

Give your data a voice

Five reasons to use BI in your business



Business Intelligence (BI) guides decision-making, influences strategy, creates cost savings, and boosts sales – often in ways no one could have imagined. **Here are five compelling reasons to fine-tune your organisation's use of BI and analytics.**



REVENUE GROWTH

Businesses that combine analytics across IT and line-of-business see revenue growth of **17%**



COST SAVINGS

Businesses using real-time or near-real-time BI and analytics see cost savings of **11%**

COLLABORATION



Companies taking a more collaborative approach are more likely to define and deliver against user needs by up to **77%**

CUSTOMER SERVICE



Analytics users see an improvement in customer response time of **78%**



PROFIT

Analytics businesses achieve an operating profit increase of **12%**

How analytics is being used around the world



Qlik analytics created an immediate saving of \$221,000.



Qlik analytics helped Cisco save \$4m and identify \$100m of new sales.



Using Qlik, Heinz Russia boosted developer productivity by 88%.

Your data has a lot to say. Are you listening?

Visualising Data can make a real difference

We know this thanks to a 38 year old woman who, while working in India, discovered that poor sanitation resulted in high mortality rates of 69 per 1,000 people. It was her presentation of data in a clear and easy to understand way that led to better mains drainage and fewer deaths.

Who was she? Florence Nightingale - a pioneer of statistics and visual analytics (and the founder of modern nursing).

Why give your data a voice?

Visual analytics solutions help organisations make sense of their information, allowing them to see stories in their data they weren't aware of, resulting in a variety of business improvements.

Like Florence Nightingale we should all recognise that data is a powerful resource, and make it work for us. Don't let your data remain untapped and silent.

Qlik is a leading visual analytics software provider. We have a solid reputation for offering fast, flexible and easy-to-use analytics tools such as Qlik Sense – built on our patented QIX Associative Engine. In 2017 Qlik was recognised by Gartner as a BI leader for the 7th consecutive year.

Find out more about Business Intelligence and Visual Analytics at the Qlik Sense Tour 2017 at www.qlik.com/QlikSenseTourEMEA



1. Empowering Analytics: IT and Business Partnerships for Success, Michael Lock, Aberdeen Group 2016
2. Operational BI: Short-term Visibility, Long-term Stability, Michael Lock, Aberdeen Group 2016
3. Strength in Numbers: The Impact of Collaborative Decisions, Michael Lock, Aberdeen Group 2016
4. Collaborative Intelligence and the Power of Shared Insight, Michael Lock, Aberdeen Group 2016
5. Collaborative Intelligence and the Power of Shared Insight, Michael Lock, Aberdeen Group 2016