Andersen Corporation Transforms Sales Force with QlikView In The Cloud

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Overview

Andersen Corporation is the largest window and door manufacturer in North America. For more than one hundred years, the company has been known for its strong commitment to its business partners, employees and community. Headquarterd in Bayport, Minnesota, Andersen is the most recognized and used brand in the window and patio door industry. The company employs 9,000 people and markets products throughout North America, South America, Europe, Asia and the Middle East.

In order to continue providing top notch service, Andersen knew that it needed to revamp its sales strategy and team. "We needed to rethink our sales model and better align our business according to our customers," said Blaine Verdoorn, Director of Business Analytics, Andersen Corporation. "We wanted to transform

the structure of the sales team in order to customize the needs of each market segment. We also needed an efficient and streamlined way to measure and track the success of our sales team."

While there were a couple of business intelligence (BI) and reporting tools already in place at Andersen, the team lacked visibility into critical sales data and insights. "The system we were using required heavy involvement from IT and we didn't have the ability to set up our own queries, which is key in a changing sales landscape," said Verdoorn. "We needed a flexible, self-service and visual platform."

Once it was determined a new BI solution was needed, the Andersen Corporation, set out to find the best option. From a short list of five vendors, the team selected QlikView coupled with cloud deployment, Qlik's Business Discovery – user-driven BI – solution. A few factors influenced the decision, including Qlik's user-friendly interface and the ability to seamlessly integrate with Salesforce where the sales and customer data was housed. Additionally, cloud deployment allowed for fast implementation and would give the sales team access to data on the go. The determining factor was access to Qlik Consulting Services. "With only three months to deploy and limited bandwidth

Return on investment

90 Days

to develop QlikView applications

15%

Increased efficiency

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from our IT team we went into this project knowing we would need to rely heavily on the vendor", said Verdoorn. "Qlik Consulting was able to quickly understand the idiosyncrasies of our business, digest the complexity of the project and lay the proper foundation needed for our team's success." Qlik Consulting also played a key role in assisting with cloud services. "We didn't have any prior experience with hosting data in the cloud," said Verdoorn. "Qlik Consulting helped bridge the gap between IT speak and the way our business thinks. The implementation was flawless, there's no way we could have pulled off this project without the expertise of the Qlik team."

With the help of Qlik Consulting, Verdoorn and team created five apps that are accessed directly within Salesforce.com for each new sales role. QlikView put the power directly into the hands of each sales representative, allowing them to slice and dice data directly related to their performance along with customer and purchasing trends. Sales representatives now understand their performance, including measuring against goals from the previous year and tracking current progress in near real-time. With the interactive Qlik dashboard, the team can also analyze the health of the sales pipeline and closely monitor how they are tracking against sales goals. "QlikView helped us bring together data from multiple sources that don't typically talk to each other," said Verdoorn.

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Benefits

QlikView has helped transform the culture of the sales team. The goal of the sales restructure was to sell more product and become more efficient and with the help of Qlik Consullting, Verdoorn and team have been able to do just that. Not only has efficiency increased by 15 percent, the sales team is also on track to meet this year's goal. Sales representatives are more efficient than ever with access to data on demand. "Prior to QlikView, we only had access to a fraction of the information we needed," said Verdoorn. "Qlik Consulting has worked seamlessly with our team to provide a breadth of information to help accelerate our sales and empower our sales force."

In the near future, Andersen plans to expand its QlikView deployment to enhance marketing capabilities including tracking the success of marketing campaigns and promotions.

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