

Jet Services Marketing Slashes Workload by 20% with Qlik

Introduction

This case study of JET SERVICES MARKETING GMBH & CO KG is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“Qlik is easy to implement and for quick for our customers to use. Automation alone reduced our workload by 20%.”

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
 - Data-driven alerts

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: valuable
 - Custom and embedded analytics: extremely valuable
 - Mobile analytics: valuable
 - Predictive and prescriptive analytics: very valuable
- The Qlik features they consider to be best-in-class:
 - Easy-to-use experience
 - Advanced authoring features for customized applications
 - 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
 - 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)

Company Profile

Company:
JET SERVICES MARKETING GMBH & CO KG

Company Size:
Medium Enterprise

Industry:
Consumer Services

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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