

QlikView Customer Snapshot



"QlikView has cost us only 20 percent of the price of alternative solutions. The payback period was just a few months."

– Mats-Olov Eriksson, Data Architect, King.com

About Customer

- Profile: Leading global online gaming company
- Location: Offices across Europe and in the USA
- Headline figures: 3 billion games played a month
- Industry: Travel, Hospitality and Entertainment

Challenges

- Make huge volumes of gaming data accessible to the business
- Deliver rapid business insights
- Empower business users with self-service

Solution

- King.com has deployed QlikView to multiple lines of business, providing benefits to users around the world in a number of key areas:

Executives can make more informed business decisions based on multiple KPI metrics

The marketing team can target games more effectively based on multi-dimensional customer insights

Financial analysts are measuring return on investment in marketing campaigns for the first time

The product development team can analyze customer behavior to inform future games design

The IT team is gaining a better understanding of data structure and relevance

- Over 100 QlikView applications now in daily use
- Handling 2 billion rows of data generated per day
- First application in production within a week
- Return on investment achieved in a few months
- Users able to search and analyze big data in the way they want

Benefits

- Delivered rapid analysis with zero wait time
- Provided an excellent self-service experience for multiple users
- Created a powerful new platform for improved decision making

