

# Naver Business Platform Corp. Reduces Inefficiencies and Achieves 30% Cost-Saving with Qlik

## Introduction

This case study of NAVER Business Platform Corp. is based on a June 2020 survey of Qlik Sense customers by TechValidate, a 3rd-party research service.

“Multiple data source combination modeling.”

“30% cost savings by data gathering automation. 20% reduced inefficiencies. It disappeared that many employees make reports every week.”

“Qlik solutions are a key component of my data transformation strategy.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Qlik Sense:

- Other analytics tools they evaluated before selecting Qlik Sense:
  - Tableau

## Use Case

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

- Unique Qlik Sense capabilities they see as highly beneficial:
  - Powerful combination of self-service and governance
  - Interactive dashboards with associative exploration
  - Open and standard APIs for extending and embedding analytics
- Qlik Sense self-service visualization and dashboarding features they consider best-in-class:
  - Responsive visualizations that convey impactful meaning
  - Easy-to-use, powerful experience for visualization and application creation
  - Advanced authoring features for customized, guided applications and dashboards
  - Interactive exploration and search powered by the Qlik Associative Engine
  - Powerful data combination and preparation capabilities

## Results

The surveyed company achieved the following results with Qlik Sense:

- Rates the value that Qlik Sense delivers for their organization in the following use-cases:
  - Self-service visualization for business analysts: very valuable
  - Dashboards and applications for business users: extremely valuable
  - Natural language, conversational analytics: valuable
  - Custom and embedded analytics: extremely valuable
  - Mobile analytics: extremely valuable

### Company Profile

Company:  
**NAVER Business Platform Corp.**

Company Size:  
**Medium Enterprise**

Industry:  
**Computer Software**

### About Qlik Sense

Qlik’s vision is a data-literate world, one where everyone can use data to solve their most challenging problems. Only Qlik’s end-to-end data management and analytics platform brings together all of an organization’s data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 48,000 customers around the world.

#### Learn More:

[Qlik](#)

[Qlik Sense](#)