

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



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



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