

# Ultransportes Transportadora Creates a Data-Driven Culture Powered by Qlik

## Introduction

This case study of Ultransportes Transportadora Ltda is based on a June 2023 survey of Qlik customers by TechValidate, a 3rd-party research service.

“We are playing the right game. With Qlik, our data-driven culture is thriving.”

“Qlik is powerful from data extraction to the insights we generate from it. We are pleased to use a market-leading tool.”

## 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
  - AI-powered capabilities, such as insight generation and automation
  - Open and standard APIs for extending and embedding analytics
  - Data-driven alerts
  - Automated machine learning for 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: extremely valuable
  - 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:
  - Easy-to-use experience
  - Interactive exploration and search
  - Responsive design delivers a optimized user experience across all devices
- They experienced the following benefits since switching to Qlik, compared to other competitive analytics tools:
  - Qlik is the only analytics tool we have used
- 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:
  - Flexibility
  - Cost savings (infrastructure, hardware, software licenses and/or maintenance)
  - Security
  - Collaboration

### Company Profile

Company:  
**Ultransportes Transportadora Ltda**

Company Size:  
**Medium Enterprise**

Industry:  
**Transportation 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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