

# Case Study: Kansas State University Foundation

## Introduction

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

“Qlik has drastically improved the trust we have in data related to campaign reporting. Our campaigns used to rely on hand-coded SQL reports, generating inconsistent numbers and varying degrees of trust. Qlik has improved campaign reporting transparency by enabling simple drill-down to the details. This has improved overall trust and made our discussions more about engaging donors and improving campaign results rather than improving our data quality.”

## Challenges

Kansas State University Foundation used to have difficulty connecting multiple and disparate data sources, leaving them unable to see the whole story in their data. Their existing BI solution simply couldn't support their data analysis needs.

The main reasons why they picked Qlik were the ease of use that lets them quickly drill down to the underlying data, the ability to create intuitive and smart visualizations to represent their data, and the ability to associate data from multiple sources so they can see the whole story within their data.

Before choosing Qlik, Kansas State University Foundation also considered BI solutions from Microsoft and Tableau.

## Use Case

Qlik is deployed across the organization.

## Results

Kansas State University Foundation's employees say the use of Qlik has made them more valuable to the foundation.

They have seen several benefits including faster and more confident decision-making, more cross-departmental use of data, and overall cost reduction.

Kansas State University Foundation also estimates that they have been able to improve their decision-making agility by 25% – 49% with Qlik.

### Organization Profile

Organization:  
**Kansas State University Foundation**

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.

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