



12

STORIES OF EMBEDDED  
ANALYTICS SUCCESS

**QlikQ**<sup>®</sup>  
LEAD WITH DATA™

# Why analytics?

## Driving action and innovation with embedded analytics

Business applications play a pivotal role in the digital transformation journey. To make fast, accurate and effective decisions, business consumers increasingly prefer to have insights surfaced within the apps where they work, where data insights are in context and they can take immediate action as business happens.



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

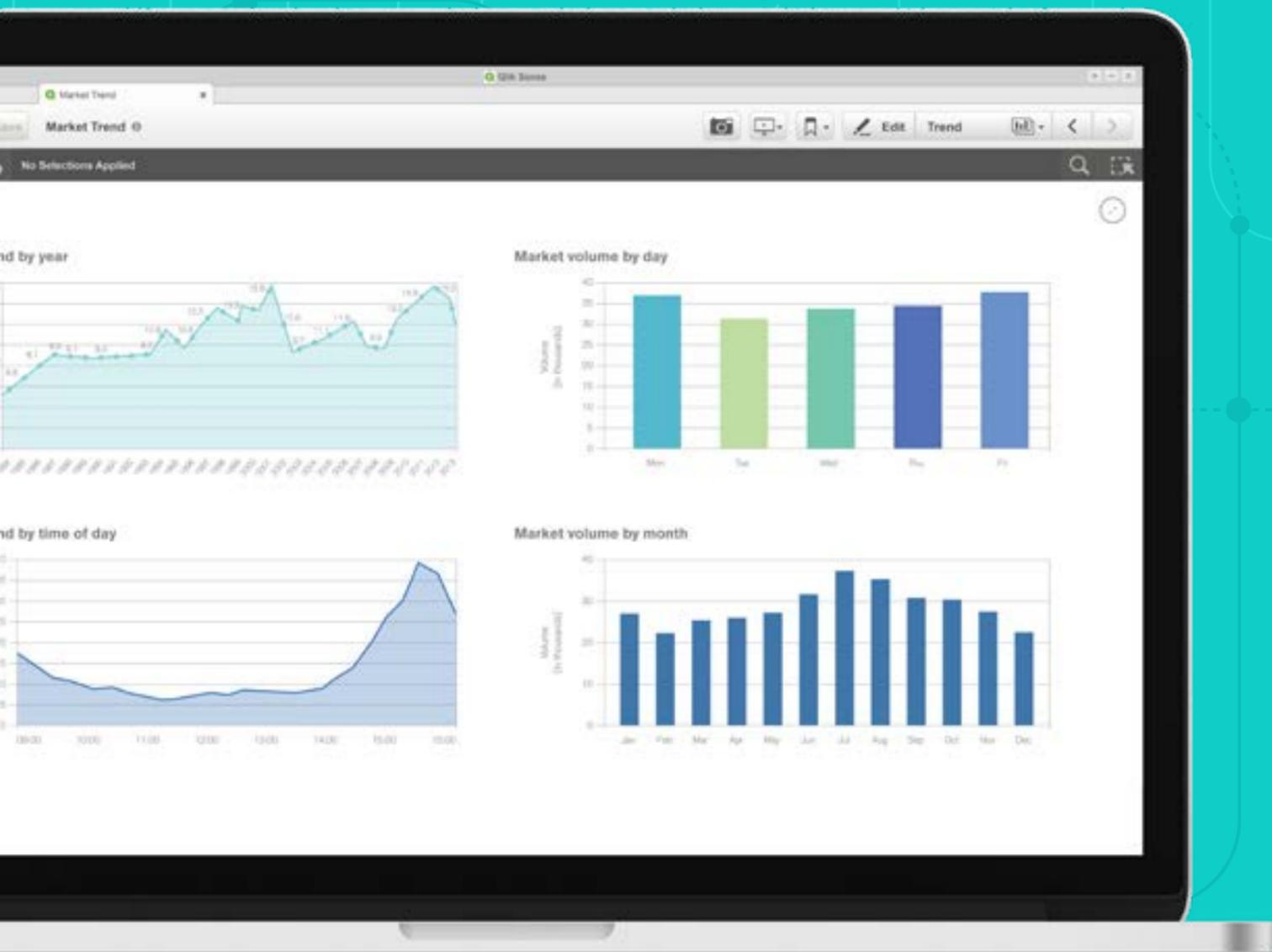
If you are an ISV, your product team is focused on developing apps for your key market sectors. If you are an internal app development team, you might be building complex internal solution stacks and want to include analytics capabilities but don't have the time or skillsets for developing highly interactive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



# Why Qlik?

Qlik® is a leader in the data and analytics market, delivering an end-to-end data integration and analytics platform to approximately 50,000 customers in 100 countries around the world. You can build new business models and add more value to your applications or information services by embedding our unique analytics platform directly into your application or stack fabric.

Qlik provides a range of embedding possibilities – by sharing and opening up documented, well-designed and proven APIs to support the simple embedding of visualizations into an external website or to merge Qlik into an application or system. This allows interactions with the Qlik Analytics Engine and provides many possibilities and points for integration across your commercial or internal apps and beyond.



# What Qlik does for you.



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

Accelerates your time to market.



**Gives your developers a standard analytics development environment that uses APIs built specifically for embedding.**

Use prebuilt extensions, call content from other applications and embed, or build mashups using Qlik's modern library of proven, documented and supported APIs.



**Embed at scale with security and performance.**

There are five categories of primary services that can be scaled vertically and horizontally to meet your demand and ensures predictability.

This simple architecture ensures predictability in performance and scaling.



**Empower all your customer end-users with AI – augmented intelligence to enhance their analyses across the entire analytics lifecycle.**

Augmented analytics helps everyone by auto-generating analyses and insights – both visual and associative, automating analytics creation and data prep and supporting natural language interaction for conversational and search-based analysis to help accelerate, gain efficiencies and deliver a much broader reach across your customers.

# What Qlik does for your customers



**Accelerates agile decision-making** with analytics in the workflow of their application or information service right in their daily work environment.



**Provides powerful, relevant, seamless analysis and visualization — quickly.** With in-context analytics, customers gain a distinct advantage from using your data supply chain simply and intuitively.



**Improves operational efficiencies, decision speed, velocity and accuracy.**



**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 15 years.

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

Average  
app session  
**6:30**  
MINUTES

OVER  
**115,000**  
unique customer  
end-users

OVER  
**1 MILLION**  
views in 2020

Partnering with Qlik enables this fast-growing ERP software provider to:

- Extend the benefits of enterprise-ready BI to the more than 740,000 users of the AFAS ERP suite all in the cloud.
- Why Qlik? Insights should be interactive, strong performance on large data volumes, full integration with the product, state-of-the-art and future-proof.

“Qlik proved to be the disruptive platform we were looking for. Where other ERP providers offer a BI module as a paid plug-in, we offer it for free to our customers.”

– Bas van der Veldt, CEO, AFAS Software

**AFAS** software

## Partnering with Qlik and innovating with embedded analytics:

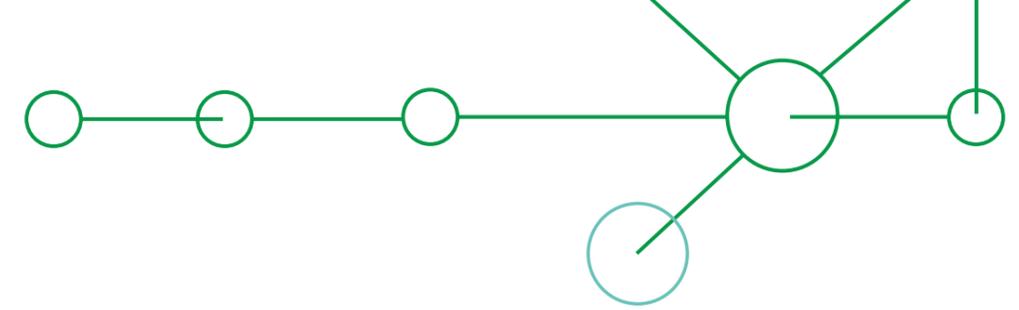
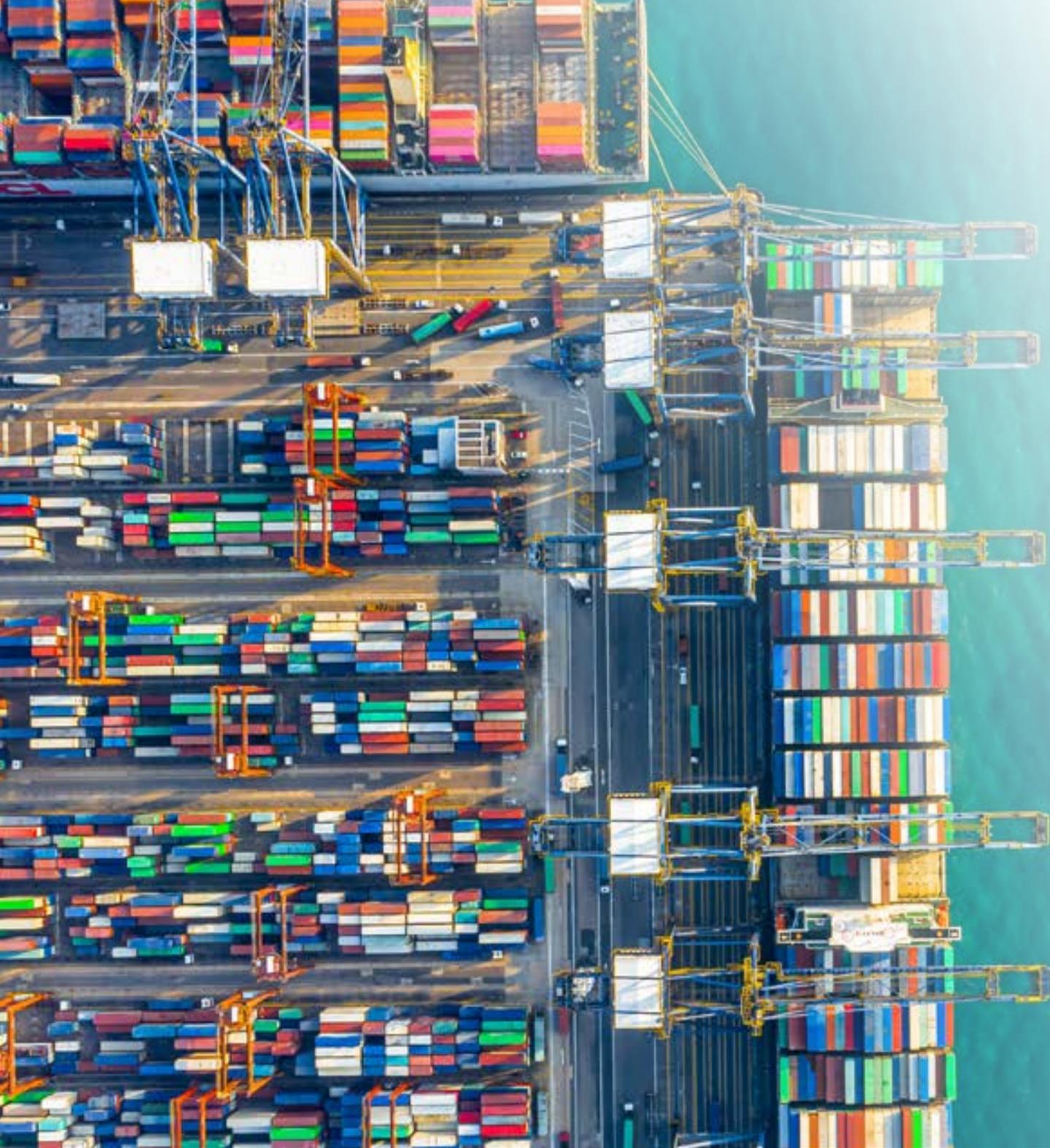
- CRM-service is growing rapidly with turnover multiplied by 10 and expanding to Germany, Benelux and other European countries with users in over 50 countries with users benefitting from a single view of embedded analytics across all operational modules.
- Cloud-based CRM solution with pre-configured dashboards for Sales Force Automation, Customer Management Automation, Support, Project Management and Invoicing, with Product and Warehouse Management with Qlik's embedded analytics fully integrated with security layer and able to scale along with users' growth.

**20,000+**  
active CRM-service  
users

“Our customers require a solution that is fast, looks visually good, is agile, adaptive, and easy to use, to help for quick decision making and provide a great user experience. Our partnership with analytics powered by Qlik, training and continued support is helping us consistently raise the profile of CRM-service as the fastest all-in-one CRM for our customers.”

– **Mikko Korpela**, CEO and Partner, CRM-service





E2open is revolutionizing supply chain management software to create real-time visibility and put more power in clients' hands.

- E2open was looking for a performance at scale analytics solution to embed into their many supply chain applications.
- Qlik's in-memory model and associative engine technology attracted E2open to Qlik and using Qlik's rich set of APIs, E2open created an automated deployment of Qlik where with one click of the browser Qlik is deployed, configured and ready for use.
- E2open provides forecasting solutions for our customers and forecasts keeps change often resulting in different versions. Qlik dashboards controls and stores all of these versions allowing for forecast version comparisons to optimize planning, collaborating on orders and shipments.

“Adding Qlik Sense has helped us attract more customers.  
It's also helping us upgrade the existing customers to the new releases.”

– **Mufaddal Borsadwala**, Director of Software Engineering, E2open



Montrans is Russia's leading transport monitoring company whose satellite-based object monitoring systems are now used by over 1,000 companies. It serves both small corporate vehicle fleets and the largest and strategically important infrastructure projects in Russia and the CIS, including Moscow International Airport, Power of Siberia, PSJC Gazprom, TurkStream and Yamal LNG.

- The Montrans Analytics cloud solution is a comprehensive fleet management and control product that simplifies financial and technical administration tasks by combining all data under a single management and control standard.
- Sensors monitor the condition of the vehicle, its location and movement, mileage and fuel consumption, engine hours and how it is being driven.
- Using comprehensive analytics dashboards, information can be analyzed by periods, types of vehicles and branches, and scores are generated for factors such as driving, safety, the volume of production output and the level of profitability.

Tracking  
**30,000+**  
vehicles

OVERALL FLEET  
EFFICIENCY GAINS OF  
**28%**

**60%**  
LOWER DATA COSTS

**30%**  
REDUCTION IN  
PAPERWORK

“I have seen how Qlik has grown and it energizes me. Its example will enable us to grow Montrans to many times its current size because I see our future in this Data Analytics technology platform.”

– **Stanislav Emelianov**, Managing Partner, Montrans





With a distinct Business Intelligence department in place, Ridder created a new and improved version of Ridder iQ using Qlik embedded analytics. The iQ platform now empowers Ridder customers to consolidate data from external software, suppliers, and their own clients and seamlessly integrate across other applications into a single dashboard generating faster, more accurate insights into their supply chains, processes, and finances.

- Qlik supports precise forecasts allowing Ridder clients to expand their margins by identifying new business opportunities and limiting inventory overages.
- Through stronger analytics and more accurate forecasting, Ridder customers are maximizing revenue and minimizing loss by choosing the right projects at the right time, then executing those projects with better efficiency. They have more control over their inventory, leading to fewer overages and shortages.
- With a more insightful view into their supply chains, manufacturing processes, and consumer demands, Ridder's customers can get their products out to their customers faster and outpace their competition.
- By enabling their clients to achieve more of their business goals, Ridder has vastly improved customer satisfaction, leading to longer retention.

“Now, our customers can get all the information they need with one click and make smarter decisions immediately.”

– **Martin Karssen**, Manager of BI, Ridder Data Systems



ShopperTrak, a subsidiary of Johnson Controls, provides retail analytics services to over 2,000 companies, where it has installed thousands of sensors that track the shopping habits of billions of shoppers around the world.

- ShopperTrak sensors generate huge amounts of data with Qlik Sense and NPrinting being used to collect and analyze that data and support the ShopperTrak Retail Analytics Platform (STAN).
- This service streamlined report generation on topics such as customer traffic and 'sales-per-shopper' and speeds up the onboarding of new clients.
- Qlik Sense's scalability, easy integrations, and powerful associative engine allows ShopperTrak to build solutions quickly and efficiently. ShopperTrak can go from the research and prototype phase to a client-facing solution faster than ever before.

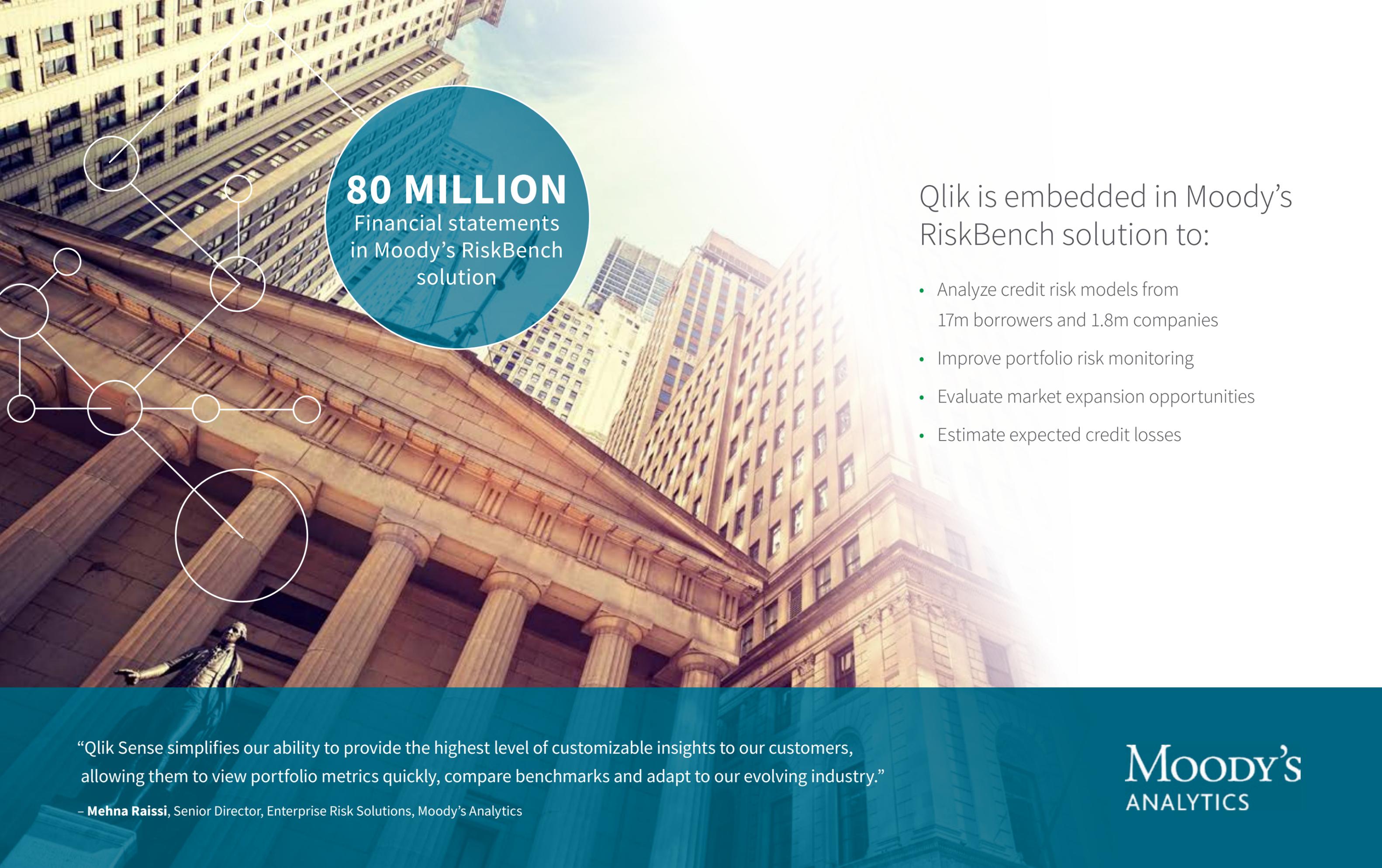
For solution installed  
**150,000**  
SENSORS

Track the habits  
of approximately  
**40 BILLION**  
GLOBAL SHOPPERS

“With Qlik Sense, ShopperTrak is transforming the retail landscape.  
We are no longer looking at a retail apocalypse but are focused on retail boom.”

– **Vladmir Komarov**, Manager, Advanced Analytics, ShopperTrak

**ShopperTrak**



**80 MILLION**  
Financial statements  
in Moody's RiskBench  
solution

Qlik is embedded in Moody's RiskBench solution to:

- Analyze credit risk models from 17m borrowers and 1.8m companies
- Improve portfolio risk monitoring
- Evaluate market expansion opportunities
- Estimate expected credit losses

“Qlik Sense simplifies our ability to provide the highest level of customizable insights to our customers, allowing them to view portfolio metrics quickly, compare benchmarks and adapt to our evolving industry.”

– **Mehna Raissi**, Senior Director, Enterprise Risk Solutions, Moody's Analytics

**MOODY'S**  
ANALYTICS



Nextgen Clearing offers global roaming services focused on innovation, automation and monetization solutions and needed to enhance its financial clearing, data clearing and IOT discount management services with analytics.

- Nextgen chose Qlik to build the analytical apps to provide a combined view of all the products. With over 100 customers having different ways to approach their business and having their own style, Qlik allowed us to customize their apps in relation to what the end users required.

“With Qlik Sense you can pull all the data you need into a picture without hunting around. That is the power of what Qlik allows our users to do.”

– **Mike Sheehy**, CEO, Nextgen Clearing

The logo for Nextgen CLEARING, featuring a stylized 'N' icon to the left of the text 'Nextgen' and 'CLEARING' stacked vertically.

- Precima is a global retail strategy and analytics company providing tailored, data driven retail solutions to drive sales, boost profitability and build customer loyalty.
- After using QlikView as part of its OEM program to provide guided retail analytics to its customers, Precima decided to provide cloud-based SaaS analytics services using Qlik Sense to develop the next generation of embedded analytics and visualization-based applications.
- The BI architecture team built a robust framework, MAD (Monitor, Analyze, Drill-Down) which offers self-service analytics with actionable insights on governance, security and data stewardship covering billions of transactions.

“Precima has transitioned between the past and future of analytics.  
We are giving our customers the tools to transform the retail landscape.”

– **Mohammad Belghiszadeh**, BI Lead, Precima





**30%**  
**INCREASE**

in community satisfaction  
with CAMS implementation

An Australian public research university located in Melbourne, they recently began a commercial project into optimizing asset management.

- Their solution addressed minimizing the cost and impact of unexpected or unplanned infrastructure repairs and remediations. With this new system RMIT was able to predict with 80% accuracy the future needs of infrastructure in Melbourne.
- RMIT built the platform with the ability to create huge financial and time savings for the community councils they serve.
- By managing the recording, intelligence, and data, Qlik enabled RMIT to focus more on the scientific and technical aspects of CAMS' predictive capabilities without worrying about how to present that data to the customer.
- RMIT can now ensure the data they provide is unambiguous and actionable. As the project expands, the data will continue helping to improve communities for the long term.

“One of the things that attracted us to Qlik from the beginning was that they were willing to enter into a development partnership with us...this OEM partnership has enabled us to adopt an alternate cost-efficient licensing model, meaning we can deploy CAMS to a larger number of partners.”

– **Sujeeva Setunge**, Professor, Deputy Dean, Research and Innovation, School of Engineering at RMIT University



Serves over  
**2400**  
HOSPITALS

Processes about  
**\$1.5 TRILLION**  
IN TRANSACTIONS  
A YEAR

**OVER**  
**1 BILLION**  
transactions in our  
data warehouse

SSI offers revenue cycle management, clearinghouse, clinical data and analytics services to the healthcare sector.

- SSI needed an embedded analytics solution that could scale with their volume. Typical customers have tens of millions of transactions a year. So, SSI must meet that level of volume but also provide the level of detail down to the specific claim or charge on a claim.
- The solution provides the ability to view tens of millions of claims in an aggregated way and interact very quickly. SSI has now passed the one billion transaction mark in its data warehouse with innovations that are saving money for its clients.
- Qlik lowered our ownership cost and allowed SSI to focus on the data and to make the data better for the client. As an operator of a SaaS platform, it's about how efficiently, both economically and performantly, we deliver an application.
- SSI's next step in their journey is to do more on the machine learning side. They have delivered predictive sheets in the application and now want to move beyond the predictive capabilities and into the prescriptive analytics realm.

“Qlik has been very responsive to our business needs, and from the technical side I couldn't chart a better roadmap.”

– **Doug Greene**, Director of Analytics Products, SSI Group



Symphony Health is one of the leading providers of healthcare information in the pharmaceutical and biosciences industry. The healthcare information organization provides comprehensive data and powerful analytic tools to help healthcare professionals understand the full market lifecycle of pharmaceutical therapies.

- Symphony Health's Vantage Applications Business Intelligence (BI) Solutions offer insight into everything from predictive market analysis to patient influence, physician prescribing, pharmacy fulfillment, payer reimbursement, and sales compensation.
- The Vantage Applications platform with embedded analytics provides instant access to key performance metrics, data visualizations, and predictive analytics that enhance situation analyses and speeds decision making.
- The suite allows our customers to evaluate the payer, market, and competitive landscapes and to strategize and forecast their business using current data and real-time visualizations. They can then react in the present.

**PROCESSES**  
**BILLIONS**  
of transactions annually  
including prescriptions  
and claims

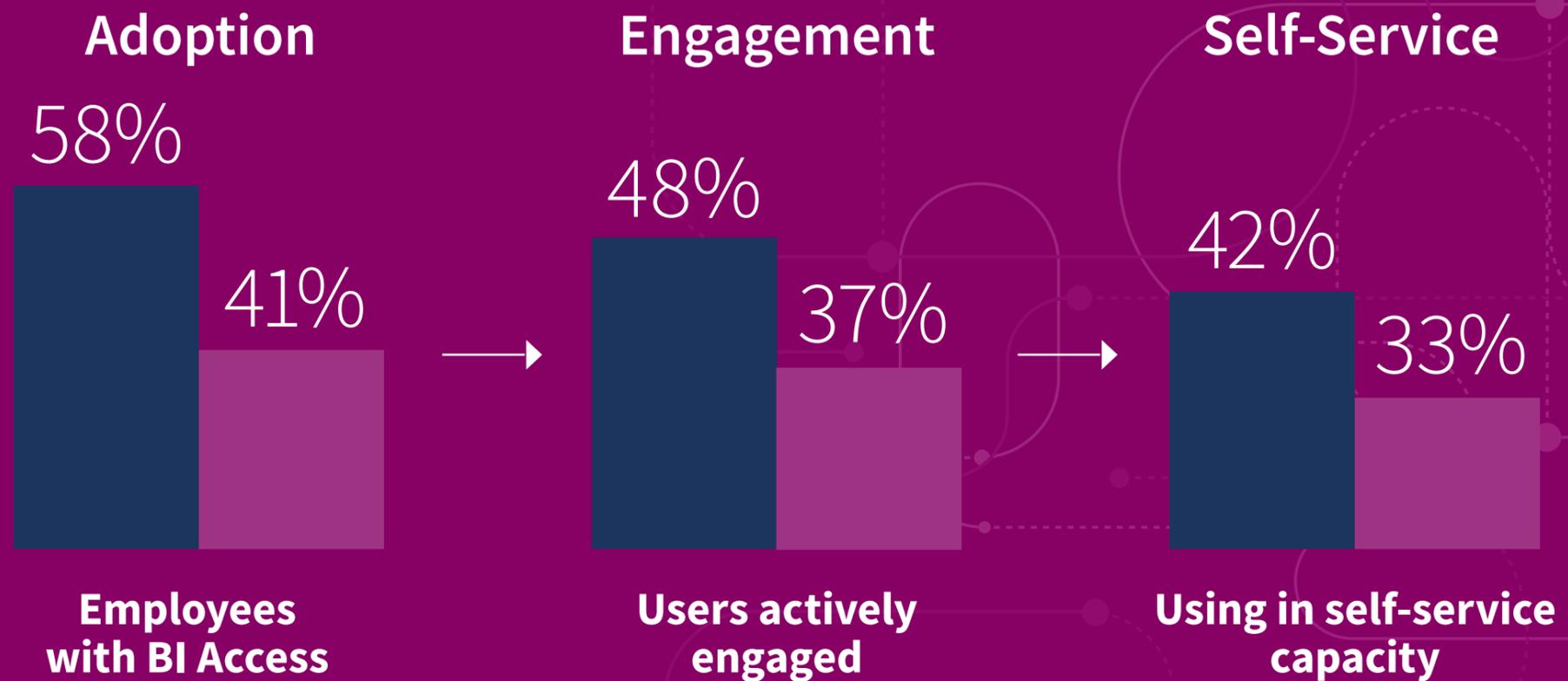
“On top of its next-generation UI, Qlik Sense offers improved natural language processing, and advanced report formatting and distribution functionalities...We've also seen under-the-hood improvements, and their team is always coming to us with new features that we can pass on to our customers. I feel like we're dealing with a partner and not just a vendor.”

– **Derek J. Evans**, SVP and Practice Head, Health Technology Solutions at Symphony Health



**Symphony Health**  
A PRA Health Sciences Company

# Embedding Drives Analytical Engagement\*



\* December 2019 Aberdeen and Qlik webinar

# Powerful data analytics made fast and simple.

Your customers are worth it.

Explore our OEM solutions at [qlik.com/oem](http://qlik.com/oem)



## 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.

Qlik provides an end-to-end, real-time data integration and analytics cloud platform 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 50,000 customers around the world.

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

