Qlik

Mercy Ships Uncovers Hidden Value with Qlik

Introduction

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

> "Qlik is a comprehensive tool that allows users to uncover valuable insights into a company's assets, especially financial."

Challenges

The business challenges that led the profiled organization 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 organization uses:

- The unique Qlik capabilities they see as highly beneficial:
  - AI-powered capabilities, such as insight generation and automation
  - Natural language conversational analytics
  - Open and standard APIs for extending and embedding analytics

Results

The surveyed organization achieved the following results with Qlik:

- Rates the value that Qlik delivers for their organization in the following use-cases:
  - Self-service visualization: extremely valuable
  - Dashboards and applications for business users: valuable
  - Natural language, conversational analytics: very valuable
  - Custom and embedded analytics: very valuable
  - Mobile analytics: valuable
  - Predictive and prescriptive analytics: extremely valuable
- The Qlik features they consider to be best-in-class:
  - Advanced authoring features for customized applications
  - Ability to combine multiple data sources
  - 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:
  - Superior performance
- They agree with the following statement: "Qlik solutions are a key component of my data transformation strategy."

Organization Profile

Organization:
Mercy Ships

Industry:
Non-profit

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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