

# Woco Group improve purchasing and sales processes with Qlik

## Introduction

This case study of WOCO GROUP is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik has a positive impact on processes across the organisation, particularly in purchasing and sales.”

“We rate Qlik’s high performance and flexibility.”

“Qlik is a very performant and flexible BI-System.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Qlik:

- The other analytics tools they evaluated before selecting Qlik:
  - Microsoft Power BI
  - Evidanza

## Use Case

The key features and functionalities of Qlik that the surveyed company uses:

- The unique Qlik capabilities they see as highly beneficial:
  - Powerful combination of self-service and governance
  - Interactive dashboards with associative exploration
  - Open and standard APIs for extending and embedding analytics

## Results

The surveyed company achieved the following results with Qlik:

- Rates the value that Qlik delivers for their organization in the following use-cases:
  - self-service visualization: extremely valuable
  - dashboards and applications for business users: extremely valuable
  - natural language, conversational analytics: extremely valuable
  - custom and embedded analytics: extremely valuable
  - mobile analytics: extremely valuable
- The Qlik features they consider to be best-in-class:
  - Powerful visualizations that convey impactful meaning
  - Easy-to-use experience
  - Advanced authoring features for customized applications
  - Interactive exploration and search
  - Ability to combine multiple data sources
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Superior performance
  - Improved usability
  - Lower overall cost of ownership
- They agree with the following statement: “Qlik solutions are a key component of my data transformation strategy.”

### Company Profile

Company:  
**WOCO GROUP**

Company Size:  
**Medium Enterprise**

Industry:  
**Industrial Manufacturing**

### About Qlik

Qlik, with the recent addition of Talend, delivers an industry leading portfolio of solutions for data integration, data quality, and analytics. This includes advancements in real-time, AI, ML, and automation. The most successful organizations are investing in data to make sense of the increasing amounts and varieties of data from diverse sources. The challenge is to effectively integrate, analyze, and act on the data while ensuring its trustworthiness. With more than 40,000 active customers in over 100 countries, Qlik’s solutions work with any data source, target, architecture or methodology, to ensure customers have the data they need, whenever they need it.

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