



Success with Modern Data Analytics:

**How 12 Leading Organizations Gain
Instant Insights for Real-Time Action**

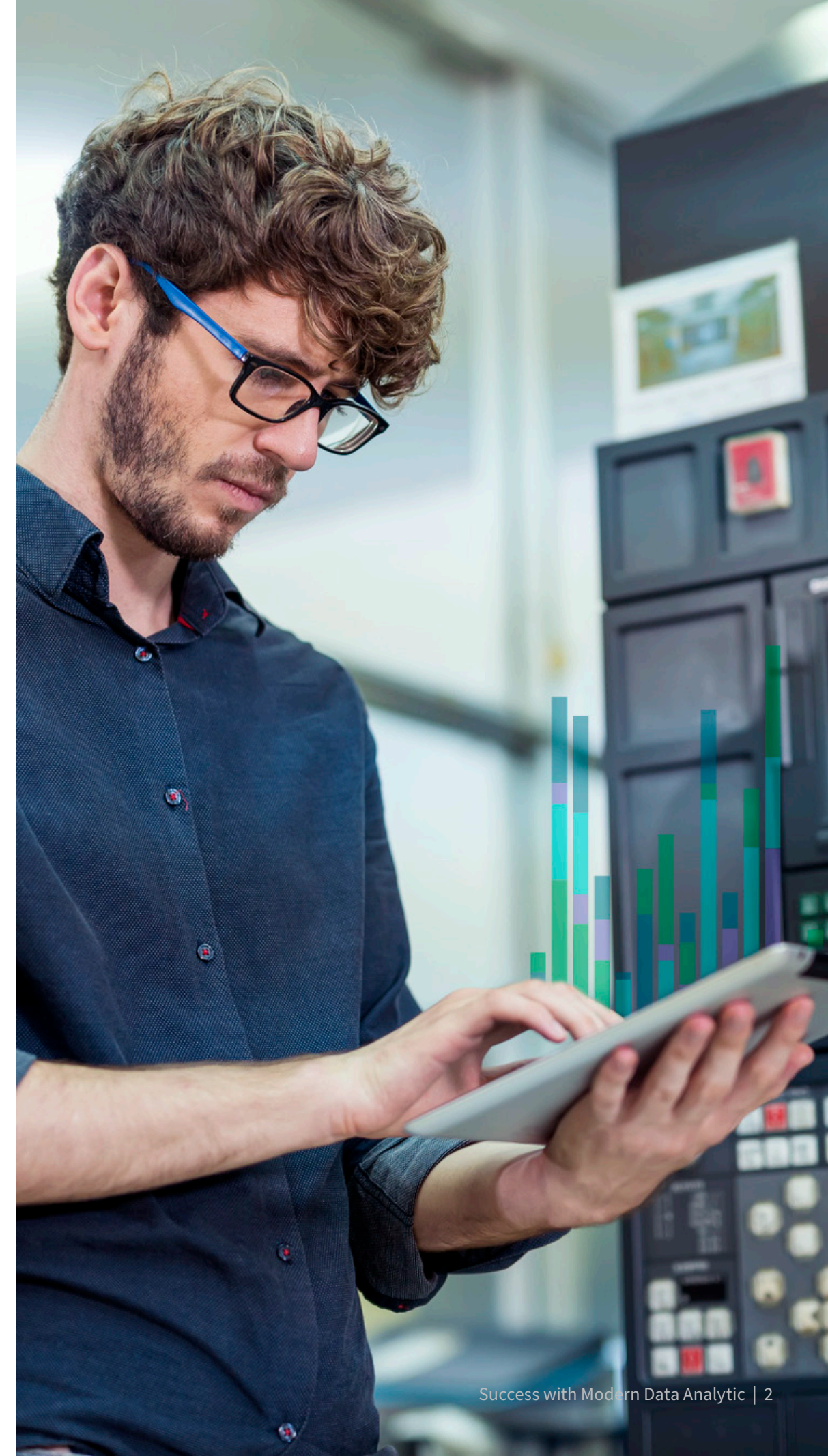


Data-driven action in the moment.

Today's markets move fast and change constantly. To succeed, you have to get in front of events as they unfold. But traditional business intelligence isn't designed to drive real-time decision-making or trigger immediate action. What it can do – analyze historical datasets to understand performance – is still critical. But now more than ever, you need to capture value in the business moment.

Our vision at Qlik® is Active Intelligence™: a state of continuous intelligence where real-time, up-to-date data enables in-the-moment awareness and immediate action. With Active Intelligence, you can more rapidly respond to events and trends in your business. Adapt strategy, processes, and even products on a moment-to-moment basis. And collaborate in new ways around data. All of which adds up to better outcomes across the board.

In the following pages, you'll find the success stories of 12 different Qlik customers who are using Active Intelligence to tap into the pulse of their business, take informed action in the moment, and lead in the real-time economy.





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AECOM dramatically improves a core product.

At the infrastructure firm, Qlik powers a new way to serve customers.

CHALLENGE

AECOM helps clients effectively manage power generation, transmission, and distribution. Among other services, it offers data consolidation and analysis around the coal ash market, where regulatory data is not centrally recorded. But providing the vast stores of data to clients via spreadsheets had limited dimensionality – and made it challenging to get quick results.

SOLUTION

With help from Qlik partner Firmographs, the AECOM implemented “Ash Mart.” Powered by Qlik Sense® SaaS, Ash Mart provides a consolidated view of coal power plant closures, regulatory status, and coal ash market conditions. The data is used to inform AECOM customers on risk mitigation, engineering design, construction scheduling, and closure options.

RESULTS

Decisions are now made in minutes versus days – often during live meetings, where attendees can interrogate the data. The beneficial disposal or reuse of coal ash is simplified, thanks to geo-analytics. And deployment on Qlik Cloud Services reduces IT overhead and annual costs.

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OUTCOMES AND ROI



Days → minutes for informed decision-making

New market opportunities

Lower costs without sacrificing performance

“Qlik Sense Enterprise SaaS visualizes data at the speed of thought, enabling us to have live presentations with attendees asking questions of the data in real time.”

MARK ROKOFF

OUTCOMES AND ROI



10 million

lines of spend data

Seconds to gain insights

100 procurement specialists
using Qlik

“Using Qlik, we have made the step from static business intelligence to visual analytics. Now we have real transparency about our spending, so our managers and buyers can be well-prepared for negotiations with suppliers.”

IVAN BOZOV
Procurement Intelligence Specialist, Borealis



Borealis streamlines global procurement.

The chemical and plastics leader uses Qlik to get the insights that matter.

CHALLENGE

Borealis has 18 procurement locations in eleven countries across Europe, North and South America, and Asia. Efficient procurement is an important aspect of business success, but growing data volumes from multiplying sources were making it hard to gain insights. Existing tools produced static and pre-defined reports, prohibiting the free-form exploration of data.

SOLUTION

Borealis initially implemented a private-cloud version of Qlik Sense and more recently migrated to Qlik Sense Enterprise SaaS. Qlik's Associative Engine enables all procurement information to be brought together in one place and made fully transparent, while self-service functionality enables users to drill down into the data themselves without assistance from analysts.

RESULTS

Decision-making is now based on facts, not guesswork. Rather than struggling to unearth insights from static reports, procurement teams are analyzing trends and identifying savings opportunities. Qlik has also made Borealis' internal processes transparent – from purchase requisition through invoice payment – so problems can be spotted and handled immediately.

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CONDÉ NAST

Condé Nast embraces the big opportunity in new media.

The magazine publisher goes from print pioneer to digital dominator, with help from Qlik.

CHALLENGE

When Condé Nast added digital channels to its print media empire, data deluge quickly overwhelmed the team. They were determined to uncover customer trends to help create more relevant content and capitalize on new advertising opportunities. The challenge was to deliver those insights to the right people in time to matter.

SOLUTION

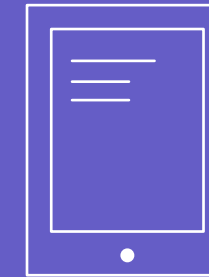
Condé Nast created Qlik dashboards for analysts, contributors, and executives, customized to provide the right metrics for each group. Users at any skill level can ask questions, pan, zoom, make selections, and discover new business opportunities. As a result, the company has seen much higher adoption of analytics – and a much more prominent role for data in decision-making.

RESULTS

Powerful, interactive visualizations provide a 360-degree view of customer trends, and advanced analytics integration and geographic calculation help broaden insights. This greater level of customer intelligence is allowing Condé Nast to identify and seize opportunities faster than its competition.

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OUTCOMES AND ROI



100M+
digital readers

360° view of customer trends

Greater customer engagement and retention

“Qlik allows me to build a lot of visualizations on top of a platform where I know the data is secure and where I know that the data is getting to the correct parties. I’m able to create something that they can now make decisions upon.”

CAPRICE CARSTENSEN
Manager, Data Visualization, Condé Nast

OUTCOMES AND ROI



From 2 weeks to seconds
for product profitability data

From static reports to dynamic,
interactive dashboards

From outdated data to
real-time information

“The Margin Health Dashboard was revolutionary for Dorel . . . It enables us to not only have a holistic view of the organization, but one where everyone can grapple with the same data – and act on that data.”

CHRIS BRUNTON
Business Intelligence Manger, Dorel

DOREL

Dorel Home gets comfortable with its data.

Qlik apps provide in-the-moment insight into key business questions.

CHALLENGE

In the home furnishings industry, data related to myriad elements needs to be understood and tracked in near-real time to optimize manufacturing and customer experience. Yet with thousands of products and dozens of retailers (both online and brick-and-mortar), Dorel had no holistic, centralized view of how the business was performing.

SOLUTION

Dorel uses Qlik Sense Enterprise SaaS on Qlik Cloud Services to manage its complex data ecosystem. The apps in use are as granular or expansive as needed to answer core business questions across the different divisions – including sales, operations, fulfillment, and financials.

RESULTS

One of the most impactful Qlik Sense apps is the Margin Health Dashboard, with near real-time insight into product profitability across the organization. This and other apps provide a combined view for leadership to truly understand the strength, condition, and status of the company from multiple perspectives – giving them the ability to compete on a global scale.

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Greene Tweed presses the accelerator on becoming data-driven.

The materials manufacturer established a real-time data pipeline with Qlik.

CHALLENGE

As a global corporation manufacturing materials for a broad range of industries, Greene Tweed has a complex business with myriad moving parts. To deliver on their vision of transforming into a completely data-driven company by 2030, they were seeking robust, innovative, and advanced solutions for their data.

SOLUTION

The company implemented Qlik Sense for data analysis and Qlik Data Integration for data warehouse automation. An end-to-end pipeline transfers information from SAP into Azure, enabling Qlik analytics to draw on near-real-time data. Data-driven alerts flag successes and bring attention to potential issues.

RESULTS

Qlik apps quickly proliferated throughout the company, measuring everything from performance metrics to cost components and PO variances and enabling immediate action. Some of the biggest wins have come in supply chain management, where predictive analytics have a 90-day accuracy of 95%.

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OUTCOMES AND ROI



accuracy in predictive analytics

50 Qlik apps with 400 users

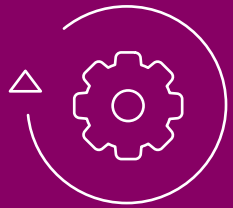
Rapid action on KPIs

Streamlined productivity, sales, and customer service

“Our aim was to create a supply chain control tower with purchase orders, work orders, sales orders – the whole thing, end to end. We stood up an enterprise warehouse in two months, which is just amazing.”

DAVID HUFNAGLE
Manager of Enterprise Data and Analytics,
Greene Tweed

OUTCOMES AND ROI



30 minutes/week saved by 1000s of Qlik users through automation

Days → minutes to create key reports

Fast access to data → swifter informed decisions

“

If we didn't have the Qlik data that we have today – and if we didn't have the ability to use it in the way we do – it would be very difficult for us to meet our business targets.”

SEAN ROGERS

Director of Operations and Reporting, IDG Data Visualization Center of Excellence, Lenovo

Lenovo

Lenovo achieves a single source of truth – and multiple sources of competitive advantage.

Qlik Sense apps are lighting the way to smarter moves in sales and operations.

CHALLENGE

Lenovo is a \$50 billion Fortune Global 500 company operating in 180 markets around the world. Acquisition has been one of their growth cornerstones, but it carries data challenges. With data stored in many different locations and systems, Lenovo wanted to bring it all together for analysis to drive business improvements – but that was difficult and time-consuming.

SOLUTION

Qlik Sense now serves as the single source of insight for Lenovo's data. It was selected for its ease of use, self-service elements, and support of the automated development of reports and visualizations for desktop and mobile. The company has thousands of Qlik Sense users and has created a number of Qlik applications, mainly around sales operations.

RESULTS

One app enables managers to provide salespeople with a deeper understanding of opportunities, revenues, and profit. Another enables teams to track deal funding, and a third brings clarity to territory planning. And finally a customer insight dashboard allows Lenovo to see how products are performing and to sharpen the supply chain, pinpointing components for procurement.

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A British health system takes the lead in the data-driven delivery of care.

With Qlik, NHS WWL used data on the front lines in the fight against COVID.

CHALLENGE

Wrightington, Wigan and Leigh NHS Foundation Trust (WWL) is a mid-sized health system in northwest England. When COVID hit, WWL was already using Qlik analytics to track patients in real time, updating the data near-instantaneously and providing secure access to clinicians, hospital executives, and external regulators so the data could be acted on.

SOLUTION

In early 2020, WWL's data initiative pivoted from the long-term improvement of care to the "best survival tool for the moment." Within days, the team had converted their patient-tracking app into a COVID app. And rather than rely on existing predictive modeling based on eight-week averages, they automated the modeling and data recording within Qlik to make predictions based on current trends.

RESULTS

With near-real-time tracking of hospital capacity and demand, NHS WWL anticipated the need to flip wards to serve COVID patients as well as the need to make inventory changes. And in an environment where collaboration was mission-critical, they found Qlik Cloud to be the perfect vehicle for sharing information about treatments and supplies with external partners.

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OUTCOMES AND ROI



3rd best in
NW England for seeing
ER patients quickly

4th lowest risk for prolonged
length of stay

Just one year to fully adopt cloud

“The power of Qlik transformed our response to the virus in ways we could not have anticipated. Not only could we capture new data using Qlik, but it could be aggregated, visualized, and shared with the organization in real time.”

MARK SINGLETON
Associate Director of Data Analytics
& Assurance, NHS WWL

OUTCOMES AND ROI

45,000  Qlik users

From days to seconds to generate complex reports

6-figure savings (repeatedly) in R&D

“We can take raw data from all areas of the organization and transform it into visualized, analytics-ready information that all individuals can explore and ingrain into their work.”

LOIC GIRAUD
Business Analytics COE Lead, Novartis



Novartis makes data a part of its DNA.

From the lab to the C-suite, Qlik powers insights in every aspect of the business.

CHALLENGE

With 100,000+ employees and \$47+ billion in revenue, Novartis is a major player in the medical and pharmaceutical industry. Yet while data had always been used by scientists and executives, the rest of the company was lagging. Novartis faced big challenges in making data available for analysis, including thousands of distributed data sources and a constantly growing data lake.

SOLUTION

Novartis found what it was looking for in Qlik Sense, where even the largest data sets are processed for advanced analytics without delay. Correlations – together with AI-based visualizations – are transformed into insights for immediate decision-making. Completely new insights emerge from queries across all data sources. And complex reports that previously took days of effort can now be automatically created in seconds.

RESULTS

Around 45,000 employees at Novartis now have access to over 800 Qlik Sense apps. A single source of data truth ensures that everyone in the company can rely on a valid database. And the data-driven approach is firmly established in the DNA of Novartis' culture and management.

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Samsung Electronics UK tracks real-time sales to boost store performance.

For Samsung’s Area Development Managers, Qlik has changed the game.

CHALLENGE

Area Development Managers (ADMs) were relying on weekly Excel spreadsheets to manage store performance – but the reports were time-consuming to prepare, the information was out-of-date, and the content was often inconsistent. And in meetings, the spreadsheets were anything but inspiring.

SOLUTION

After adopting Qlik Sense for real-time analytics, Samsung loaded it with five years of sales data and made continuously updated data available to reps on their mobile phones and tablets. Now, before every store meeting, ADMs can quickly tap into the most recent performance data.

RESULTS

Reps have all the information they need at their fingertips. With no need to wrangle Excel, each of the 100+ reps saves approximately two hours per week. Retail marketing is streamlined, and the app is being considered for rollout across other European divisions.

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OUTCOMES AND ROI



95%

of ADMs use the solution on a regular basis



20%

increase in the efficiency of field visits

“The ADMs use our Qlik Sense mobile retail marketing app every single time they visit a store . . . They can now obtain a quick understanding of each store on their mobile or tablet before they meet that store manager.”

PAUL ASQUITH
Insight and Reporting Manager,
Samsung Electronics UK

OUTCOMES AND ROI

12X faster data delivery



50 GB of data streams
to Snowflake daily

240+ Qlik apps boost efficiency
throughout the business

“Through one central Qlik location, every employee in each store can now get up-to-the-minute data on all aspects of the individual store’s KPIs and act on those insights immediately.”

PAUL REIGEL
Technology Director, Urban Outfitters

URBAN OUTFITTERS

Urban Outfitters scales access to real-time analytics.

The lifestyle retailer turned to Qlik for real-time visibility into immediately actionable data.

CHALLENGE

With 650 stores across the USA and Europe, Urban Outfitters’ data was siloed in many different systems across multiple time zones. Store reporting was time-consuming and often based on old data. Reports were complex, difficult to understand, and not motivating for staff.

SOLUTION

The retailer created an Active Analytics environment by consolidating their data and migrating it to the cloud. They implemented Qlik Data Integration to stream data into Snowflake and Qlik Sense SaaS for data analysis. Together, these technologies established an end-to-end data-to-analytics pipeline that makes actionable insights immediately available to users.

RESULTS

With highly visual, interactive data dashboards, 240 Qlik Sense apps provide insights into not only store performance but also e-commerce sales, operations, distribution centers, and supply chain logistics. Rapid, real-time data access boosts store performance by giving staff the information they need when they need it.

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Vancouver International Airport keeps bags moving and planes on time.

Minimum connection times are down – way down – thanks to real-time insights from Qlik.

CHALLENGE

Vancouver International Airport (YVR) aims to be the hub of choice for passengers travelling between Asia and the Americas. To create the best customer experience, YVR set out to reduce its minimum connection times. That required near-real-time data analytics to provide an understanding of how passengers, bags, and planes move through the airport.

SOLUTION

Using Qlik Sense analytics along with Qlik Data Integration, YVR seamlessly merged multiple data sets to better track connection processes involving security, customs, baggage screening, and more. Insights gained through the Qlik dashboards enabled the airport to materially reduce its minimum connection times.

RESULTS

The new data hub ecosystem has enabled YVR to reduce connection times from 90 to 70 minutes and to cut the time to run a report from 33 hours to 40 seconds. It has also positioned the data infrastructure for future growth and agility.

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OUTCOMES AND ROI



Connection times reduced from 90 to **70 minutes**

Report-generation time reduced from 33 hrs to 40 seconds

“By showing in real time the flights that are at risk of being delayed because of slow baggage loading, we can make adjustments.”

HANIF VALLANI
Lead Data and Analytics Architect, YVR

OUTCOMES AND ROI



90%

reduction in defects

1 day → instant to get key data

3-month payback

“Data transformation is driving our customer experience. It’s all about how we can improve on-time delivery and home in on the real root causes of quality problems to drive effective corrective action.”

PAUL HUDSON
Operations Director, Volvo Group

VOLVO

Volvo drives excellence on the factory line.

The Scotland plant dramatically improves productivity and quality.

CHALLENGE

The Volvo Construction Equipment plant in Motherwell, Scotland manufactures heavy machinery under the Volvo Group name. When it comes to quality and delivery times, the team is always working to improve the customer experience. But with sporadic access to data – and a heavy reliance on gut feeling – much of the company’s data remained hidden and underused.

SOLUTION

The team chose Qlik because of the platform’s capacity for self-service analytics. Qlik Sense has now been used to create applications throughout every area of the Motherwell business, from technology and customer support to finance, manufacturing, and health and safety.

RESULTS

Thanks to the automation of manual processes, report generation, and administration, the plant achieved a three-month return on its Qlik investment. The data for one weekly report that used to take a day to extract is now available instantly, and another automated report makes parts-shortage figures dynamically available to everyone direct from the shop floor. Qlik apps have also helped to improve quality on the Motherwell assembly line.

[→ View Full Case Video](#)

Why Choose Qlik?

Qlik empowers people of all skill levels to make data-driven decisions and take action.

Qlik Sense, part of Qlik Active Intelligence Platform®, offers industry-leading augmented analytics for the full range of users and use cases – from visualization and dashboards to natural language analytics, advanced and predictive analytics, custom and embedded analytics, mobile analytics, reporting, and alerting.

Qlik Sense runs on our one-of-a-kind associative analytics engine, which delivers industry-leading capabilities for data combination, interactive exploration, and calculation speed. It uses AI to augment and enhance data literacy through advanced insight generation, natural language interaction, and AutoML, and it helps people move from passive to active analytics for real-time collaboration and action. And Qlik Sense runs on Qlik Cloud, with the convenience of SaaS and hybrid multi-cloud capabilities for the most demanding enterprises.

It's no longer enough to deliver answers to known questions based on pre-configured, historical data. It's time to mature your analytics capabilities and evolve to Active Intelligence.

Interested in learning more about Qlik's modern cloud analytics platform?

[Start Here](#)

Ready to experience Qlik's modern cloud analytics in action? There's no software to download or install. And with Qlik's powerful Associative Engine, you can quickly combine your data to create rich, interactive visual analytics in our secure cloud environment.

[Free Trial](#)

ABOUT QLIK

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 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 customers around the world.

