

# Case Study: Fox Entertainment Group

## Introduction

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

“Qlik has made our data more accurate and accessible more quickly.”

## Challenges

Before implementing Qlik, Fox Entertainment struggled to connect multiple and disparate data sources, leaving them unable to see the whole story in their data. Their data was unreliable and difficult to access due to departmental silos and insufficiently broad security privileges. In essence, they lacked a way to easily analyze data.

There were several reasons they picked Qlik:

- 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
- Its robust governance capabilities let them determine who can access what and what they can do with it

Before choosing Qlik, Fox Entertainment also considered BI solutions from Oracle and Tableau.

## Use Case

Qlik is deployed in multiple departments.

## Results

One Fox Entertainment employee says Qlik has enabled him to respond to data requests in seconds as opposed to hour or days which has made him more valuable to the organization.

The organization has seen several benefits from using Qlik, including faster and more confident decision-making, and more cross-departmental use of data. They have also seen that employees who use Qlik are finding new ways to approach business issues.

Fox Entertainment estimates that they have improved their decision-making agility by 25% – 49% with Qlik.

### Company Profile

Company:  
**Fox Entertainment Group**

Company Size:  
**Large Enterprise**

Industry:  
**Media & Entertainment**

### 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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