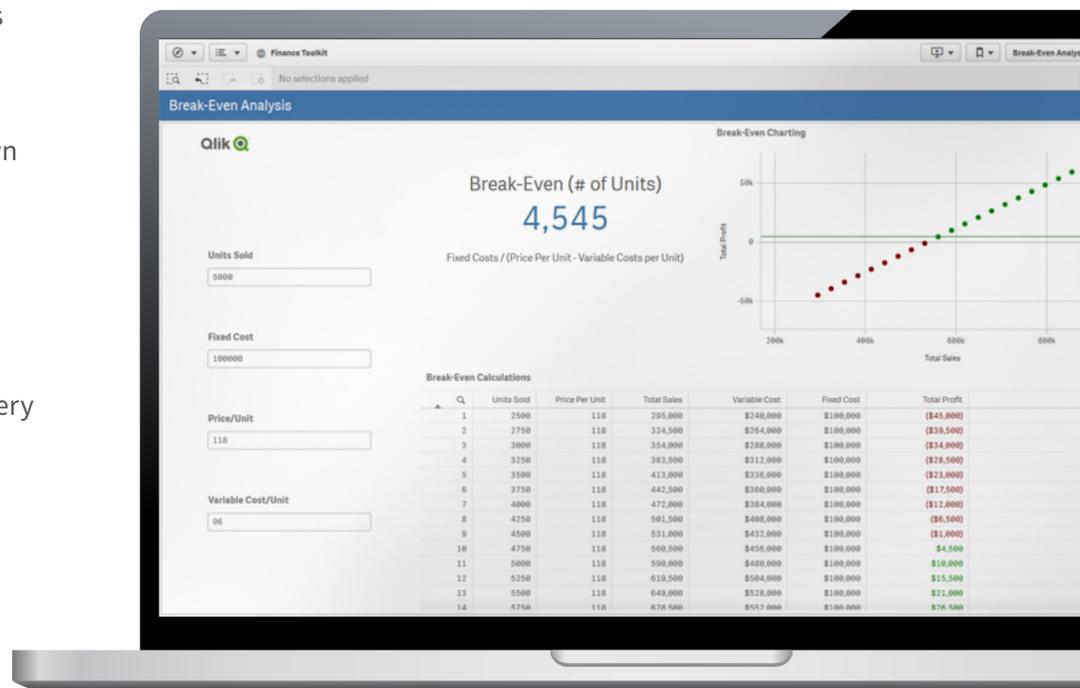


Qlik for Revenue and Profitability Management

Unlock the power of information to improve revenue and profitability management and help transform your business. Qlik data analytics gives your decision makers a complete view of your product portfolio from all sides.

Executives continually search for ways to generate the most return for every product or service your business provides. However, your finance users can have trouble keeping up because they don't have an effective tool for analyzing massive amounts of transactional data that exist in your systems. This limits getting insights into and across revenue streams to spot evolving market behaviors and pricing tradeoffs.

Because Qlik® data analytics is so easy to use, your finance users can see the whole story of your data, explore information with simple clicks, and create their own analytics to meet fast-changing requirements and environments. Qlik lets your teams test pricing scenarios, compare estimates versus actuals, and get the views they need for information discovery on the fly, on any device. This takes the focus off burdensome consolidation and analysis processes and puts it where it should be — on business decisions that drive profitability.



Key Solution Benefits



Faster insights into markets and pricing

- Proactively manage changing environments instead of reacting after changes have occurred
- Easily identify unit and price optimization opportunities with a 360° view of revenue estimates versus actuals, and understand the levers that drive this activity



Increased communication

- Allow your finance managers to rapidly analyze integrated sets of data as they come in and use collaboration capabilities to share insights with others—in real-time sessions or through annotations
- Encourage your users to collaborate to improve transparency for regulators, executives, and other business lines
- Reduce communication lag times between teams while helping people make more informed group decisions and business discoveries



Improved product portfolio performance

- Gain visibility into your entire revenue portfolio
- Connect Qlik with your CRM tools such as Salesforce.com® to view revenue as it comes in
- Let users freely explore portfolio performance against goals — from high-level visualizations of total profitability to individual products and regions to transaction details — to quickly spot and allow managers to respond to outliers and concerns

Qlik data analytics helps drive growth and increase margins through less slippage, reducing risks from low margin or underperforming revenue streams.



About Qlik

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. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions 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.com