

# Case Study: University of Virginia

## Introduction

This case study of University of Virginia is based on a October 2015 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik’s associative model helps me see the whole story within my data so I can make better, more informed business decisions.”

## Challenges

Before implementing Qlik, University of Virginia had difficulties connecting multiple and disparate data sources to see the whole story in their data. They lacked a way to easily analyze data and found it difficult to use their existing BI solution to support data analysis needs.

The main reasons University of Virginia picked Qlik were:

- It lets them associate data from multiple sources so they can see the whole story within their data
- It’s easy to use and lets them quickly drill down to the underlying data
- They can create intuitive and smart visualizations to represent their data

Before choosing Qlik, they also considered BI tools from MicroStrategy and Oracle.

## Use Case

Qlik is deployed in multiple departments.

## Results

One University of Virginia employee say that Qlik has made them more valuable to the organization and rate the importance of Qlik’s product qualities as follows:

- Associative model: extremely important
- Smart visualizations: extremely important
- Governance capability: very important
- Speed and ease of use: extremely important
- Mobility: very important

The main benefits they have seen from implementing Qlik include faster and more confident decision-making, more cross-departmental use of data, and employees finding new ways to approach business issues.

University of Virginia estimates that they have Improved their decision-making agility by > 75% with Qlik.

### Organization Profile

Organization:  
**University of Virginia**

Industry:  
**Educational Institution**

### About Qlik

Qlik is a leader in data discovery delivering intuitive solutions for self-service data visualization and guided analytics. Over 34,000 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas.

#### Learn More:

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