

# Developing a data-centric culture

Actionable insights now in the hands of 80% of employees

## Challenge

DocuSign's data analytics and visualization were decentralized. This threatened to create siloes within the business and meant that employees had no idea of their colleagues' work or how it might complement their own efforts. The company wanted a proper business intelligence (BI) solution.

## Solution

DocuSign began its data transformation journey with Qlik by building dashboards within Salesforce. The sales teams loved having all the insight and actionable intelligence at their fingertips in a single screen. DocuSign also introduced Snowflake as its data warehouse.

## Results

Since introducing Qlik Sense, end users have become self-sufficient. Between 80 and 90% of apps are now developed by users rather than the BI team. Data is embraced throughout the business, with more than 80% of DocuSign's 4,000 employees using Qlik apps.

### Solution Overview

#### Customer Name

DocuSign

#### Industry

High tech

#### Geography

San Francisco, USA

#### Function

Finance, Marketing, Sales

#### Business Value Driver

Reimagined Processes,  
Customer Intelligence

“Whether it’s sales or customer success, teams can make better-informed decisions because they have reliable and consistent data at their fingertips.”

Marcus Laanen, Senior Manager Business Intelligence,  
DocuSign

