13 STORIES OF EMBEDDED ANALYTICS SUCCESS
Why analytics?

Today, business applications play a vital role in decision-making for analysis-centric business users.

To make fast, effective decisions, these users need the insight that comes from analyzing and visualizing data right in their applications, as business happens.
So, do you build it yourself, or embed a proven analytics solution?

Your product team is skilled at creating software for your industry and market — but not necessarily at developing highly interactive analytic and visualization software.

Working with visual analytics experts eliminates the need to divert resources and ensures that you’re using proven analytics and visualization.
Why Qlik?

Qlik® represents decades of expertise.

Add more value to your application or information services solution by leveraging our unique data analytics platform directly within your application.

Give users powerful tools to explore theories, prove hypotheses, or discover trends that can change the trajectory of their business.
What Qlik does for you:

- **Boosts your competitive advantage.** Integrate applications using minimal code to bring your solution to market quickly.

- **Covers a broad spectrum of use cases with one solution.** Whatever your customers’ analytics needs, you can deliver with Qlik.

- **Gives developers a standard analytics development environment that uses APIs built specifically for embedding.** Use prebuilt extensions, call content from other applications and embed, or build mashups using Qlik’s modern library of APIs.
What Qlik does for your customers:

- Provides powerful, relevant, seamless analysis and visualization — quickly.
  Customers get analytics right within your application or information service — gaining a distinct advantage from using your data supply chain.

- Allows them to see the whole story hidden in their data.
  Qlik’s Associative Engine lets users probe all possible associations in their data, across all of their data sources.
We’ve been working with OEM partners for more than 10 years. Read on to explore some of the tangible benefits Qlik and its OEM partners have created at organizations of all sizes, across a wide range of industries, all around the world.
Partnering with Qlik enables this fast-growing ERP software provider to:

- Extend the benefits of enterprise-ready BI to the more than 740,000 users of the AFAS ERP suite.
- Rapidly deploy disruptive BI for ERP, going beyond modernizing business practices and advancing to innovation by letting customers see the whole story hidden in their data.

“Qlik proved to be the disruptive platform we were looking for. Where other ERP providers offer a BI module as a paid plug-in, we offer it for free to our customers.”

- Bas van der Veldt, CEO, AFAS Software
By embedding Qlik, this computer telephony integration and media management solutions provider can now:

- Allow customers to report beyond traditional operational contact center management KPIs, empowering them to drill down, analyze, and understand their data.
- Retain its cutting-edge position without diverting resources to build the kind of solution that Qlik already offers.
- Enjoy swift customer adoption thanks to a highly user-friendly design.
- Gain new and additional revenue streams and improve its sales proposition.

"Qlik offers us the most advanced visual analytics solution available today in the market. Our customers will have full flexibility. For us this means we will remain our position as a company that offers cutting-edge technology….we are more than satisfied with our choice for Qlik."

– Yaniv Winer, CEO, Calltech Communications
IT service provider eCare specializes in “whole care” healthcare solutions. Qlik has helped to enrich eCare’s value proposition by allowing it to:

- Deliver easy-to-use visual analytics to business users.
- Provide a software-as-a-service solution that lets users access software from any device.
- Take its solution beyond traditional healthcare technology, providing new ways of visualizing and analyzing daily and historical health data.

“Qlik delivered. There is a lot of complexity in getting the two systems to ‘talk’ and the Qlik technical team made every effort to get this to work. Qlik understands what an OEM partner needs.”

– Robert van Ginkel, Sales Manager, eCare
Thanks to tight integration with Qlik, EFI’s business intelligence solution is helping users at hundreds of companies to:

- Identify trends as they appear and take proactive steps to correct or strengthen their position.
- Easily identify where they’re losing money and address these areas.
- Gain a clearer understanding of the profitable areas of their business so they can focus growth in the right direction.

“EFI initially chose Qlik purely on the basis of its technology. Qlik has maintained the partnership based on not just the great tech, but their ability to work quickly and effectively with us.”

– Joe Burns, EFI, Business Intelligence Product Manager
Partnering with Qlik allows agricultural technology provider Mesur.io to:

- Offer users more value from its solution, combining smart sensor technology with analytics and discovery so users can make more accurate decisions.
- Help growers conserve resources.
- Improve supply chain integration and automation.

“Mesur.io wants to focus on the end user needs from the data, not on the data itself. Qlik on AWS drives insight discovery with data visualization and allows us to apply our resources where it counts.”

- Mike Prorock, Chief Technology Officer and Founder, Mesur.io
The Moody’s Analytics online platform for benchmarking and estimating risk combines Moody’s Analytics global data assets and credit risk models with Qlik’s powerful data visualization technology.

- Qlik builds on, enriches, and deepens what Moody’s Analytics is already very good at so that they can offer truly new capacities for insight to their customers—with simplicity.
- Embedding Qlik allows Moody’s Analytics users to aggregate vast volumes of data about borrowers for benchmarking and to better assess risk through intuitive visual dashboards that can be sliced, diced, and explored to granular levels.

“Qlik simplifies our ability to provide the highest level of customizable insights to our customers, allowing them to view portfolio metrics quickly, compare benchmarks, and adapt to our evolving industry.”

– Mehna Raissi, Senior Director, Product Management, Moody’s Analytics
Embedding Qlik in its solution for the live protein industry has allowed MTech Systems to:

- Quickly meet customer demand for faster access to more robust reporting and the ability to interact with data in a visual format.
- Make customers happy while broadening its target audience in current segments.
- Enhance its solutions with consistent graphics, new types of aggregation, added layers of analysis, and KPIs with trend analysis.
- Help customers benefit from and better manage the explosion of new data in their sector as data from equipment, house controllers, gauges, and more comes online.

“Embedding Qlik has driven business value for MTech Systems. Our current partners and customers have seen big-but-seamless improvements as they use our solutions, while the capacities we’ve added to our solution set have expanded our target audience.”

– Adam Gray, Director of Analytics, MTech Systems
The Tagetik corporate performance management platform provides the Office of Finance with visibility into all financial processes. With Qlik, this recognized leader in innovation has been able to:

- Differentiate itself and deepen its competitive advantage in a crowded market.
- Embed visualization, analysis, reporting and dashboards, and an associative in-memory analytics engine directly in its solution.

Click to watch Bani Brandolini, President of International, Tagetik Software, discuss the benefits of partnering with Qlik.

“For our customers, it is seamless. They are using Tagetik Analytics as part of the unified Tagetik solution. We gain the competitive advantage of these visualization and analytic capabilities without diverting our development resources from our focus on delivering critical capabilities to benefit the Office of Finance.”

– Fabio Vigolo, Director of Analytics and Advanced Applications for Tagetik
Unified Logic’s core product, Movere, provides data-driven IT asset management, security, and infrastructure solutions to help businesses optimize software licensing and IT infrastructure investments. By embedding Qlik, Unified Logic can now:

- Present this data in a meaningful and flexible format that lets customers reshape their experience in a meaningful way.
- Grow retention rates and subscription renewals.
- Attract new customers.

Click to watch Unified Logic CTO Andy Slivinschi, discuss the advantages of embedding Qlik.

“Customer retention and satisfaction are hugely important. We’ve seen a spike in both since moving to Qlik.”
– Andy Slivinschi, Chief Technology Officer, Unified Logic
Partnering with Qlik enabled this global provider of business-critical applications for the hotel and leisure sector to:

- Leverage and integrate key hotel subsystems into one synthesized dashboard.
- Transform their business intelligence tool into a true end-to-end solution, opening access to a new global user base.
- Provide significant cost savings and increased service levels to their customers.

“Development with Qlik was way simpler, more agile, way faster – hence way cheaper which was critical for an industry where IT budgets are tight.”

– Greg Spicer, CEO, Xn Protel

Qlik allows Xn Protel to enter global market for first time

3 INTUITIVE PANELS
give hoteliers key operational insights from all data sources
The CEGID Group creates management software for organizations in multiple industries at 27 deployments in France and through 15 offices worldwide. Embedding Qlik has enabled this solutions provider to:

- Give clients a seamless experience to easily collaborate so they can quickly and simply explore data through customized dashboards.
- Provide a smooth evolution of its software-as-a-service offering thanks to Qlik’s dedicated OEM support.
- Enjoy a solid and flexible partnership without special training.

“Our clients had a hard time believing they could access all of their information so quickly, and they are stunned when they discover the speed with which they can explore their data.”

– Emmanuel Bapt, Head of Business Intelligence Product, CEGID
Deltek’s Qlik-powered analytics tool has enabled government contracting organization VSE Corporation to:

- Develop a costpoint analysis solution that provides improved financial management of its numerous large-scale projects.
- Quickly identify projects that are off budget or off plan, helping avoid backlogs in service or incorrect invoicing.
- Build a dashboard that standardizes visualization, improving visual insight into VSE Corporation’s detailed business operations.
- Translate raw data into visually rich presentations, giving users at every level the information they need and aggregating data from multiple systems into a single view.

“With the Deltek solution powered by Qlik, we have the ability to greatly improve business performance management.”
– David Chivers, CIO and Vice President, VSE Corporation
By partnering with Qlik, StoreNext, Israel’s leading research and analysis firm in the consumer goods market, has been able to:

- Improve its value proposition by launching a next-generation self-service BI solution that allows clients to analyze millions of transactions to better understand market trends.
- Offer clients the mobile capabilities they’ve been asking for.
- Continue to develop the solution in house without constant reliance on external consultants.

“All in all, with the help of Qlik we have been able to show our customers again that by working with StoreNext, they are working with a market-leading company on the forefront of new innovations.”

– Ido Toren, VP Information Services, StoreNext
Whether you’re selling an all-in-one solution with analytics included or leveraging analytics as an incremental sales opportunity, Qlik’s OEM partner managers will work with you to develop a mutually beneficial business model.

And as your business conditions change, the agreement can change too.
Research shows that service providers choose embedded analytics for differentiation, growth, and customer satisfaction:

- 53% To differentiate solution
- 37% To improve the user experience
- 29% To create net-new revenue streams

Powerful data analytics made fast and simple.

Your customers are worth it.

Explore our OEM solution at qlik.com/oem
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.

For more information, visit qlik.com/oem.