

# Amadeus

## Exploiting big data value with Qlik Sense

### Challenge

A leader in SaaS solutions for the airline industry, Amadeus generates large volumes of data across its various applications. To achieve value, Amadeus wanted a solution that could reconcile and analyze all of this data and produce attractive KPIs.

### Solution

Many Qlik Sense apps are integrated into the Amadeus offer, including: **Market Insights** for analysis of booking, traffic, and schedules, that allow customers to benchmark, and **Performance Insights** for sales analysis, Revenue Management, and Marketing, for customers to analyze their own data.

### Results

- Good performance on large volumes
- Autonomy of users thanks to self-service BI
- Efficiency and responsiveness through dynamic analysis and data visualization

### Solution Overview

#### Customer Name

Amadeus

#### Industry

Services

#### Geography

Worldwide

#### Functions

Commerce, Marketing, Operations

#### Business Value Driver

Customer Intelligence

Reimagined Processes

New business opportunities

“I found in Qlik Sense an intuitive and performing solution which not only demonstrates great business value but is also easy to integrate inside our complex ecosystem of processes and operation tools thanks to a very open minded design.”

Thomas MAURE, BI Senior Expert, Amadeus

