

Canon India Drives Sales with QlikView

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Shikha Rai, Assistant Director, IT, Canon-India

Overview

Headquartered in Gurgaon, Canon has been operating in India for 10 years now in the area of Marketing, Sales and Service of Digital Imaging products like Photocopiers, Printers, Scanners, Facsimile, Cameras and Projectors. The high end colour and solutions business is done directly by Canon and the consumer segment of camera, printers etc. is managed through the dealer network. As a part of the company's strong focus on distribution and channel network, Canon has 281 channel partners, 397 retail stores, 32 canon care centers, over 100 authorized service centers and more than 2700 IT resellers across 300 towns in India it does business in.

available easily to the decision-makers of the organization.

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QlikView now enables the management to see a unified view of their data coming from different data sources.

Reporting Benefits:

QlikView is currently being deployed to 30 users of Canon across India. Deployment of the tool helped the management to drill down the data to model level and provided dashboards and charts across hierarchy and patterns. This helped them to view hourly refreshed data related to their domain and take necessary decision or monitor the stock.

Shikha Rai, Director – IT, Canon India adds, “QlikView provided high-level summary to detail level sales, inventory and finance (AR) data analysis through an easy-to-use, yet robust and flexible interface capable of handling multiple levels of user expertise and

Challenges:

To become the Number One digital imaging company, Canon India needed a tool that could help them to get real time information on parameters such as product wise, category wise and dealer wise. The team also felt the need to make relevant and right information

Solution Overview

Canon India

Market leader in the area of Marketing, Sales and Service of Digital Imaging products like Photocopiers, Printers, Scanners, Facsimile, Cameras and Projectors.

Industry

High Tech

Function

Sales, Marketing

Geography

Across India

Challenges

- Provide dashboards and charts across hierarchy of products/geography and off-take patterns, so that the management could view hourly refreshed data related to their domain and take necessary decision
- Consolidate data from different data sources and provide a unified view

Solution

Deployed QlikView to 30 users across India enabling to aggregate data from Lotus Notes, Excel and Oracle applications

Benefits

- Almost real time information – anytime, anywhere
- Sales projection has become easy and fast
- Data cleansing was done after analyzing the areas where wrong data or duplication of data was taking place
- Avoids multiple storage of data

Data Source Systems

Oracle, Excel and Lotus

QlikTech Partner

Team Computers

Canon india



requirements. The implementation was by-and-large smooth, and has been completed within three months.”

The implementation of QlikView enabled near real-time information to the users anytime and anywhere which in turn improved the product quality and delivery performance of the users.

Results:

“For us, QlikView is intelligent reporting, it is driving action in Canon. Easy-to-understand dashboards have made it easy for us to analyze strategies. In fact, users are now demanding enhancements in the applications,” said Shikha Rai, Director – IT, Canon India.

