Qlik Q®

QlikView for retail & wholesale

Increase revenue, minimize margin erosion,
and earn customer loyalty

" Users are very enthusiastic! They can finally access, view and analyze all the data required to offer the right products, at the right time, to the right audience, taking into account local trends, forecasts and external factors. It allows them to improve margins and profits at a time in history when operational costs are increasing, external market conditions are unpredictable, and competitive pressures remain high. "

– Jolanda Cloete, *Program Director - Business Intelligence*

QlikView for retail and wholesale distribution

Leading retail and wholesale companies are leveraging QlikView to enable faster and more profitable decisions in a highly fragile customer driven market.

Retailers and wholesalers are serving customers with fragmented and discriminating spending habits. Shopping expectations are high requiring transparency across product and relationship value chains. Within each function decisions are made that impact the companies ability to attract, satisfy and retain profitable customers.

It is common for routine decisions not to be supported with the same priority as corporate initiatives. Strategies on whether to consolidate channels or move to emerging markets can consume analytical resources leaving associates to make decisions based on "gut feeling." However, questions like…

- What customers should I be targeting by geography and channel?
- How can I increase shopping basket size across multiple channels?
- Where are my areas of operational inefficiency and risk?
- How well am I balancing top line growth with bottom line costs?

…are equally important in running a successful business. Associates attempt to answer these in different ways, with the answers having a huge impact on the bottom line.

Putting the information in the hands of the people on the front line — those buying products, negotiating margins, determining timing for new product launches, managing inventory, creating offers and allocating labor — is key to enforcing a culture of fact based decision making in the retail and wholesale industries.

Bliss Spa

Bliss Spa, an international body and skincare retailer and spa services provider, sought to improve its ability to analyze sales, manage inventory and optimize staffing practices. The company was hampered by inadequate reporting and disparate data sources.

Bliss deployed QlikView across the enterprise to enable real-time exploration and analysis of sales, customer conversion, products and cross and up-sell performance. Spa staffing dashboards predict coverage demands in order to more efficiently schedule resources.
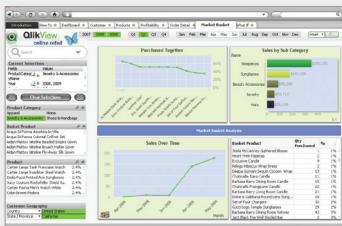
As a result, Bliss has saved 30-40% in staffing costs which directly impacts the bottom line.

Sales

QlikView empowers operators to improve budgeting, forecasting and tracking accuracy. Sales leaders can measure results across unique attributes, including store format, neighborhood characteristics and product mix, and explore vast amounts of retail data to identify trends. And because of its deployment flexibility, QlikView can deliver the same analytical capabilities on desktops, at corporate and regional offices, or through applications deployed on mobile devices, to field management, to help increase productivity at the channel, location and sales associate levels.

Marketing

QlikView helps marketing groups gain better insight into customer buying patterns, product performance, and campaign effectiveness. Marketing and product management teams can better segment and identify profitable target markets and customers before their competitors. Using QlikView, teams are armed with the information required to create compelling and effective product offerings and to design campaigns and promotions that will drive customer acquisition, retention, brand awareness and increased share of wallet.

Merchandising

QlikView enables merchandising teams to more accurately align product forecasting, planning, allocation and replenishment activities. By providing retail and wholesale buyers with the ability to proactively evaluate the impact of their sourcing, procurement and pricing decisions, QlikView helps enable increased volume, gross margin and profit attainment. With QlikView, merchandise teams gain a complete understanding of their product performance and sell-through rates and are positioned to reduce out-of-stocks and markdowns, and to more successfully respond to customer demand signals across channels, categories, and seasons.

Store and channel operations

QlikView enables store, call center, catalog and web channels to gain complete insight into their operational data. With QlikView, up to date channel and functional results can be quickly integrated and analyzed, to identify areas of opportunity to improve performance. Whether investigating unknown losses and shortage trends, evaluating how shoppers interact with a website, or assessing payroll utilization at the service centers, users can interactively explore results and uncover scenarios to reduce operating costs and optimize profit & loss performance.

Supply chain operations

QlikView gives supply chain operators transparency across supplier networks, demand planning and forecasting, and warehouse, distribution and logistics. Using QlikView to analyze merchant category plans, managers can more accurately rationalize sourcing networks, establish baselines to improve negotiation stances with vendors and manage performance thresholds. By monitoring sales and inventory carrying costs, managers can identify scenarios to improve the efficiency of warehousing, distribution and logistics processes and minimize overall supply chain expenses. Users can anticipate the impact of product recalls, damages and seasonal write-offs, and minimize the associated disposition costs.

Finance and IT

With QlikView, finance managers can explore expenses, detect inefficient processes and identify areas for cost containment. IT managers can perform analyses on systems and SLA performance, and can rationalize their inventory of licenses and physical assets. Using QlikView, users can more easily expose redundant and inconsistent data, a common problem for many retail and wholesale companies, and design efficient remediation plans. Powered with new found insight, anyone from the CFO to an accounts receivable analyst to an IT Manager can self-serve the information they need to better manage cash and working capital.

WH Smith

WH Smith, a global multichannel retailer, sought to empower its leadership with a means to more efficiently plan, promote and distribute merchandise by uncovering valuable information locked in databases and static reports.

The company deployed QlikView across five functional areas to analyze sales, products, promotions, pricing, and order fulfillment - all focused on maximizing customer loyalty and creating a competitive market advantage.

As a result, WH Smith was able to increase its delivery-to-promise rates from 79% to more than 93%, exceeding the lead time committed to when orders are placed.

Clients

Ahlers Group

Ahold

Best Buy

Bliss Spa

Carrefour

Dean Foods

Ebay

E. Breuninger

Eden Park

Gina Tricot

Grotto Gas Jeans

Intres Retail

Land's End

Metro Group (Media-Saturn)

National Frozen Foods

Optimera

Robinsons Group

Saks Fifth Avenue

SIBA

Target

Terlato Wine Group

Tesco

VIP Auto

Walmart Brazil

WH Smith

More than 1000 retail and wholesale distributors, including the world's top 3 grocers and 5 of the top 10 retailers*, have turned to QlikView to improve performance across their organizations.

* Rankings based on "The Forbes Global 2000" and "The 13th Annual Global Powers of Retailing" (joint research study by Deloitte and The NRF Association), 2009

QlikView delivers extraordinary results

QlikView is a new kind of BI tool that's driving spectacular results for companies worldwide. It empowers business users to stop guessing and start knowing how to make faster, smarter decisions. QlikView's simplicity lets anyone easily consolidate, search, visualize, and analyze all their data for unprecedented business insight. No wonder Qlik, the company behind QlikView, is the world's fastest-growing BI vendor.*

BI success snd satisfaction **

- 96% customer satisfaction
- 186% average return on investment
- 16% average revenue increase

Rapid time to value **

- 44% deployed QlikView in 1 Month
- 77% deployed QlikView in 3 Months
- 50% reduction in information access and analysis time

The QlikView difference

- Brings the consumer app experience to BI
- Consolidates information rapidly from any data source
- Visualizes data with state-of-the art graphics
- Searches data with Google-like ease
- Forecasts, trends and creates What-If? Scenarios
- Easily create QlikView Mash-Ups with consumer apps
- Mobile versions for iPhone, iPad and Android
- Complementary to traditional BI

Learn more at qlik.com

* Worldwide BI Tools 2008 Vendor Shares, IDC, 2009
** IDC/QlikTech Joint Survey, 2009

" Users love QlikView and how they can instantly access data for planning new campaigns or running inventive sales promotions. With QlikView, employees are now more accountable for performance and truly empowered with the visibility to make the best decisions possible at that moment in time. "

– Mohit Govani, *Director of Information Technology*

Insight Everywhere

Qlik has offices worldwide with expert, friendly staff ready to help you drive smarter, faster decisions with QlikView.

For contact details please visit:

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