

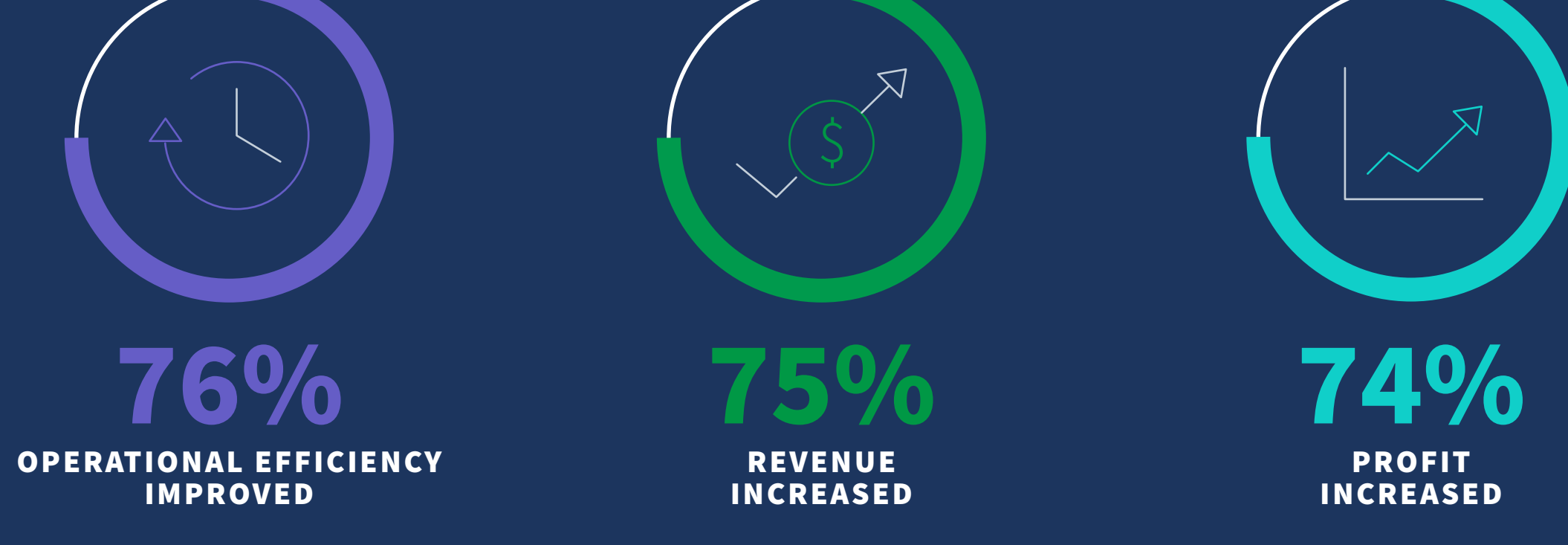


MODERN DATA STRATEGY IN REVENUE OPS:

Make in-the-moment decisions with confidence.

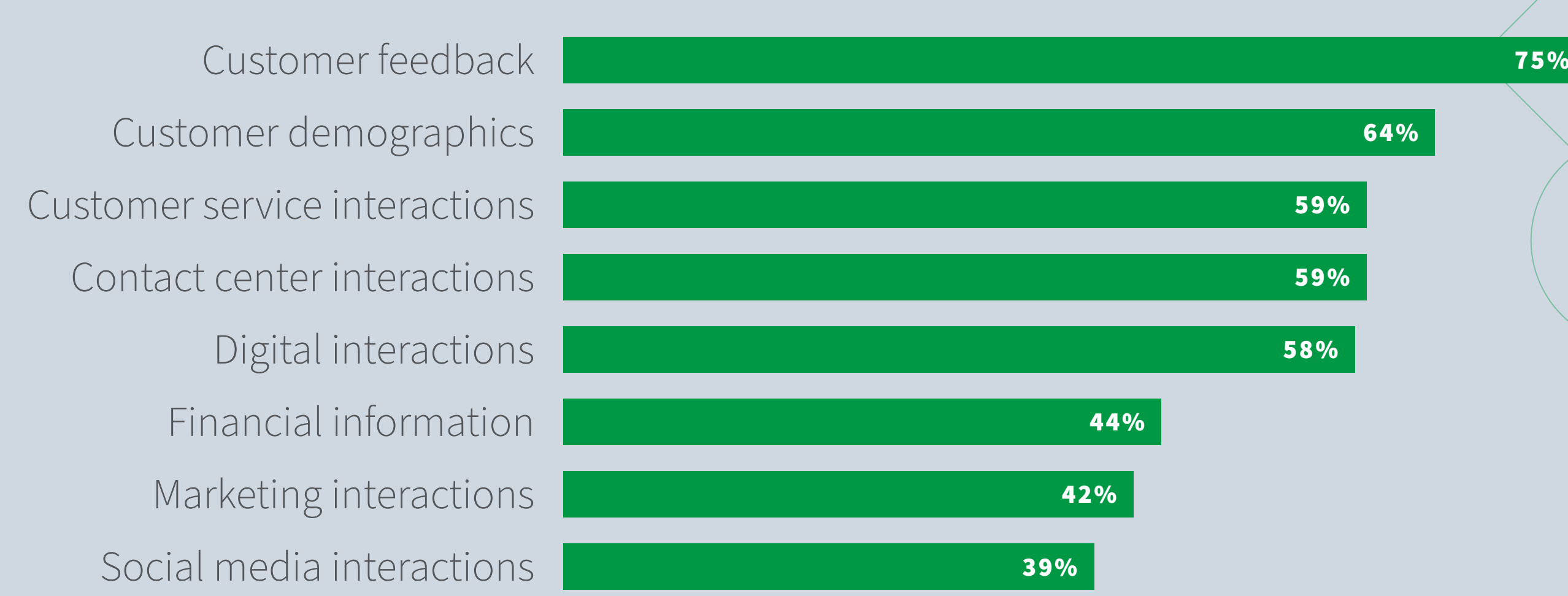
Real-time data pipelines are critical for in-the-moment awareness in leading Revenue Ops organizations.

In a recent IDC survey,¹ businesses with strong data-to-analytics pipelines reported increases in key metrics.

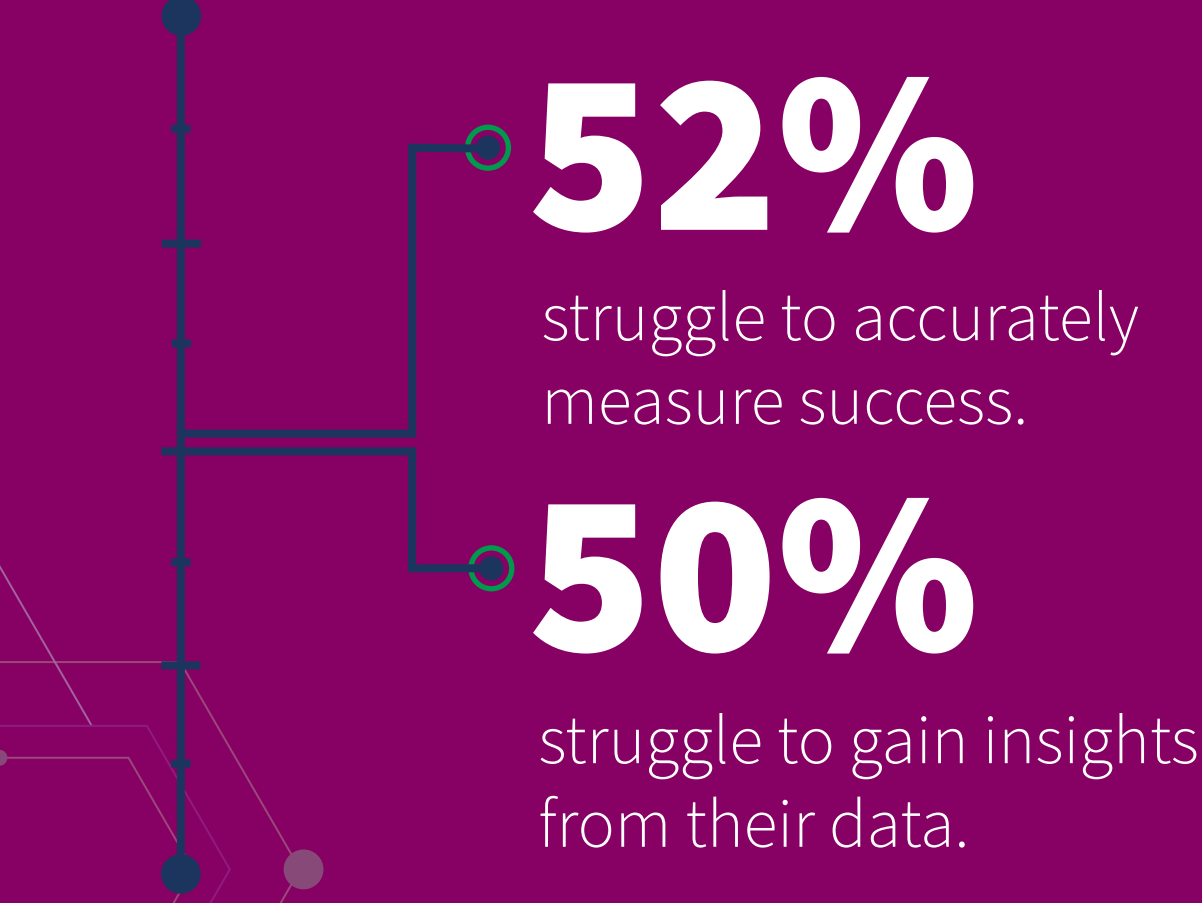


And Revenue Ops requires a data approach that provides a holistic view of the customer.

What organizations consider critical for a 360-degree customer view²:



Unfortunately, Revenue Ops teams are struggling³:



“Through 2024, fewer than 2 in 10 organizations will replace their disparate marketing, sales, and customer operations teams with a unified revenue operations approach resulting in a reduced revenue outcome.”

— STEPHEN HURRELL, VP AND RESEARCH DIRECTOR, VENTANA RESEARCH

So who’s succeeding with real-time intelligence in Revenue Ops?

URBAN OUTFITTERS

Data updated every 2 minutes

50GB of data streamed daily

240+ Qlik apps

Data in disparate locations made it harder to access and take timely action. Manually compiled reports slowed operations even further. With Qlik® they:

- Consolidated to the cloud, creating an end-to-end data pipeline to support in-the-moment decisions
- Created 240+ Qlik apps, providing insights into store performance, ecommerce, distribution centers, and supply chain logistics
- Built an inclusive, data-driven environment where store staff and managers could view performance data, make quick decisions, and measure results against KPIs

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

— PAUL REIGEL, Technology Director

CSC SERVICEWORKS

\$2 - 3M in savings annually

15% fewer service truck rolls

Higher customer spending

CSC services laundry machines across the US, using a mobile app to enhance customer experience. Analyzing data from machines and the app, Qlik Sense® allows CSC to:

- Understand customer patterns and machine usage
- See core revenue analytics on number of users, average spend, and changes in spending
- Identify where coins are ready for retrieval and dynamically set optimal collection routes

“Qlik Sense has been as much a money-maker as a money-saver. We have near-real-time visibility into more than 200,000 machines.”

— BRAD PAINE, EVP and Chief Digital Officer

SAMSUNG

90% of ADMs regularly use the solution

20% increase in field visit efficiency

2 hours saved/week by 100+ field reps

At Samsung’s UK stores, Area Development Managers (ADM) relied on spreadsheets to manage store performance - but they were slow and yielded out-of-date data. Samsung adopted Qlik Sense and:

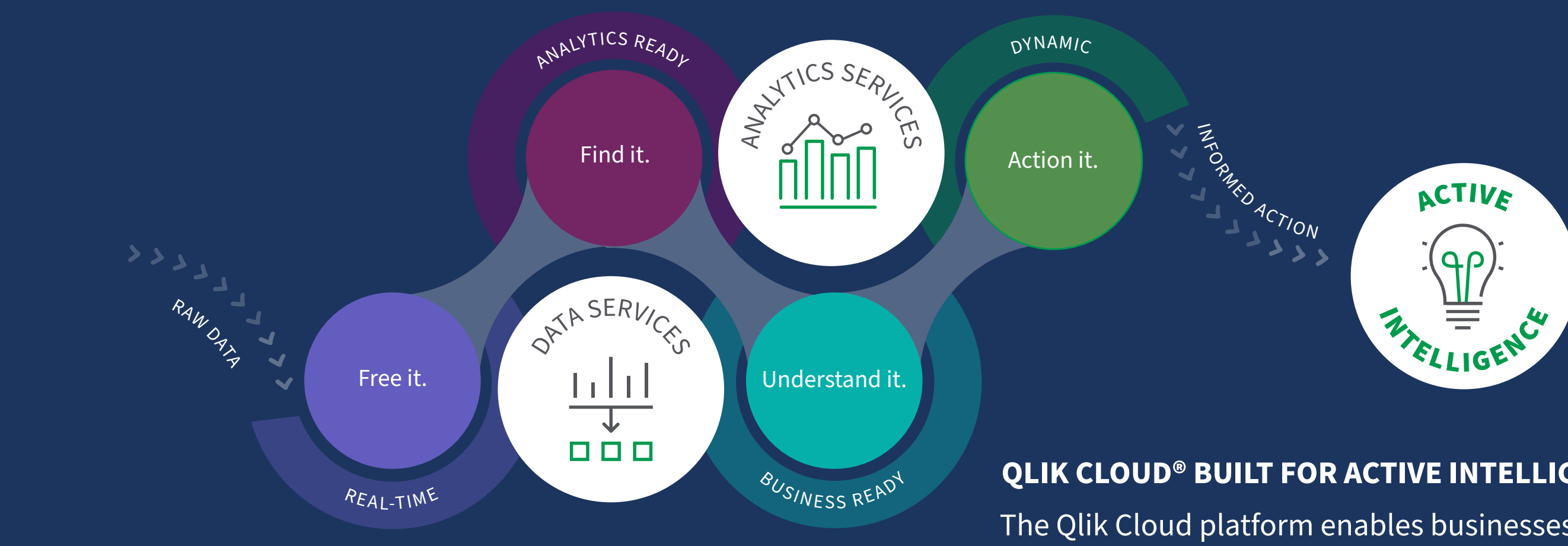
- Loaded it with five years of sales data
- Empowered field development management and ADMs to easily visualize and quickly identify performance issues in Samsung’s key channel partner stores
- Made continuously updated data available to reps on their mobile phones and tablets

“We’re able to show store managers their own real-time Samsung sales data and suggest ways of selling more or encouraging customers to upgrade.”

— PAUL ASQUITH, Insight and Reporting Manager

It’s time for an active approach to your data.

Rather than relying only on reports from historical data, today’s successful Revenue Ops organizations are establishing real-time pipelines that deliver up-to-the-minute information from every point in the customer journey. So they can act on data in the business moment.



QLIK CLOUD® BUILT FOR ACTIVE INTELLIGENCE™
The Qlik Cloud platform enables businesses to achieve Active Intelligence, empowering your Revenue Ops teams to drive growth, profitability, and business resilience. Close the gap between data, insights, and action with Qlik Cloud.

Ready to take a more active approach to revenue data? We’re here to help.

[Start Here](#)

1. IDC InfoBrief sponsored by Qlik, “Data as the New Water: The Importance of Investing in Data and Analytics Pipelines,” June 2020

2. Ventana Research Customer Analytics, Benchmark Research, 2019. Note: Percentages indicate organizations that responded to the selection; could select multiple responses.

3. Forrester Consulting Thought Leadership Paper commissioned by Salesforce, “The Rise of Revenue Operations,” July 2021

4. Dave Egloff, “5 Obstacles to Sales Forecasting,” Gartner Blog, November 16, 2021

