



3

big data benefits  
for global supply  
chain management  
performance

Lowered  
Costs.

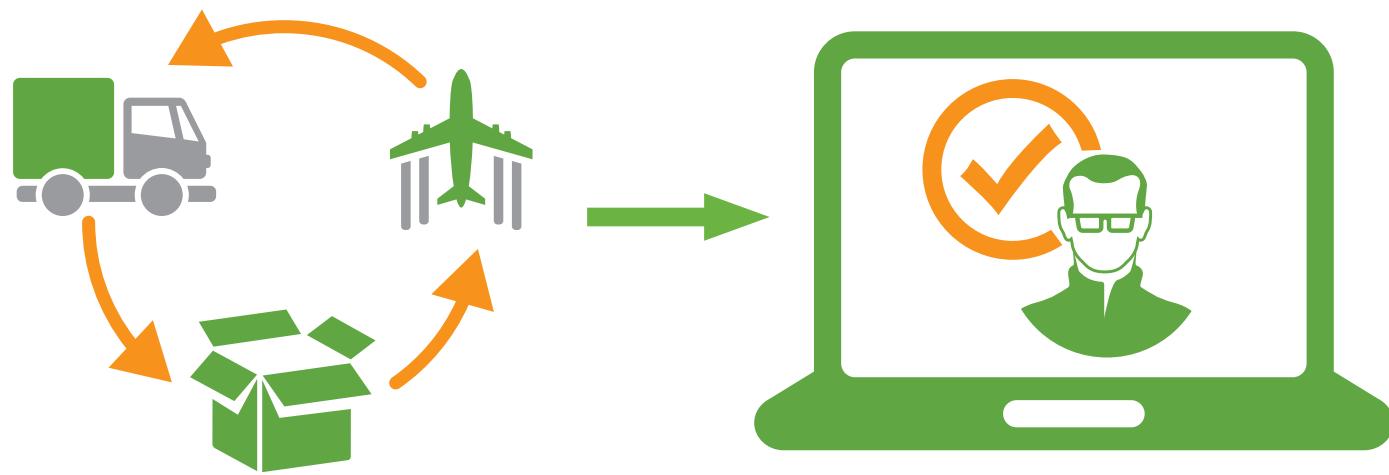
Increased  
Flexibility.

Higher  
Growth.

**Right product. Right place.  
Right time. Right quantity.  
Right quality.**

Supply chain success is difficult even in the best conditions  
So what happens when markets, customers, and technologies  
**are in constant flux?**

# Supply chain used to be about making products and delivering them



Now you need to drive growth and customer loyalty — in a market that's faster, more complex, and less forgiving than ever.

This is because **digitally empowered consumers** want customized products at mass-market prices, delivered on their terms.

## Supply chains are increasingly complex.

Outsourcing production to disparate global suppliers reduces your control over quality and lead times while new sustainability and environmental mandates increase demand for transparency and compliance. On the horizon, delivery drones, 3D printing, and robotic warehouses promise even more disruption.

# Data, too, poses a host of new and ongoing challenges.



Inside your walls, your core systems and processes don't talk to each other — meaning **your core people can't communicate, either.**



**Big data from the Internet of Things** promises new visibility and value. But having the tools and time to keep up with it is difficult.



**You also need to collaborate** and plan with partners and suppliers. But your data is incomplete, out of date, inaccurate, or all three.

# **Despite these challenges, some companies are still moving ahead.**

Companies with best-in-class supply chains consistently outperform competitors by focusing on three drivers:

Lowering costs → Increasing flexibility → Driving growth



The common element?

# Data.

Supply chain leaders use analytics to transform raw data into detailed insights — and they use these insights to transform their supply chains.

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*“Thanks to Qlik, we have complete control over all our business processes, including tracking and tracing. The ability to perform daily analyses allows us to adjust easily and achieve dramatic cost savings.”*

Jaap Brokking, General Manager, BBS Food



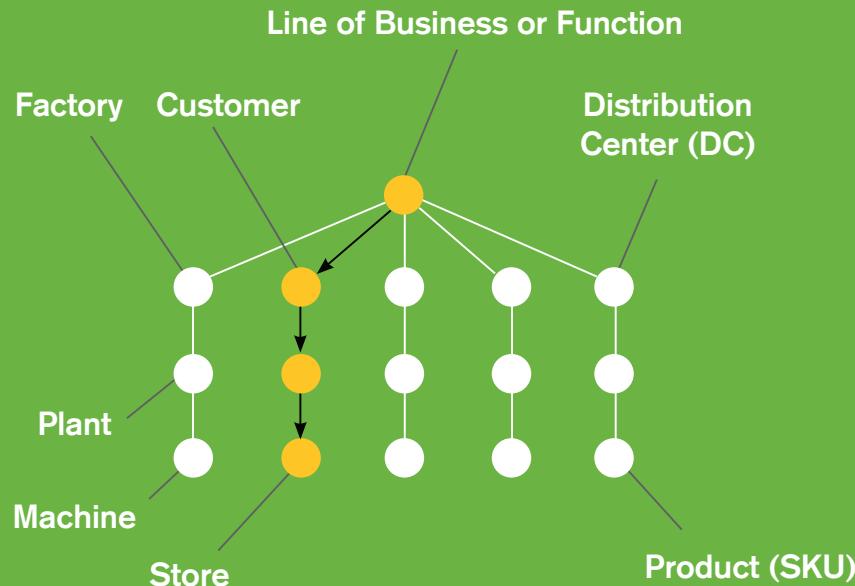
**Data from functional silos alone  
can't show you what you need.  
To be successful, you need to  
see the whole story.**

The whole story takes in all data from all sources to reveal the relationships that traditional reporting simply can't. You can go anywhere in your data and use the resulting insights to continually balance priorities.

### Traditional Data Visualization

**versus**

### Qlik Associative Experience



# When you see the whole story...

**You answer every question.  
Model every scenario. Minimize  
every risk. You're also able to:**

- Analyze performance across your entire supply chain — including partners and suppliers — rather than within a single function or silo
- Make better decisions to drive improved performance
- Turn the insights hidden in your systems into competitive advantage

**You transform supply chain management into a strategic business function by:**

- Managing KPIs across multiple functions
- Mitigating risk and increasing resilience
- Ensuring customer centricity and satisfaction
- Increasing agility and competitiveness
- Ensuring compliance and sustainability
- Identifying new areas of opportunity and growth

**Qlik solutions for supply chain show you the whole story — and let you share actionable insights with everyone who needs to know.**

With Qlik, you can integrate data from internal applications with external data from suppliers, partners, customers, and third parties — letting you explore all your data in powerful new ways.

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*“With Qlik, we have the ability to aggregate historical data from various enterprise software systems with data from SAP systems. This has made company information accessible to everyone and enabled our users to develop consolidated reports more efficiently.”*

Clifford Siegel, Senior Vice President, Global Supply Chain, Lifetime Brands Inc.



Through guided analytics and self-service visualization, the Qlik associative model reveals insights and relationships that would stay hidden in hierarchical BI systems or delayed by requests to IT.

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*“With Qlik, we are trying to establish data-driven decision making as a culture within our organization. All the relevant teams have been empowered and no longer depend on anyone else for reports and analysis.”*

Pravin Shinde, Analytics Manager, Flipkart



**With insights  
from Qlik, you  
can optimize the  
drivers of supply  
chain success  
and are able to:**

**Lower costs**  
through strategic  
supplier engagement

**Increase flexibility**  
to meet customers'  
changing requirements

**Drive growth**  
through increased visibility  
and actionable insights



**Around the world, Qlik solutions for supply chain are helping organizations lower costs, increase flexibility, and drive growth.**

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*“Until recently, we were data rich but information poor. We didn’t know if we were paying suppliers to term, whether our procurement contracts were effective, and how many invoices were processed without a purchase order. We also needed a better idea of any spending that was being incurred ‘off contract’.”*

Dave Richmond, Business Development Manager,  
British Sugar Group



## Lifetime Brands

Improved analysis of sales performance, inventory turns, and fills rates helps Lifetime Brands improve operational performance.

A single, complete view of past and present data enables a consolidated analysis of vendor performance for greater efficiency and agility.

## National Health Service (UK)

Real-time analysis of up-to-date data helps clinicians and managers at the National Health Service (UK) cut costs, shorten wait times, and ensure compliance with national targets.



## OVS

Guided analytics and self-serve visualization helps Italian fashion retailer OVS coordinate purchasing across multiple departments, increase front-line employee productivity, and drive strategic decisions more quickly.

## Mahindra & Mahindra

Innovative visualizations and new insights into inventory and production helps multinational automobile manufacturing company Mahindra & Mahindra improve inventory control, lower costs, and identify new opportunities for growth.



## **BBS Convenience Foods**

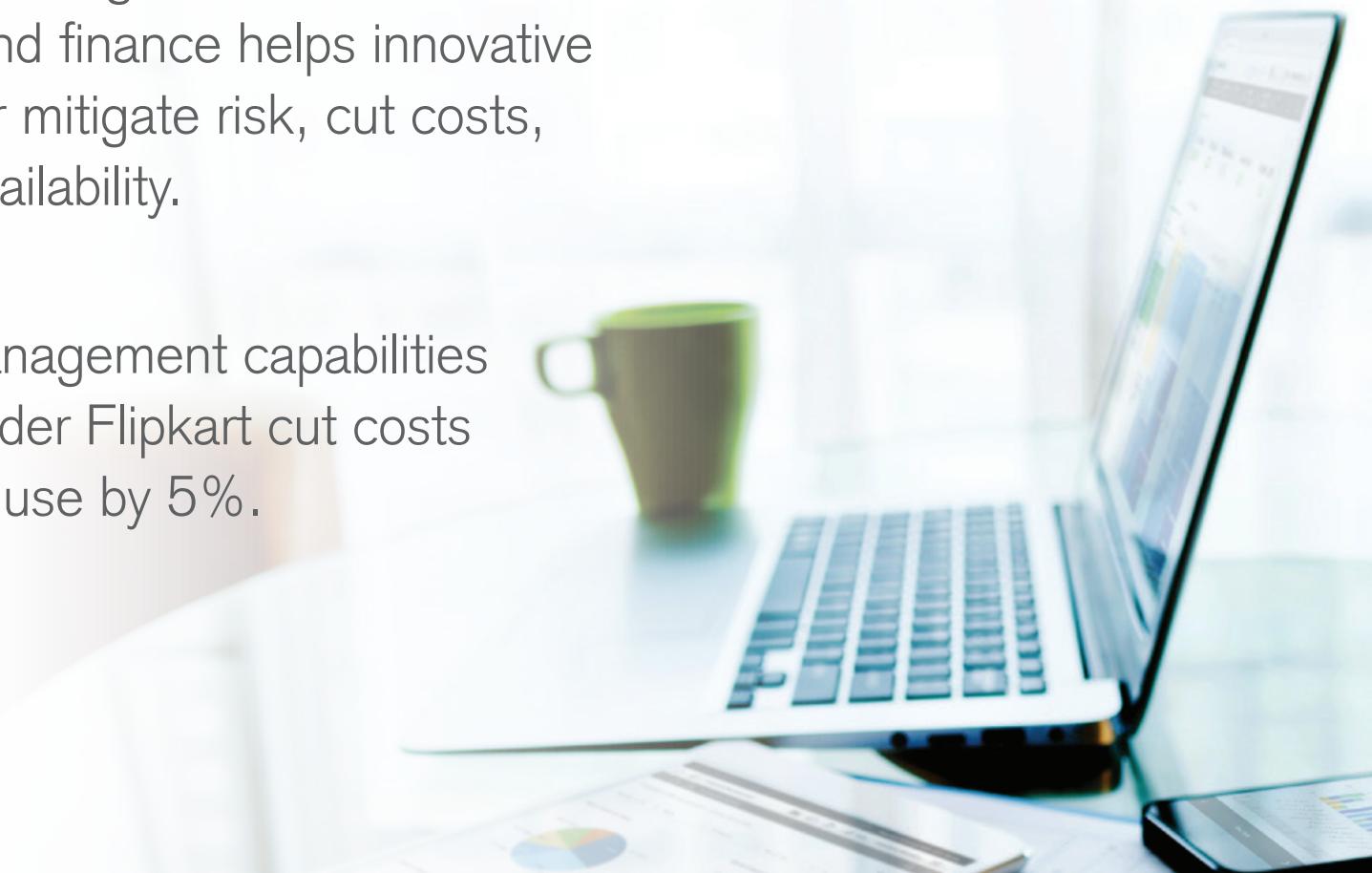
Increased visibility into production helps BBS Convenience Foods realize a 50% increase in forecast accuracy and comply with food safety regulations. Reporting on tracking and tracing times fell from weeks to a mere 10 minutes.

## **Quooker**

Automated reporting of insights from across sales, service, purchasing, and finance helps innovative manufacturer Quooker mitigate risk, cut costs, and ensure product availability.

## **Flipkart**

Improved inventory management capabilities helps e-commerce leader Flipkart cut costs and improve inventory use by 5%.



*“Availability is our primary customer value. We deliver our products throughout Europe within 24 hours. To do this, we need total control over our processes and this is exactly what Qlik is about.”*

Lars Emilsson, Project Manager, Systemair



**Discover the whole story that lives within your data.**

**Take control of your supply chain.**  
[qlik.com/supplychainsolutions](http://qlik.com/supplychainsolutions)

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