

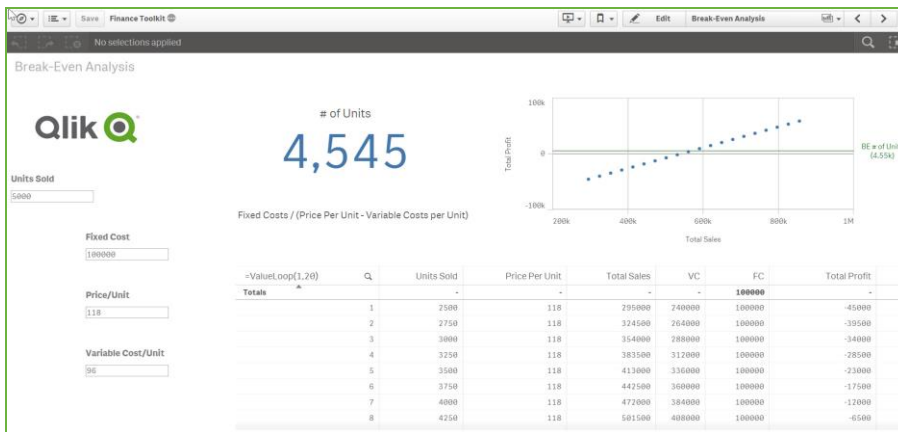


Qlik® for revenue and profitability management

Qlik unlocks the power of information for revenue and profitability management and helps transform business by providing decision makers with a complete multi-dimensional view of their product portfolio.

Executives continually search for ways to generate the most return for every product or service they provide. However, finance users often lack an effective means to analyze massive amounts of transactional data that exists in their systems. This limits their ability to analyze multiple revenue streams to spot evolving market behaviors and pricing tradeoffs.

Because Qlik visual analytics is so easy to use, finance users can see the whole story that lives within data, explore information with simple clicks, and create their own analytics to meet rapidly changing requirements and environments. Users can test pricing scenarios, compare estimates vs. actuals, and get the views they need for information on-the-fly, on any device. This puts the focus back on business decisions that drive profitability, instead of the burdensome process of manually consolidating and analyzing information.



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Key solution benefits

Accelerated insight into market & pricing

- Proactively gain insights into changing environments vs. reacting after changes have occurred
- Easily identify unit and price optimization opportunities with a 360° view of revenue estimates vs. actuals, and the levers that drive this activity

Increased communication

- Allows finance managers to rapidly analyze integrated sets of near real-time data, and utilize collaboration capabilities to share insights with others – in real-time sessions or through annotations
- Encourages user collaboration to improve transparency to regulators, executives, and other business lines
- Reduces function communication lag time promoting ability to make more informed group decisions and business discoveries

Improved product portfolio performance

- Allows visibility into their entire revenue portfolio
- Connects with CRM tools such as SFDC, to view revenue as it occurs
- Freely explore portfolio performance against goals, from high-level visualizations of total profitability, down to individual product and region, to transaction detail, enabling managers to quickly spot & respond to outliers and concerns

Drive growth, increase margins through reduced slippage, reducing risks from low margin or underperforming revenue streams.

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