

DATA ANALYTICS

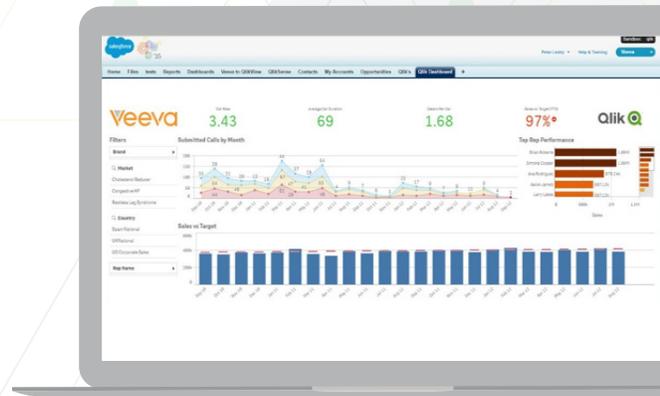
Unify and Transform Your Veeva and Third Party Data into Insights

Qlik® and Veeva Nitro



Transform Your Veeva Data Into Actionable Information

Qlik, a Veeva Systems Gold Technology Partner, enables data analytics with Veeva Nitro, the next generation commercial data warehouse for easy-to-use, self-service data discovery. With Veeva Nitro's industry-specific data model and standard data connectors, Qlik delivers access to business insights faster for an advanced, modern business intelligence and AI experience.



Turn Your Veeva Data into Powerful Information

What if you could easily give your field teams the information they need, when they need it, by equipping them with visualizations and dashboards built with Qlik?

What if you could easily unify your most important Veeva and third-party data sources to ensure the information is always current, and then visualize that data in a consistent and actionable format?

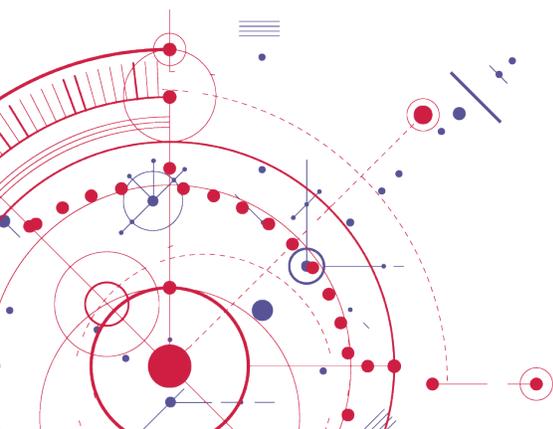
Qlik's partnership with Veeva gives customers a powerful, user-friendly, scalable, fully integrated analytics experience that provides unparalleled visibility into both Veeva and third-party data sources to empower smarter decision-making.

Qlik enables business users to visualize all their activity, including sales, patient, specialty, and digital data, across an unlimited number of dimensions on any device.

Qlik with Veeva Nitro offers an alternative to data consolidation complexity by relating information within Veeva Nitro for seamless visual analysis, dashboards and reports in a simple and agile way. Veeva Nitro pulls many disparate industry sources together in one place for reporting and insights. Qlik's patented associative capabilities can easily be utilized with Veeva Nitro's analytics-ready data model.

Solution Highlights

- Qlik Sense provides a highly performant self-service analytics layer on top of Veeva Nitro. It provides an intuitive visual experience and uses innovative techniques to summarize the overall shape of data, highlight patterns and hotspots, and pinpoint outliers.
- Qlik's unique Associative Engine allows everyone to explore and search information freely, exposing hidden insights that would be missed with query-based tools. Users can easily pivot their analysis in any direction their curiosity takes them, quickly and easily.
- Users can combine Veeva data (such as activity and content data) with third party syndicated data sources such as prescription, sales, formulary, and claims data, to create rich, powerful and comprehensive dashboard visualizations that empower them to interact with and find the whole story in their data.
- Life sciences field teams have immediate, actionable insights about their accounts and activities, including the ability to track key performance metrics against their goals and business objectives, updated in real-time and visualized using Qlik dashboards.



Veeva Technology Partner 

75+

Mutual Customers



Industry leading partnership since 2015



Native Veeva Connector



Seamless Security Integration



Easily visualize data from Veeva and other sources

- Examples of use cases with Qlik and Veeva Nitro include tracking brand engagement metrics, calculating content ROI, measuring field engagement, and more. Life Sciences customers can use pre-built analytic content to:
 - **Conduct analysis on sales goals and activity**
 - **Understand how content is being utilized**
 - **Gain insights into how products are selling**
 - **...and much more.**
- Qlik's reporting, analytics and visualization tools utilize Veeva Nitro's star schema data models, designed to support a seamless integration that scales with your needs (data volume, number of users, ...).



About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com

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regarding Qlik and Veeva
please visit:**

Qlik  **LEAD WITH DATA™**

Qlik: qlik.com

Veeva

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