

EXECUTIVE INSIGHTS

Qlik®
LEAD WITH DATA™

The Top 4 ROI Areas for Data-Driven Transformation



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Every company is now a data company.

Forbes' David Kirkpatrick famously claimed that “Now every company is a software company.”¹ The same has become true of data: Every company is now a data company, too.

The reasons for that are twofold. Obviously, insights derived from analytics have become an essential driver of innovation, optimization, and competitive edge. But even more notably, data itself has become monetizable – and the market for data products is exploding. Enterprises everywhere are discovering new and creative ways to reinvent their businesses and productize the resulting data.

The top four ROI areas for data in driving transformation are:



DEEPER CUSTOMER INTELLIGENCE



REIMAGINED PROCESSES



NEW BUSINESS OPPORTUNITIES



BALANCED RISK AND REWARD



Improve customer experiences and drive increased lifetime value.

Businesses are using analytics to:

Discover deeper customer insights

- Combine data from sales, marketing, and order systems to create a 360° view of the customer relationship
- Combine existing data with innovative new data sources such as geographic or weather data to see things competitors don't
- Make the customer view available on-demand, including via mobile, to sales and marketing teams
- Analyze interactions along the customer journey to understand individual preferences
- Gain visibility into ordering patterns to create more compelling purchasing experiences

Increase conversion

- Design personalized and location-based offers that drive revenue and loyalty
- Link point-of-sale data to ERP and CRM systems, uncovering insight into customer spending patterns to target the most valuable customers with one-to-one marketing campaigns
- Combine shopping cart and loyalty program data to better target promotions

Build long-term, one-to-one relationships

- Get a holistic view of individual customers before any interaction
- Uncover opportunities for clients with potential for up-sell, cross-sell, and product fit
- Deepen trust by demonstrating intimate knowledge of customers
- Invite collaboration from suppliers, partners, and even customers on an open platform



Australia's BT Financial Group saw a **96% improvement in sales productivity** in a single year after empowering financial advisors with customer insights through visual analytics.

“

For us, customer experience is not a matter of guessing. We make decisions about store assortment, services, or locations or concepts of new grocery stores strictly based on customer data.”

ANNI RONKAINEN
CDO, Kesko



Uncover new ways to control costs, minimize waste, and optimize performance, delivery, and productivity.

Businesses are using analytics to:

Speed cycle times, accelerate product enhancements, and boost performance

- Get 360-degree visibility into product performance, enabling faster improvements and enhancements
- Build a culture of continuous improvement by developing performance scorecards that track employee progress
- Pilot new models for responding to market changes
- Combine discrete data sets from multiple sources to uncover insights revealing which products to target next

Increase efficiency and reduce waste

- Connect siloed business units and standardize successful selling with centralized, streamlined data and reporting
- Empower managers to forecast project spend more accurately, reduce variance, and improve cash flows
- Identify procedural bottlenecks, eliminate duplication, and remove common barriers

Optimize the supply chain and control costs

- Track inventory across the supply chain to minimize error rates, fulfill orders faster, and match supply with demand
- Gain visibility into supplier or product performance, market fluctuations, and predictive trends to make better sourcing decisions
- Monitor shipping or production costs to remove unnecessary logistics or materials spending
- Automate bidding for the sourcing of key materials
- Identify new ways of using available/excess manufacturing or storage capacity



With a dedicated call-handling app that allows supervisors to easily monitor their teams, Britain's Avon and Somerset police department dramatically improved emergency-call response times, **boosting productivity by +/- 20% and saving £3.8 million.**

“

Having control over our entire supply chain and being able to analyze trends using an intelligent system brings us more value than could ever be expressed in monetary terms.”

GEERTJAN WOLTJES
COO, Quooker



Develop new products, services, and revenue streams with insights gleaned from data – or monetize the data itself.

Businesses are using analytics to:

Develop new data products and features

- Create data-as-a-service, productizing existing data by adding value and selling it through to suppliers and customers
- Tap into new data streams, including the vast wealth of IoT data, and monetize the insights
- Creatively combine external and internal data to produce proprietary new data streams and insights
- Reveal customer behaviors and preferences to drive the development of new products, features, and services



Cisco associated all data from each business unit into a single customer view, empowering sales teams to intelligently up-sell, cross-sell, and follow up on renewals. The result? **\$100 million in revenue** and **\$4 million saved in costs.**

“

We ended up doing a very early affinity analysis to conduct a market-basket analysis on our software usage. Our goal was to determine which products were used together the most, so we could combine certain products to streamline development. Ultimately, we combined dozens of product SKUs into singular products. This made them more efficient for our users and easier for us to develop . . . **In the first year alone, we saved \$2 million.**”

JEFF RICHARDSON

Director of Business Intelligence, Bentley Systems



Get insight into internal and external factors to make faster, smarter decisions around risk.

Businesses are using analytics to:

Manage production

- Analyze global KPIs across manufacturing plants in time to drive risk-reducing decisions
- Get insight into the entire product lifecycle to balance production versus sales of perishable products

Prepare for the future

- Combine historical supplier data with geo-analytics capabilities, running what-if scenarios to model supply chain risk in the event of disasters
- Combine third-party data with geo-analytics capabilities to inform large-scale investment risk, reducing overall exposure
- Simulate future market scenarios and overlay the likely impact on current products, planned changes, and future investments

Stay compliant

- Track and maintain compliance with complex and varying global regulations, including GDPR, the US Cloud Act, and Solvency II
- Track and validate design, production, distribution, and service information on a global basis, through all stages of the lifecycle, both internally and externally
- Monitor individual contributor performance for compliance
- Monitor the supply chain to oversee whether ingredients are sourced and transported in alignment with regulations and best practices for quality and safety
- Drive down carbon footprints by instituting more environmentally sound processes and products during production and shipping

LUSH
FRESH HANDMADE COSMETICS

Using an analytics platform to balance production with sales of its perishable products, British beauty retailer LUSH **saved more than £1 million** over two years.

“

Citigroup, Inc. sees faster and more confident decision-making, cost reduction, reduced risk, and more cross-departmental use of data.”

CHRISTOPHER POWERS
VP, Citigroup, Inc.

In a world awash with data, what's the path to value?

To get value from data, you need two things:



Synthesis

A governed, timely way to make all your disparate data ready for analysis by everyone in your organization.

To address data delivery:

DataOps for Analytics is a new discipline that uses a combination of agile development methodology, rapid responses to user feedback, and continuous data integration to make the data supply chain faster, more reliable, and more flexible.



Analysis

An analytics solution that empowers everyone to explore data to make discoveries that matter.

To address analytics:

Today's agile modern analytics platforms empower employees in any business area and at any skill level to explore their data in real time, making powerful discoveries that transform every aspect of business.

With the Qlik® acquisition of Attunity®, we've created a solution that offers both components in one – in other words, an end-to-end data and analytics supply chain. Once you have a workable model for getting the right data to the right people for effective analysis, value starts multiplying, fast.

CONCLUSION

An end-to-end platform for data-driven transformation.

With an end-to-end platform for integrating, managing, and analyzing your data, you can get to value much faster – sometimes exponentially so – and more easily.

You'll gain the agility to streamline and automate multiple components of your data supply chain, the capability to boost discovery and data literacy with advanced technologies like AI, and the scalability to keep adding more and more sources of data for more and more types of users.

Having the right technology is mission-critical, but that's not all you need. You'll also have to put the right operations into place and bring your people and culture along. And for that, DataOps for Analytics will be both your roadmap and your lodestar.

Wherever you are in your journey, Qlik is here to help.

Start Here →

¹ <https://www.forbes.com/sites/teconomy/2011/11/30/now-every-company-is-a-software-company/#1f17b6caf3b1>

² <https://upshotstories.com/stories/how-data-driven-analytics-with-qlik-saved-us-2-million-in-the-first-year>

³ <https://www.techvalidate.com/product-research/qlik/facts/7DE-354-958>



ABOUT QLIK

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.



LEAD WITH DATA™

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