	5	5	5
1007	Dakota CL Olive W.	6	6	6	6	6	6
1070	Anakha Taps T-Shirt	4	4	4	4	4	4
1030	Anakha Hooded Men's	2	2	2	2	2	2
1006	Drapping BT Jacket	1	1	1	1	1	1
1020	Johns Pigeon Den	3	3	3	3	3	3
1016	Quince T-shirt	7	7	7	7	7	7
1002	Drapping Hooded	2	2	2	2	2	2
1006	Quince RT Hood	4	4	4	4	4	4
1019	Packhouse Jacket W.	0	12	12	12	12	12
1016	Quince Hooded M	1	1	1	1	1	1
1020	Batwing RT Pant M.	3	3	3	3	3	3
1006	Quince Den Men's	10	10	10	10	10	10

**Example: A Wholesale Distributor view of inventory across warehouses for the purposes of fulfilling orders and setting customer expectations on availability.**



# Qlik® for supply chain: transportation and logistics

## Increasing visibility and efficiency to maximize logistics performance

### Challenge

Providing storage and transportation for goods involves managing both assets and information and accounts for around 30% of the cost of goods produced.

Transportation and logistics covers the inbound and outbound movement of goods from one location or facility to another – or between suppliers and customers. It is a complex activity that increasingly crosses country borders and requires careful management to control costs and achieve on-time delivery. Logistics management focuses on making all movement efficient.

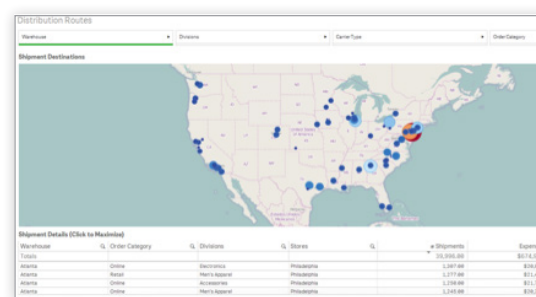
Transportation management focuses on selecting carriers or transportation methods to increase efficiency and capacity utilization. International trading requires the creation and management of paperwork to move materials and finished goods between country borders. An effective returns network is critical in ensuring provision for checks on warranties or other contracts with the customer, placing the returned products in a location for testing, evaluation and rework or disposal.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Transportation and Logistics* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Access timely, accurate and consistent data from multiple sources to understand and manage performance
- Provide comprehensive insight into costs, inventory and bottlenecks, enabling management decisions and action to drive efficiency
- Gain visibility on transport constraints with the ability to analyze large volumes of data across transport, warehouses, route planning, vehicle load and related issues
- Monitor contract, mode, and delivery service level compliance
- Minimize premium freight cost through better planning and visibility
- Leverage secure mobile access to stay fully informed and make decisions on-the-go



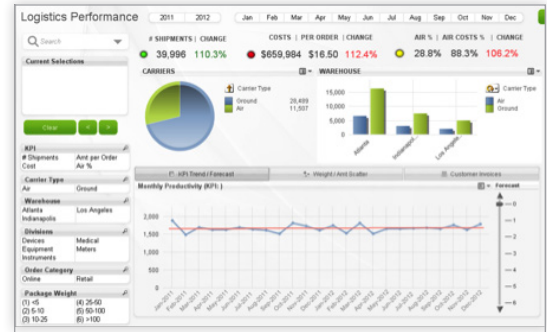
**Example: A distribution route optimization self-service dashboard across carrier types, order categories, warehouses, and divisions**

“ Since the introduction of Qlik, Robinsons Group's decision-makers have faster access to more actionable data leading to smarter, timelier business decisions that are critical to retailing success. ”

— Abigail Alice Tan, *Head of Information Technology, Robinsons Group*

## Customer examples

- A Global Luxury Brand Retailer - has realized over \$3 million in cost savings within their supply chain primarily through optimization of the air vs. ocean shipping decision with Qlik improving efficiency and availability
- A Global 3rd Party Logistics Firm - leverages Qlik to manage logistics expenses around fuel consumption and route optimization to better manage the costs within their supply network. .
- A U.S. Based Apparel Retailer – realized over \$300,000 of savings on the first day Qlik was implemented identifying and removing inefficiencies in their supply chain



**Example: A single dashboard view of transportation and logistics performance across the end-to-end supply chain.**





# Qlik® for supply chain: merchandise management

## Improve service levels and protect profits

### Challenge

Retail, wholesale, and consumer products organizations continue to face unprecedented pressure to maximize their return on inventory investments.

Supply chains are growing in complexity, with an influx of both internal and external data and a demand for more-responsive relationships with consumers who can choose to interact across multiple sales channels. Merchandise assortments need to be customized and tailored, requiring actionable insight, anyplace and anywhere across product performance, margin and inventory at the product, category and store level. Understanding business mix across ranges and product attributes is critical to reduce inventory carrying costs while aligning product, placement, price and promotions to ensure maximum share of wallet is captured across customer buying patterns.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Merchandise Management* apps empowers individuals and groups to make faster and more informed decisions by allowing them to:

- Enable buyers, planners, and allocators to combine data from many sources on their own to dynamically analyze sell-through rates, determine the open-to-buy, get ahead of out-of-stocks and markdowns, and respond to customer demand signals across channels, categories, and seasons
- Manage at-the-shelf to maximize revenue, margins and in-stocks while removing costs and capital expense lock-ups across the supply value chain
- Discover new ways to build a tailored assortment through analysis of product performance across attributes like color, size, style, and vendor
- Enable merchants to leverage secure mobile access to stay fully informed and connected and able to collaborate and make decisions while on-the-go



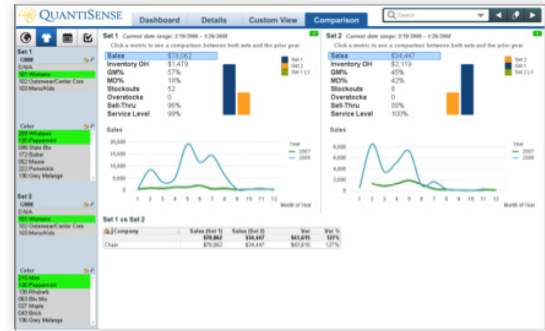
**Example: A dashboard view of merchandise performance and availability, showcasing critically important attributes like color, size, style, and vendor**

“Users are very enthusiastic. They can finally access, view and analyze all the data required to offer the right products at the right time, to the right audience, taking into account local trends, forecasts and external factors. It helps improve margins and profits at a time when operational costs are increasing, external market conditions are unpredictable and competitive pressures remain high.”

— Jolanda Cloete, Program Director – Business Intelligence, Intres Retail

## Customer examples

- Robinsons Group - a leading upscale retailer, deployed multiple Qlik® merchandising apps and now spends 50% less time to yield up to 80% more detailed merchandising, pricing, inventory and operational performance information
- A European Multi-National Do-It-Yourself Retail Leader – implemented Qlik for merchandise analytics achieved \$1.75M in first year inventory savings by effectively aligning stock levels with actual sales trends
- A leading Outdoor Lifestyle Retailer – uses Qlik for merchandise management to analyze cost of goods sold, gross margin, markdown and category level performance in its weekly merchant meetings with GMM, VPs and Directors



**Example: A merchandise management dashboard providing visibility into stockouts, service level, overstocks, sell through, and on hand inventory across categories, SKUs, and attributes. A Quantisense (acquired by Epicor) & Axis Group application**



# Qlik® for supply chain: fleet management

## Improve utilization and decrease cost

### Challenge

Owning, operating, or outsourcing a fleet is a requirement for many industries including transportation and logistics, services, utilities, retail, wholesale distribution, and government. Vehicles, buses, planes, vessels, or rail cars must be purchased or leased, and properly maintained to avoid downtime and repairs. Labor must be hired and trained to operate the fleet in a safe and efficient manner to deliver the raw materials, finished goods, or passengers to the desired location in the appropriate time window. Regulations must be followed to ensure the fleet is compliant with local emissions standards as well as safety regulations.

While fleet management focuses on maximizing the capital investment in a fleet through increased efficiency and capacity utilization, there are more dimensions to consider. Fuel prices fluctuate and many different techniques can be used to hedge against volatile fuel prices. Electric powered engines can cut down on fuel consumption but require a revamping of the fleet which can be costly. Finally, the fleet can be outfitted with sensors to provide near real time status on the condition and location of the fleet and the cargo the fleet is carrying via sensors.

### Solution

Qlik and the partner community have built a number of 'Apps' to address and demonstrate capabilities related to this supply chain solution area.

*Qlik for Fleet Management* apps empower individuals and groups to make faster and better informed decisions by allowing them to:

- Access timely, accurate and consistent data from multiple sources to understand and manage both fleet capacity and utilization to maximize profitability
- Ensure preventative maintenance is regularly scheduled and implemented to avoid costly repairs
- Benchmark fuel prices against 3rd party syndicated data to get ahead of spikes in the market and remove cost from operating a fleet
- Enhance driver safety and utilization by monitoring scheduling and ensuring appropriate driver training has been delivered
- Improve capacity utilization and decrease idle time to maximize profitability
- Ensure environmental and government regulations are enforced throughout the fleet to avoid costly fines
- Track the fleet and the cargo the fleet is carrying through sensors in near real-time for both internal analytics and customer facing analytics
- Leverage secure mobile access to stay fully informed and make decisions on-the-go



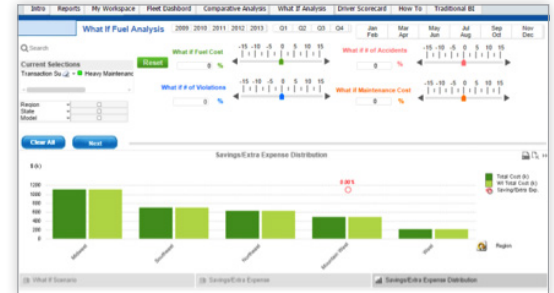
**Example: A self-service fleet management dashboard for determining the on time performance and overall profitability of the fleet.**

“ Aviation is all about cost savings. Our customers contractually demand regular insight into cost, malfunctions and percentages for usage and failure. Before Qlik, answering ad hoc questions would take between one and two weeks. Now, they are answered within one hour. ”

— Ad Demmers, *Fleet Manager*,  
KLM Equipment Services

## Customer Examples

- DB Schenker – improved on time delivery rates and removed cost in the supply chain by improving capacity utilization with Qlik
- A Global 3<sup>rd</sup> Party Logistics Firm - leverages Qlik to manage logistics expenses around fuel consumption and route optimization to better manage the costs within their supply network
- KLM Equipment Services – manages fleet usage and downtime percentages with Qlik removing cost and improving availability



**Example: A fleet management dashboard including a what-If analysis of fuel costs, maintenance costs, driving violations, and accidents across the fleet.**



## Insight everywhere

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