

Case Study: BB&T Corporation

Introduction

This case study of BB&T Corporation is based on a October 2015 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik has reduced overhead by allowing Line of Business to self-service.”

Challenges

BB&T struggled to use their existing BI solution to support their data analysis needs.

The main reasons they picked Qlik were because it lets them associate data from multiple sources, it's easy to use, and lets them quickly drill down to the underlying data. Users can create intuitive and smart visualizations to represent their data, and Qlik's robust governance capabilities let them determine who can access what and what they can do with it.

Before choosing Qlik, they also considered BI solutions from MicroStrategy and Tableau.

Use Case

BB&T has deployed Qlik in a line of business across multiple departments.

Results

One BB&T employee say they can't do their job without Qlik: "It provides me the ability to provide self-service BI to LoB."

By implementing Qlik, BB&T has experienced faster and more confident decision-making, more cross-departmental use of data, and employees are finding new ways to approach business issues.

They also estimate that they have improved their decision-making agility by 25% - 49% with Qlik.

Company Profile

Company:
BB&T Corporation

Company Size:
Global 500

Industry:
Banking

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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