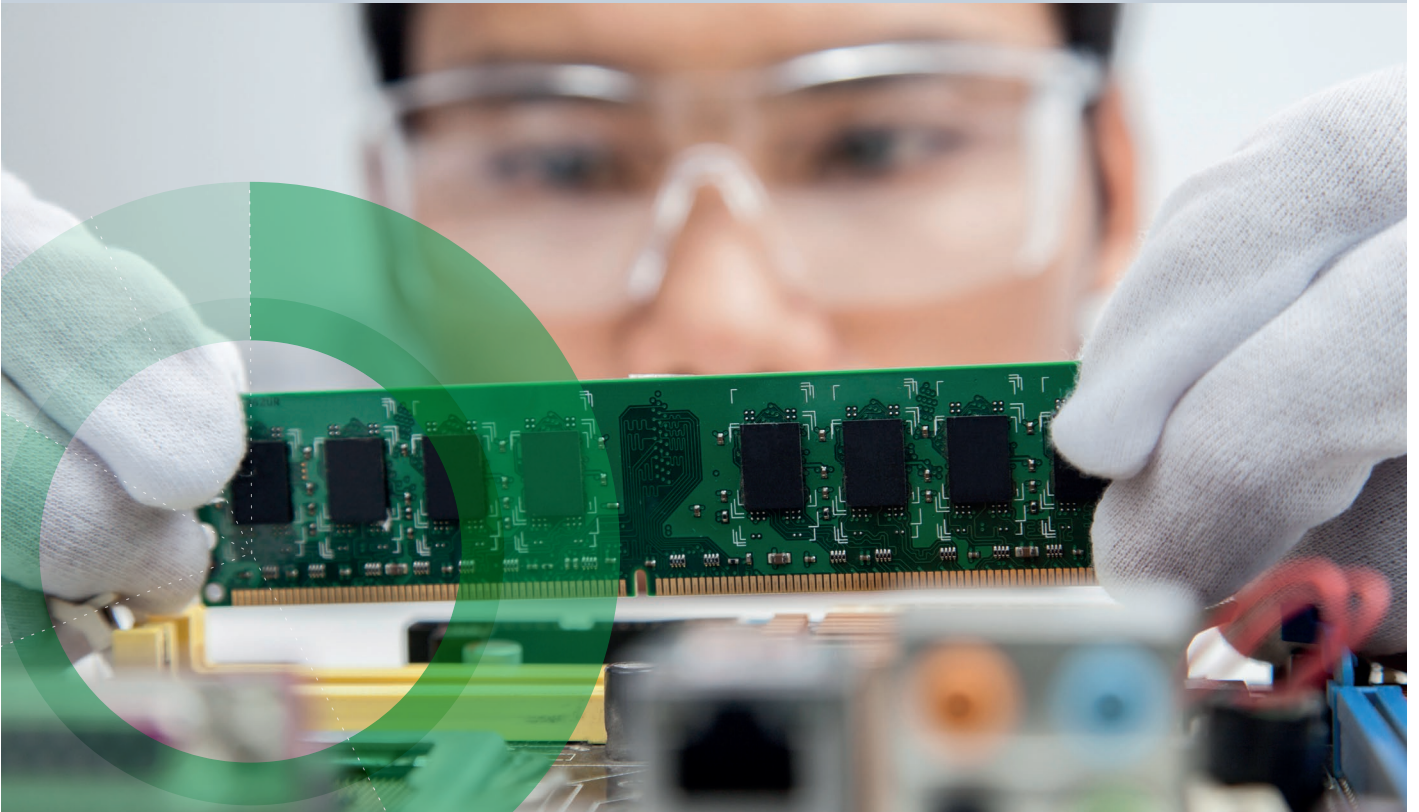# Data is the new gold for Lenovo

Leading technology company employs
Qlik Sense to gain strategic advantage

LENOVO

"Qlik Sense allows people to make better business decisions because they can analyze data and pull out the insights very quickly. The collaboration component enables them to consolidate those insights into a single source of truth."

Sean Rogers, Director of Operations and Reporting - IDG Data Visualization Center of Excellence, Lenovo

Disconnected data sources

Lenovo™ is a global technology company with three key businesses – the Data Center Group, which designs and manufactures servers, storage, networking, software-defined applications and infrastructure-as-a-service; the PCs and Smart Devices business (includes computers, tablets, smart home and smart office devices, augmented and virtual reality solutions, software, services and more); and a Mobile Business Group, which offers mobile solutions. Formed more than three decades ago, Lenovo is a US $50 billion Fortune Global 500 company operating in 180 markets around the world.

Acquisition has been one of the growth cornerstones of this global organization but the kick-back was that data, while held in large quantities, was in many different locations and on multiple different systems. Lenovo wanted to gain insights and drive business improvements from analyzing the data, but drawing it together could be difficult and time-consuming. One example involved a monthly report for the company's global finance team. This routine report can take multiple days to compile.

"We believe that data is the new gold, so it is very important to Lenovo, but we had data sources in different databases across the company," explains Sean Rogers, Director of Lenovo's Operations and Reporting in Global Analytics & Operations and Leader of its Data Visualization Center of Excellence.

"As a company, we were looking for one source of truth that would enable us to make data-driven decisions that would help us succeed. To achieve this, we needed a data transformation that would enable us to automate a lot of processes and provide people with faster insights that they could analyze to make smarter business decisions."

Solution Overview

Customer Name
Lenovo

Industry
Information Technology

Geography
Morrisville, NC

Function
IT

Business Value Driver
Reimagined Processes

Customer Intelligence

Challenges
- Gain a single source of truth from widely dispersed data
- Obtain swift business insights to support sound decision-making
- Increase process efficiency to control costs

Solution
Lenovo has implemented Qlik Sense which is now used by thousands of people. It has also embarked on an extensive business intelligence training exercise.

Results
- Automated report generation is estimated to have enabled much higher operational efficiency, allowing staff to re-focus on other strategic business priorities
- Workloads for many teams have been reduced
- Swifter access to data analysis support better business decisions to increase competitiveness

Self-service data analysis

Lenovo is teaming up with Qlik Sense because it's easy to learn, quick to ramp up and supports the automated development of more reports and visualizations for both desktop and mobile viewing. The self-service elements of the product were also a big draw.

"You can build a dashboard that has key performance indicators (KPIs), display the most important information that your executives need and it's all automated, so it helps to significantly cut down the amount of time required to compile reports," says Rogers.

The company now has thousands of Qlik Sense users and has created a number of Qlik applications, mainly around sales operations. One app enables managers to provide salespeople with a deeper understanding of the business, including opportunities, revenues and profit. A second app enables teams to keep track of deal funding and a third supports long-term growth by bringing clarity to territory planning.

Worldwide training program

Lenovo's commitment to data analysis is underlined by its ambitious worldwide training. Although the organization had been using business intelligence (BI) programs for some time, there were still improvements to be made. A team of subject matter experts was created covering visual analytics, technical skills, and data and support. The team holds weekly calls and conducts workshops at many of Lenovo's global offices to train users in effective use of data analysis tools to enable users to gain insights as quickly as possible.

Telling a story with data

Eliminating the need to cut and paste from manual spreadsheets into PowerPoint reports is conservatively believed to save 30 minutes every week for each of Lenovo's thousands of Qlik users.

Streamlined reporting provides other advantages that spread throughout the entire company. A new customer insight dashboard powered by Qlik allows Lenovo to see how products are performing and to sharpen the supply chain, pinpointing components for procurement. Other reports that used to take days to compile are now prepared in hours. Rather than working on routine reports, team members have been re-deployed on strategic development activities.

"For us, Qlik has been a success on many fronts," says Rogers. "There is the speed of the Qlik engine and the ease with which you can create quick visuals and analytics. It's also about being able to take multiple data sources from almost anywhere and feed them into Qlik to support better and swifter decision making."

External connection to partners

In addition to improving critical internal processes, Lenovo also plans to partner with Qlik externally to provide global business partners with key metrics on business performance.

"With Lenovo continuing to grow, I see Qlik data analytics as a strategic competitive advantage," concludes Rogers. "There are many exciting developments on the horizon such as artificial intelligence (AI) and, by using Qlik for predictive analysis, we can see what's going to happen and what we need to do to move further up the chain.

"By using Qlik Sense to combine a lot of different types of data, you can create a richness of the variety of data that really gives you the most powerful insights.

"The ability to tell a story with data is very important. Fairy tales and fables have lasted hundreds of years because those stories stick and resonate with people. Qlik allows you to do that with data."

"If we didn't have the Qlik data that we have today and if we didn't have the ability to use it in the way we do, it would be very difficult for us to meet our business targets."

Sean Rogers, Director of Operations and Reporting - IDG Data Visualization Center of Excellence, Lenovo

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About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward.

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