



# 11

# STORIES

EMBEDDED ANALYTICS  
WITH ACTIVE INTELLIGENCE

Qlik®

# Why Qlik's Active Intelligence platform for ISVs, Data Providers and IoTs?

Today's organizations need a much more dynamic relationship with information. One where data has high business value because it reflects the current moment. And one where information flows continuously into everyday processes, empowering users to engage with it in intuitive ways at any time – creating in-the-moment awareness about every aspect of the business and the market.



# Driving action, innovation and your competitive edge

The demands of the digital economy are driving needed change in the approach to modern BI and past considerations for embedded analytics solutions. The new paradigm sets out to overcome the shortcomings of traditional BI by delivering a state of continuous intelligence from real-time, up-to-date information designed to trigger immediate actions by your customers within your solutions.

We call it [Active Intelligence](#).

Active Intelligence closes the gaps among data ingestion, integration, delivery, analytics, collaboration and storytelling, creating a multidirectional conduit for the continuous flow of data and information for your integrated analytics application or data solution.

Equally important, embedding is no longer confined to traditional analytic components. To stay ahead of the game and your competition, embedding is expanding to include conversational analytics, alerts, our Associative Technology, collaboration and cloud reporting, machine learning, automations, data integration and much more as a part of your solution offering.



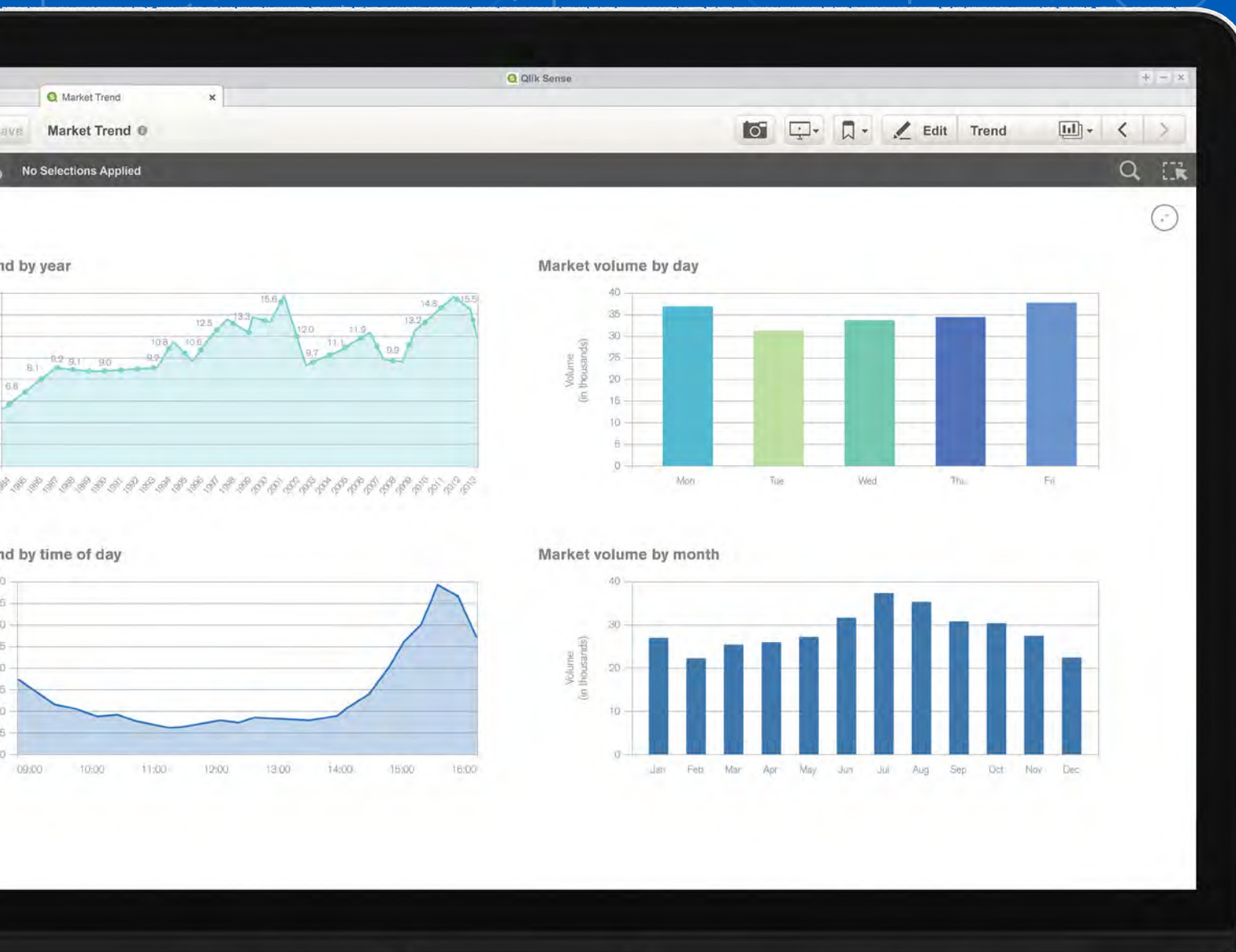
# Embedded, always-on intelligence

Because Active Intelligence is executed moment-to-moment, Qlik's Active Intelligence platform supports a full range of analytics use cases that can be embedded directly into business and machine-driven processes. By driving automated metrics and insights and embedding them directly into machine-driven processes, Active Intelligence combines data at rest with data in motion, reflecting the flow of data and delivering insights at the business moment into your solutions for your customers.



# So, do you build the analytics yourself or embed a proven analytics solution?

If you are an ISV or a Data Provider, your product team is focused on developing apps and data solutions for your key market sectors. If you are an internal app development team, you might be building complex internal solution stacks and want to include analytics and data integration capabilities, but don't have the time or skillsets for developing a highly interactive, market-leading analytics platform coupled with integration capabilities. Partnering with an expert eliminates the need to divert your valuable resources, saves years of development time and ensures that you're using a leading and proven analytics and data integration platform.



# Why Qlik?

Qlik® is a leader in the data analytics and data integration market categories, delivering an end-to-end data integration and analytics platform to approximately 38,000 active customers in 100 countries around the world. You can build new business models and add more value quickly by embedding our unique Active Intelligence platform directly into your applications, service or in your stack fabric.

Qlik continues to provide a wide range of embedding possibilities – by sharing public and documented APIs along with sample code snippets and examples to support the simple to sophisticated embedding needs for your application offerings along with exposing new analytic components to integrate seamlessly within your application UI.



# What Qlik does for you:



**Boosts your competitive advantage in the market immediately with a proven leader.**

Accelerates your time to market.



**Enables your Product Management team to reinvent strategy, processes and products**

for the digital world and to accelerate entry into new markets.



**Gives your developers a standard analytics development environment that uses APIs built specifically for embedding any element of the platform – front-end to back-end capabilities and the Qlik Associative Engine.**

Call content from other applications and embed or build mashups using Qlik's modern library of proven, documented and supported **APIs**.



**Ability to embed at scale with security and performance.**

Qlik continuously observes anonymized samples of the performance and scalability across individual tenants. Several different configurations are tested to ensure that the tenants can cope with the expected use cases and loads.



**Empowers your customers**

with augmented intelligence, alerts, collaboration, cloud reporting, autoML within your applications to improve, accelerate and expand their insights and decision-making in the business moment.

# What Qlik does for your customers:



**Accelerates agile decision-making for your customers**

with analytics in the workflow of their application or data service right where they work every day.



**Provides powerful, relevant, seamless analysis and visualizations — quickly at that point of decision.**


With in-context analytics, customers gain a distinct advantage from using your data supply chain simply and intuitively.



**Drives adoption and engagement.**

Higher satisfaction ratings from your customers translating to higher retention rates, less churn.





We've been working  
with OEM partners  
for more than 16 years.

Read on to explore some of the tangible benefits Qlik and its OEM partners have created at organizations of all sizes, across a wide range of industries, all around the world.



# Blue Health Intelligence®

Blue Health Intelligence® (BHI®) delivers insights that empower healthcare organizations to improve patient care, reduce costs, and optimize performance. With the largest, most up-to-date, and uniform data set in healthcare, BHI provides an accurate representation of the health profile of commercially insured Americans. Working with Qlik data analytics, BHI launched Whyzen™ Analytics, its employer analytics and reporting solution. The updated platform also includes Whyzen Advisor, a mobile-enabled speech recognition functionality that allows users to speak their requests and Whyzen Analytics will guide them to relevant KPIs, reports, or dashboards.

The software-as-a-service solution provides health plans, employers, and benefits brokers with a holistic view of medical, dental, vision, pharmacy claims – and SDOH and race, ethnicity, and language factors – all in one environment. As a result, stakeholders can identify hidden utilization and cost patterns, emerging trends, uncover and improve quality drivers, and track performance against KPIs.

“Whyzen Analytics is helping us really see the big picture. Not just how much we are spending, but how well we are spending it. The platform gives us a whole new level of sophistication in a very user-friendly manner.”

**Chief Healthcare Analytics Officer**, Independent Health Plan



# CDL

CDL's cloud-based business intelligence solution, Kingfisher, gives customers immediate access to relevant data when and where they need it. This requires the movement of a considerable amount of data, so the company needed flexible data integration technology that could support multiple sources and target endpoints. Qlik Data Integration enables CDL customers to access 100Tb of data in minutes –something which would previously have taken up to 24 hours. It also generates significant time savings and is enabling CDL to reduce its data replication costs by up to 60%.

[View Press Article](#)

“Making sense of vast volumes of data is one of the main challenges businesses face today. Assisted by Qlik Data Integration, Kingfisher gives insurance providers the ability to compete effectively and derive value in their fast-changing environment.”

**Keith Shepherd**, Lead Business Development Manager, CDL

**CDL**



# IQVIA

IQVIA is a leading global provider of advanced analytics, technology solutions and clinical research services to the healthcare sector. Active in more than 100 countries, its Connected Intelligence offering helps healthcare customers accelerate the clinical development of new treatments and streamline patient services. Qlik is at the core of IQVIA's offering and more than 100 customers now use IQVIA's benchmarking and clinical coding solutions and 80 customers use costing services. Every year, Qlik-powered benchmarking identifies an average of more than £2m of potential financial opportunities per NHS customer.

[Read Case Study](#)

“Qlik Sense data analysis is a vital part of the intelligent connections that we make across all aspects of healthcare.”

**Peter Lane**, Head of Healthcare, UK&I, IQVIA





[Read Case Study](#)

## Grip

Grip needed to create efficient integrations with many event platforms, so it implemented the integration tool, Qlik Application Automation, to save time and eliminate the need for expensive development resources. It has now connected more than 5.5 million participants through AI-driven event solutions and has accumulated billions of data points from major events.

Using low-code or even no-code to sidestep expensive and time-consuming programming, Qlik Application Automation is a visual environment that builds integrations that look like workflows. It solves internal data silo challenges by helping users to scale native integrations and move their development teams away from time-consuming, one-off, development work.

The ability to offer a list of existing integrations and quickly turn round new ones makes Grip very competitive and evidence of this has been seen in its uptick in sales.

“The key aspects of using Qlik Application Automation are speed and simplicity and one of the major advantages of going with Qlik is that it has ready-made connectors with many of the event registration systems that our clients use.”

**Warith Nass**, Product Owner, Grip



# Exact

Exact is a mid-market provider of ERP solutions used by over 16,000 mid-sized firms. Its integrated software suite includes Financial Management, Logistics, CRM, HR, and Payroll. In collaboration with Qlik, Exact continues to give its customers a better understanding of their data so they can take decisive actions, uncover new business opportunities, while also being able to identify cost-cutting initiatives. The partnership with Qlik helps Exact to put reliable and easy to use analytics solutions within reach of even the smallest businesses and their accountants, better equipping them to compete and grow.

The success of the partnership is the common understanding of the needs of the end-user, specifically for a 'drag-and-drop' capability that takes the guesswork out of analytics without sacrificing key details. Additionally, Exact's white label offering of Qlik delivers the seamless integration SME customers expect to drive immediate and measurable business value from the start.



“We’ve always been focused on giving our customers full mastery of their data, so they can make better informed decisions for their business...Our partnership with Qlik helps us to put reliable and easy to use analytics solutions within reach of even the smallest businesses and their accountants, so they can compete and grow.”

Jarno van Hurne, Global Product Line Director

**=exact**

# CSC ServiceWorks

CSC ServiceWorks services laundry locations and air services at gas stations across the United States. With the rise of the Internet of Things (IoT), smart payments with mobile devices were made possible, connecting information on these payments to a main network. Now, CSC monitors account machines from a central location, providing a convenient app-based payment and offers a higher level of service with accounts accessing insights through a portal. CSC has numerous data sources, such as machines, customers, mobile apps, core revenue systems and customer service systems. The greatest benefit of using Qlik Sense is realized by CSC's service teams. With real time updates, CSC's service teams now monitor for issues and go out to make repairs when a potential issue is noted. With the real-time visibility into KPIs from 200,000 machines, CSC has been able to reduce 15% of service truck rolls that were false positives.

The future of CSC ServiceWorks includes going further down the path of artificial intelligence and machine learning data models. CSC expects Qlik to play a critical role for their dynamic and consumer-based pricing plans.



[Read Case Study](#)

“Qlik Sense has been as much a money maker as a money saver. We have near real-time visibility into KPIs from more than 200,000 machines which gives us a better understanding of service needs... With 150,000 service rolls a year, the company has saved \$2–\$3 million a year on service routes.”

**Brad Paine**, EVP Chief Digital Officer, CSC ServiceWorks





# Omnicom

Transport telematics expert, Omnicomm, is a leading developer and manufacturer of fleet and fuel management solutions. It has been in business for over 20 years and its products and services are now used in 113 countries across 11 industries. Omnicomm's products are installed in more than one million vehicles worldwide. The Omnicomm Online software platform collects vehicle data from fuel-level sensors, navigation terminals, driver displays and other monitoring equipment. Omnicomm developed Artifleet, a data-driven analytical product that helps companies sidestep huge data volumes and make decisions based on a smaller selection of key indicators. This required an additional layer of customer data and the development of a solution with embedded analytics. Qlik was chosen as the analytics layer due to its flexible configuration capabilities which make it easy to define access rights and, with the need for some six billion metrics to be integrated into the system every day, support for huge volumes of data from heterogeneous sources came into play. In just two months, partners using the monitoring solution have reported a threefold reduction in the number of equipment failures and users also say that the Qlik-based platform has helped them optimize their fleet management. Omnicomm partners report improvements in their quality of service and reduced equipment maintenance costs.

“Analytics based on Qlik have allowed us to create algorithms for fleet management decision-making. Now, we can quickly and reasonably answer managerial questions, track emissions and efficiency gaps, adjust processes and monitor the whole fleet situation.”

**Maxim Ilarionov**, Head of Product, Omnicomm

**OMNICOMM**  
FUELLING YOUR BUSINESS



# Sievo

Sievo provides the leading procurement analytics solution for Global 500 organizations with over 19,000 Sievo end users and approximately 350 euros of spend managed annually. Sievo uses customer data – both ERP and procurement, along with domain-specific data such as risk, ESG, diversity, sustainability, etc. then cleanses, enriches and combines it for actionable analytics. The key factors in choosing to work with Qlik for integrated analytics included world-class visualizations, performance, flexibility and the ability to support scalable operations as Sievo is a high growth company. For over 10 years Sievo has partnered with Qlik to deliver seamless analytics as a part of the Sievo procurement analytics offering.



[Watch Webinar](#)

“It’s more than just pretty visualizations...it is about high automation and environment creation monitoring... and development changes to be pushed to production for our customers... and upgradeability so we can propagate changes from our product template to all of our customers apps and that is definitely a game changer in scalability.”

**Heta Ruikka**, VP Product Management, Sievo

*Sievo*

# Cority

Cority is a leading global enterprise EHS (Environment, Health, and Safety) software company with over 1,300 clients in 100 countries supporting millions of end users. Cority's full spectrum suite of software solutions include sustainability, environmental, health, safety, quality, and analytics designed to empower organizations to achieve net-zero goals; improve sustainability, and environmental, social and health outcomes. Cority partnered with Qlik in 2020 to develop CorAnalytics, a powerful BI, data visualization, and predictive analytics solution optimized for EHS. CorAnalytics embeds Qlik Sense offering a curated data set with simple to use and fast querying, filtering and charting capabilities to empower EHS professionals to drive better business performance. With the Qlik Associative Engine, CorAnalytics combines enterprise-grade data governance with AI-assisted data visualization and exploration, advanced analytics, and intuitive, self-service data preparation capabilities to make impactful discoveries with an organization's EHS data.



"QlikSense is also able to easily incorporate our complex security rules that other BI solutions we evaluated were unable to match."

**Art Charles**, Product Management, Cority

**cority**

# Raindrop Systems

Raindrop is an enterprise spend management platform that is built to deliver cost savings and cost containment for customers while reducing their buy-side compliance and risk. Raindrop powers enterprises to fulfill their buy-aspect of their business processes, in the areas of Planning, Supplier Relationship Management, Sourcing, Contracts, and Payables, while providing rich and powerful analytics and insights. Embark on a true enterprise spend management digitization journey with Raindrop, leading to better business strategies and returns on your investments.



“With the Qlik functionality, I want to know how I am spending my dollars very quickly, who I am spending it with, what my contractual obligations are...and that technology doesn’t exist, so it’s really a market disrupter.”

Ward Karson, COO



# eClinical Solutions

eClinical Solutions was formed to provide unique and high-quality solutions for the efficient collection, standardization, reporting and role-based utilization of clinical research data. [eClinical Solutions](#) helps life sciences organizations around the world accelerate clinical development initiatives with expert [data services](#) and the [elluminate Clinical Data Cloud](#). The proliferation of data is increasing the demand from life sciences companies for modern platforms and services that centralize clinical and operational data streams, reduce manual work for clinical teams, and improve development efficiency. Within the elluminate Analytics solution, Qlik provides powerful clinical and operational visualizations and applications for use by Clinical Operations, Data Management, Medical and Safety teams along with the ability to create and deliver ad hoc visualizations.



“Our client worked really hard with our team and Qlik developers and were able to build an application using the Qlik technology that was really powerful leveraging all of the elluminate capabilities in addition to Qlik...they did an analysis and found the results reduced the manual effort by 40-60 hours per study.”

Sheila Rocchio, CMO



## ABOUT QLIK

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Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

For more information, visit [qlik.com](https://qlik.com).

