WD-40 and Qlik

Results

WD-40 uses Qlik to improve demand sensing in order to proactively react to competitive pressures by:

- Reducing reliance on IT with self service analysis

- Increasing sales visibility with on demand analysis of POS data

- Improving customer insights with greater access to data

Analyze
500,000+
order lines in seconds, on demand

Increase
Operation efficiency and demand sensing

"Qlik is a great way to get at company data quickly and easily. We can now analyze over 500,000 order lines in seconds, in real time, on demand."

Julian Spencer
Finance and Operations Director (Europe), WD-40 Company

LEAD WITH DATA Qlik