

# Business Transformation Through Financial Analytics:

8 Stories of Success



# More visibility. Deeper insight. Sharper edge.

Thousands of finance teams around the world are using Qlik® to transform their operations, processes, and outcomes – at the speed of business, with no waiting for IT. Finance executives, management, and staff use Qlik daily to:



Reduce costs and risks



Synthesize financial and  
accounting data



Increase transparency  
and profitability



Uncover unexpected insights



Collaborate and make more-  
informed decisions

**In the following pages, you'll see the stories of 8 companies using Qlik to better manage expenses, revenues, profitability, cash flow, balance sheets, compliance, and risk.**





With Qlik, 162 National Health Service Trust Foundations across the United Kingdom have a single platform for:

- Gaining insight into financial performance, P&L, patient-level costing, service-line reporting, and suppliers – in minutes
- Clicking through from high-level costs to individual line items – in seconds
- Seeing hospital, finance, and other data in new ways, allowing deeper querying – and encouraging users to explore the “why” behind the “what”
- Pulling together disparate data to create fast, accurate reports that give a single version of the truth



**£33 million saved**  
in procurements

**£40,000/year saved in**  
annual report prep time

**“At any time, we can see income and expenditure for service lines, even getting a P&L for each patient. We’re linked into the external data feeds, so we can benchmark against peers, too.”**

**DARRAN HAGUE, HEAD OF CORPORATE INFORMATION, ST. HELENS & KNOWSLEY HOSPITALS NHS TRUST**



**Just 4 days**  
to build and deliver a  
balanced scorecard app

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**8 hours/week saved**  
by finance team



Genzyme, a leader in the discovery of therapies for rare diseases, uses Qlik across several functional areas. In finance, Qlik empowers Genzyme to:

- Access key, up-to-the-minute data in a single view
- Get a comprehensive look at productivity, efficiencies, and revenue
- Give senior managers the power to analyze and report on business strategy and future planning with a balanced scorecard app

**“Qlik is absolutely about intelligence and business discovery, and I can’t think of any limitations. Genzyme very much considers Qlik a people-driven tool, in that the more they use it, the more people appreciate the ease with which they can, within hours, develop an application for their departmental use in line with business strategy objectives and KPIs.”**

**JAMES SHARP, REGIONAL IT MANAGER, GENZYME**



Modernize Inc. matches homeowners with reputable efficiency-focused contractors. They credit Qlik for helping them in a number of functional areas, including finance, by allowing them to:

- Benefit from precise analytics and easy reporting
- Create a culture of pride of ownership by providing up-to-the-minute financial growth analytics to all employees

“**Modernize’s financial details aren’t kept under lock and key, they’re on view for everyone in the company to see, displayed on several large monitors throughout the office. That way, employees can review up-to-the-minute growth analytics while they go for a second cup of coffee.”**

**BEN PANZARINO, AFFILIATE MARKETING MANAGER, MODERNIZE INC.**



Qlik helped turn Modernize into a  
**\$100 million company**



Reduced financial preparation time **from 5 weeks to 5 days**

Estimated resource and time **savings of 30%**



The world's largest dedicated security technology company, McAfee understands the need for businesses to adapt and respond quickly to change. With Qlik, McAfee has:

- Significantly decreased time and resources spent on aggregating reports
- Achieved a single source of truth for data to feed financial decision-making
- Improved key business processes
- Given users self-service automation and real-time data refresh
- Provided executives with portfolio information to make quick, effective decisions

“Qlik allows the data experts in the business to do reporting efficiently without a lot of overhead. The solution's performance is phenomenal, and the business discovery our employees are enabled to do now has had a great impact on our business.”

JEFF BROBST, VP FINANCIAL PLANNING AND ANALYSIS, MCAFEE



At insurer Colonial Life, management, finance staff, and budget coordinators use a Qlik-powered expense reporting solution to:

- Stay on top of current month, QTD, and YTD departmental budget and actual expenses
- Drill down into research expenses at a detailed transaction level
- Reconcile budget and actual headcount
- Efficiently identify inaccuracies in expense transactions

**“Qlik is exactly the tool we’ve been looking for. We need BI powerful enough to support the sophisticated analytical needs of our business analysts, yet easy and intuitive enough to be used by nontechnical sales representatives across the country. Qlik is the only reporting and analysis solution we’ve seen with that sort of flexibility.”**

**BRYAN ALLEN, AVP, BUSINESS INTELLIGENCE & ANALYSIS SERVICES, COLONIAL LIFE**

**100+ production applications**  
deployed enterprise-wide

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**400+ users** analyzing data  
volumes **up to 50 million lines**





Report development  
time reduced by  
**10 hours/month**

Application built  
in a few days

## Deloitte.

Deloitte's Finance & Control department uses Qlik to help manage the complex task of delivering relevant reports for divisions across the enterprise. As a result:

- Disparate data sources – including the data warehouse and numerous spreadsheets – are connected for a single version of truth
- End users are getting data-based insights in addition to standard reporting
- Consultants are saving significant time by gaining control of analysis and using powerful visualization capabilities

**“Qlik... saves the organization significant amounts of time. For our department alone, we estimate that we save approximately 10 hours per month on developing and distributing reports. The time it saves our team leaders is equally significant.”**

FRANK KNEEFEL, MANAGER FINANCE & CONTROL, DELOITTE (NETHERLANDS)



# WILEY

Publisher John Wiley & Sons, Inc. uses Qlik to help its professional and scholarly partners to:

- Analyze and visualize financial performance data to monitor trends and plan budget based on historical fluctuations
- Shift from overly technical reports to dashboards that support better operational decisions

“Previously, almost all of our analysis was spreadsheet-based, and what we were delivering to our societies wasn’t as actionable. With the development of the Society Dashboard, data access is more instant and provokes new questions. We took the success that we had internally with the Sales Dashboard and projected it onto a new data set for external use with the Society Dashboard. We’ve dreamed of doing this for a long time.”

DAVID HOGBEN, VICE PRESIDENT DATA AND ANALYTICS, JOHN WILEY & SONS, INC.



**From 50 to 1,000**  
Qlik users in under 5 years



Dutch exotic produce distributor Nature's Pride uses Qlik to bolster insight into key aspects of their business, deploying a financial balance dashboard to:

- Better understand costs and revenues
- Pinpoint financial issues and make cost-saving, data-driven decisions

**“Qlik has been adopted as the analytics standard within our organization... Earlier, we had to pull the information from a multitude of sources, which was a laborious and time-consuming process. Now we have the information we need within a few clicks, and the reports are beautiful. These provide a clear understanding of how we stand compared to the budget, so we know if we should accelerate.”**

**ROLAND LOYKENS, DATA SPECIALIST, NATURE'S PRIDE**



# Qlik gives you the power to see deeply into every area of your business – and make decisions that drive competitive edge.



## Financial planning and analysis

Optimize forecasting

Consolidate data for better planning and budgeting

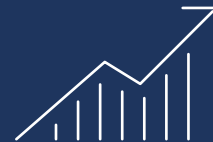
Improve governance and transparency



## Expense management

Transform visibility into cost reduction

Manage expenses and reduce costs in real time



## Revenue and profitability management

Shift the focus to decisions that drive profitability

Deliver a consolidated view of revenue and profits



## Reduce slippage

Cash flow and balance sheet management

Improve the cash conversion cycle

Reduce reliance on month-end reporting



## Increase balance sheet visibility

Compliance and risk management

Easily identify processes that compromise compliance and risk models

Enhance and execute internal controls and policies

# Give everyone on your finance team the power to transform your business.

Qlik's user-driven BI eliminates your team's dependence on IT, saving everyone precious time – and delivering the insights your business needs, right when you need them most.

Explore our solutions for finance at [qlik.com/finance](https://qlik.com/finance).





## ABOUT QLIK

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Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik products 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 48,000 customers around the world.



[qlik.com](https://qlik.com)