

# BT Group Brings Data to Life with Qlik

## Introduction

This case study of BT/EE is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik delivers data when needed and eliminates the archaic troll of email excel reports.”

“Brilliant for bringing bland dull Excel data to life in an intuitive visually pleasing way.”

## 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
  - Mobile analytics that answer questions on the go
  - Open and standard APIs for extending and embedding analytics

## 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: best-in-class
  - Custom and embedded analytics: best-in-class
  - Mobile analytics: extremely valuable
  - Predictive and prescriptive analytics: best-in-class
- The Qlik features they consider to be best-in-class:
  - Powerful visualizations that convey impactful meaning
  - Interactive exploration and search
  - Ability to combine multiple data sources
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Transparent pricing
  - Superior performance
  - Improved usability
- They agree with the following statement: “Qlik solutions are a key component of my data transformation strategy.”

### Company Profile

Company:  
**BT/EE**

Company Size:  
**Large Enterprise**

Industry:  
**Telecommunications Equipment**

### 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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