Qlik

Grupo ASV Uses Qlik to Gain Insights Into Complex Insurance Data

Introduction

This case study of GRUPO ASV is based on a July 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

> "Qlik helps us solve the complexity of analytics in our insurance business."
>
> "Qlik reduces the time to develop user apps, even with complex data models (with complex measures and multiple data sources)."

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
  - Tableau

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
  - Data-driven alerts

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: best-in-class
  - Dashboards and applications for business users: best-in-class
  - Natural language, conversational analytics: valuable
  - Custom and embedded analytics: best-in-class
  - Mobile analytics: very valuable
  - Predictive and prescriptive analytics: 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
  - Responsive design delivers a optimized user experience across all devices
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Superior performance
  - Improved usability
- They agree with the following statement: "Qlik solutions are a key component of my data transformation strategy."
- They experienced the following benefits after migrating from Client-Managed Qlik Sense to Qlik Cloud:
  - Scalability
  - Flexibility
  - Less maintenance efforts

Company Profile

Company:
GRUPO ASV

Company Size:
Medium Enterprise

Industry:
Insurance

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.

Learn More:

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Research by TechValidate
by SurveyMonkey