Case Study: Mercedes Benz India

Introduction

This case study of Mercedes Benz India is based on a February 2016 survey of Qlik customers by TechValidate, a 3rd-party research service.

> "Qlik's associative model helps use see the whole story within our data so we can make better, more informed business decisions."
>
> "Qlik is being used extensively in Plant, Sales, and After Sales. Has reduced a lot of processing time for the business to be able to report faster, more accurately, and from multiple platforms."

Challenges

- Needed to associate large volumes of data from multiple sources
- Needed a solution that was easy to use and enables quick drill down to underlying data
- Needed to create intuitive and smart data visualizations
- Evaluated the following BI vendors before selecting Qlik:
    - Oracle
    - SAP

Use Case

- Area of the organization where Qlik is predominantly deployed:
    - Across multiple departments in the enterprise

Results

- Overcame the following challenges with Qlik:
    - Connecting multiple and disparate data sources to see the whole story in the data
    - Accessing cross-departmental data and no longer restricted by data silos
    - Supporting all the company's data analysis needs
- Benefits / positive impacts seen since using Qlik:
    - Accelerated and improved confident decision-making
    - Found new ways to approach business issues
    - Improved cross-departmental use of data
- Improved their decision-making agility by 25% – 49% with Qlik.

Company Profile

Company:
Mercedes Benz India

Company Size:
Global 500

Industry:
Automotive & Transport

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.

Learn More:

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Source: Rajkumar Reddy, IT Manager, Mercedes Benz India