

Case Study: Cooper Farms, Inc.

Introduction

This case study of Cooper Farms, Inc. is based on a October 2015 survey of Qlik customers by TechValidate, a 3rd-party research service.

“We are still early in our process of fully implementing the power of Qlik across our company, however, I think it has proven to be useful for being able to attain net new insights into multiple aspects of our business. It does this both with its ability to bring together disparate and sometimes loosely structured data sources, as well as its ability to build interactive visualizations that let us explore the data. It’s also useful as a platform for taking known insights and making them more visible across the enterprise, such as with production floor dashboards. We have also used it as a tool to improve administrative efficiency as many reports were created manually in Excel to combine and aggregate data to get it in a format business stakeholders need.”

Challenges

Cooper Farms used to lack a way to easily analyze data. Their old BI tool was simply unable to support their data analysis needs.

- Data-related impediments for making important decisions before implementing Qlik.

The main reasons why they picked Qlik were because it’s easy to use; it lets them associate data from multiple sources and quickly drill down to the underlying data. Users can create intuitive and smart visualizations to represent their data, and Qlik’s robust governance capabilities let them determine who can access what and what they can do with it.

Use Case

Qlik is deployed across the enterprise.

Results

One Cooper Farms employee say they “can’t do their job without Qlik” and using it has made them more valuable to the organization.

Cooper Farms have seen several benefits from using Qlik, including cost reduction, improved financial performance, and more cross-departmental use of data. Additionally, they see that employees are finding new ways to approach business issues.

They also estimate that they have improved their decision-making agility by 10% – 24% with Qlik.

Company Profile

Company:
Cooper Farms, Inc.

Company Size:
Medium Enterprise

Industry:
Food

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.

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