



WD-40 uses Qlik to improve demand sensing in order to proactively react to competitive pressures by:

- Reducing reliance on IT with self service analysis
- Increasing sales visibility with on demand analysis of POS data
- Improving customer insights with greater access to data

Increase
Operation
Efficiency &
Demand
Sensing

Analyze
500,000+
order lines in
seconds, on
demand



“Qlik is a great way to get at company data quickly and easily. Data is available instantly with just a few mouse clicks. We can now analyze over 500,000 order lines in seconds, in real time, on demand.”

- Julian Spencer, Finance and Operations Director (Europe), WD-40 Company