Qlik and Biotechnology

Results

- Consolidated data from disparate sources replacing manual Excel-based processes
- Franchise performance, product launch, market share, patient evolution, competitive and financial data
- Guided self service with a focus on end user empowerment and education
- Storytelling features used to address questions in commercial meetings



100's 21 countries



Application



100%

Leading Biotechnology firm empowers strategic, analytical and operational personas with a single, consolidated Qlik Sense® app.



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