

# House of Accessories & Appliances Chooses Qlik to Future-Proof Analytics

## Introduction

This case study of House of Accessories & Appliances is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik Cloud is directly linked to our ERP, simplifying our infrastructure and making it always available and fast. We’re convinced we’ve chosen a future-proof solution.”

“Qlik Cloud is web-based, so you don’t need a specific application to develop in it. This makes it very easy to get started.”

“We’re working with Qlik Cloud and we’re very happy with it. It’s reliable, fast, and always improving.”

## 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

## Use Case

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

- The unique Qlik capabilities they see as highly beneficial:
  - Interactive dashboards with associative exploration
  - Natural language conversational analytics
  - Mobile analytics that answer questions on the go

## Results

The surveyed company achieved the following results with Qlik:

- Rates the value that Qlik delivers for their organization in the following use-cases:
  - Dashboards and applications for business users: extremely valuable
  - Mobile analytics: very valuable
- The Qlik features they consider to be best-in-class:
  - Powerful visualizations that convey impactful meaning
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Transparent pricing
  - Superior performance
  - Lower overall cost of ownership
- 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
  - Cost savings (infrastructure, hardware, software licenses and/or maintenance)
  - Security
  - Collaboration

### Company Profile

Company:  
**House of Accessories & Appliances**

Company Size:  
**Small Business**

Industry:  
**Wholesale Distribution**

### 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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