climber

QLIK USAGE SURVEY

INSIGHTS REPORT

# How much do you use your Qlik solution?

INTRODUCTION

It's in the hands of the employees that a BI solution becomes more than a tool, and information transforms into insight. An unused tool is just another cost, but by increasing BI usage and empowering the users, companies can and will get more value from BI. Therefore, **Climber conducted a customer survey to map out and see which factors impact on Qlik usage.** The survey was sent to our BI contact at customers in the UK, the Netherlands, Finland and Sweden. In this report you will find a summary of the results and the main insights.

To all of you who took the time to complete the survey, many thanks. We highly appreciate your participation.
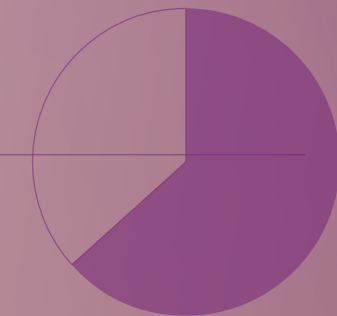
QUESTIONS?

Should you have any questions or require further information, please contact Carolina Mistander, Marketing Director, via email carolina.mistander@climber.eu or +46 72 352 35 09.
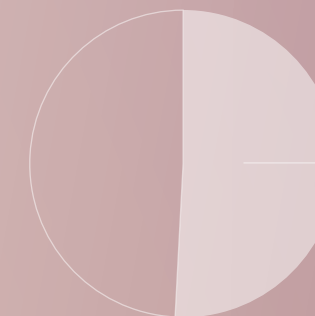
29 %
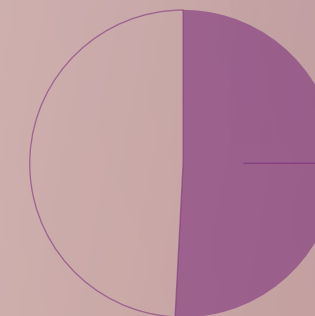*answered that lack of training is the main barrier*
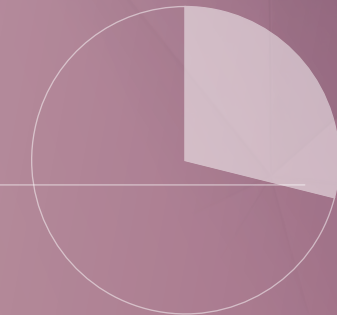
63 %
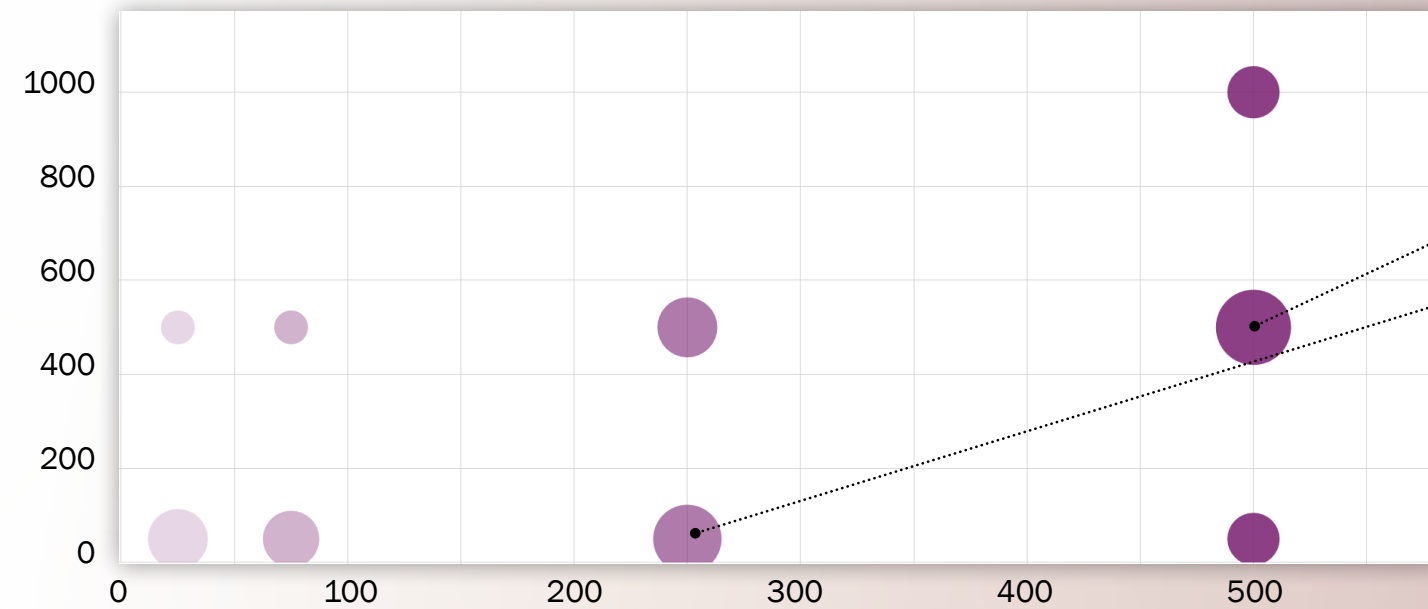*consider Qlik to be a business-critical solution*

51 %
says that increased functionality would increase Qlik deployment

51 %
use their Qlik solution daily
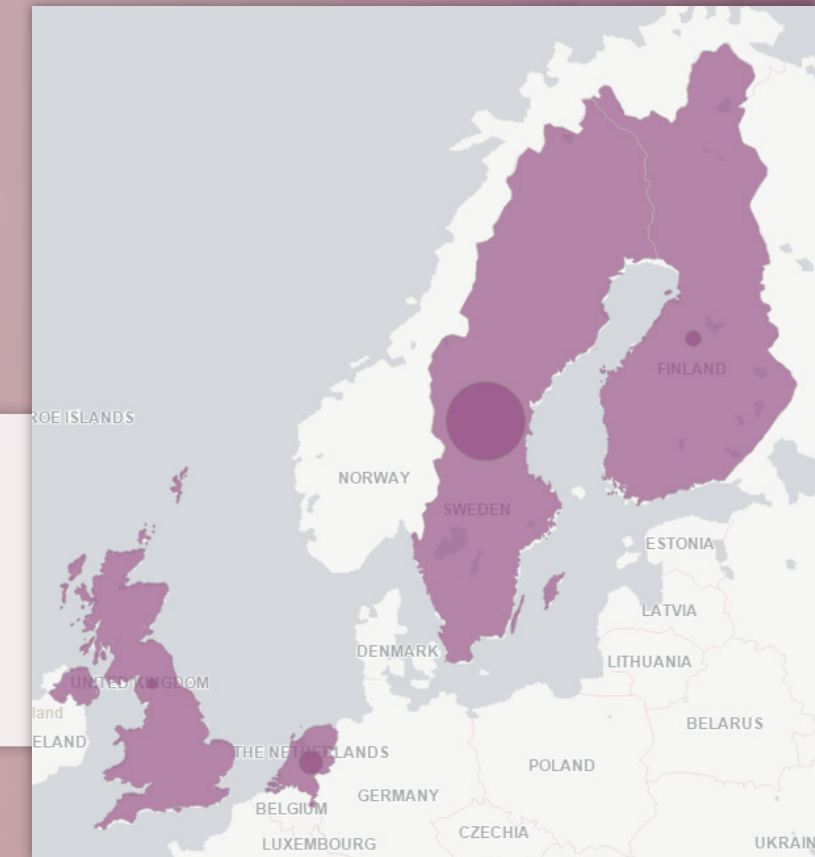
1. Overview of responding companies

COMPANY SIZE – Annual revenue (MEUR) and number of employees

- 11 % have more than 500 employees and an annual revenue of 500 MEUR.
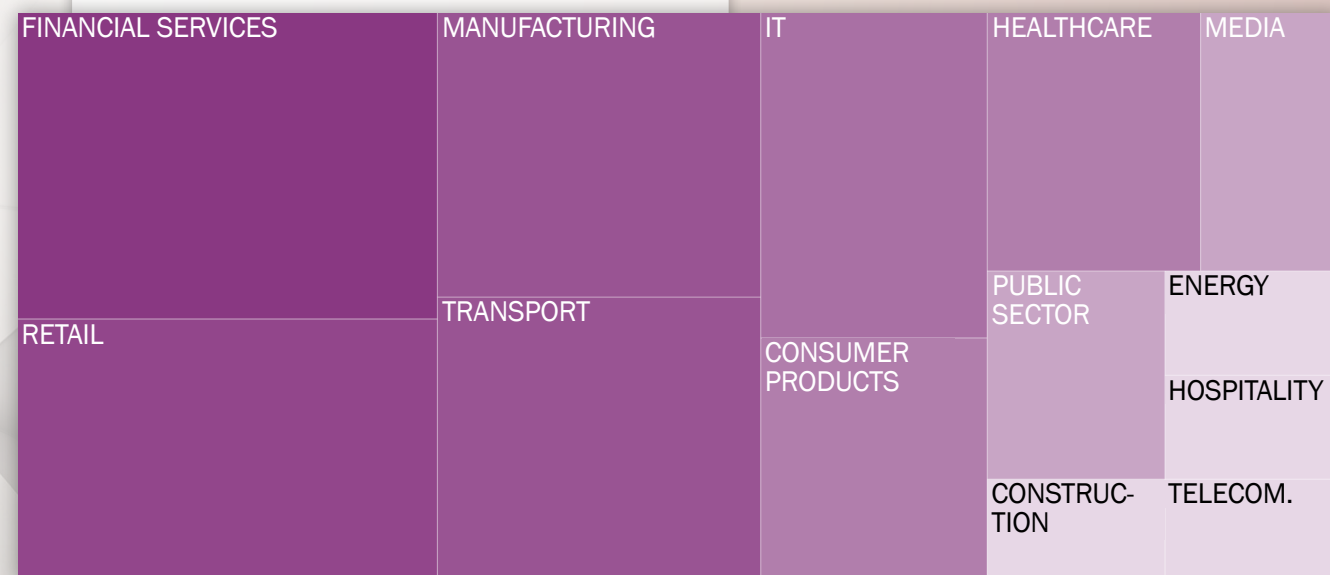- 14 % have approx. 250 employees and an annual revenue of up to 100 MEUR.

COMPANY LOCATION (BY COUNTRY)

- 42 % from Sweden
- 20 % from the Netherlands
- 12 % from the UK
- 15 % from Finland

INDUSTRY

17 % of the companies operate in Financial Services, 15 % in Retail, 12 % in Manufacturing and 12 % in Transport.

FINANCIAL SERVICES
MANUFACTURING
IT
HEALTHCARE
MEDIA
RETAIL
TRANSPORT
CONSUMER PRODUCTS
PUBLIC SECTOR
ENERGY
HOSPITALITY
CONSTRUC-TION
TELECOM.

RESPONDENT PERSONAS

- **BI Decision-maker:** CEO, CFO, Director of Supply Chain, Director of Operations, Head of Controlling etc.
- **BI Manager:** Business Intelligence Manager, Head of BI, Head of Data & Analytics, Business Development Manager IT etc.
- **BI Developer:** Solution Architect, System Developer, Consultant, Data Scientist, System Specialist etc.
- **BI User:** Business Controller, Data Analyst, Financial Controller, Business Developer, Analyst etc.

BI DECISION-MAKER | BI DEVELOPER | BI USER | BI MANAGER
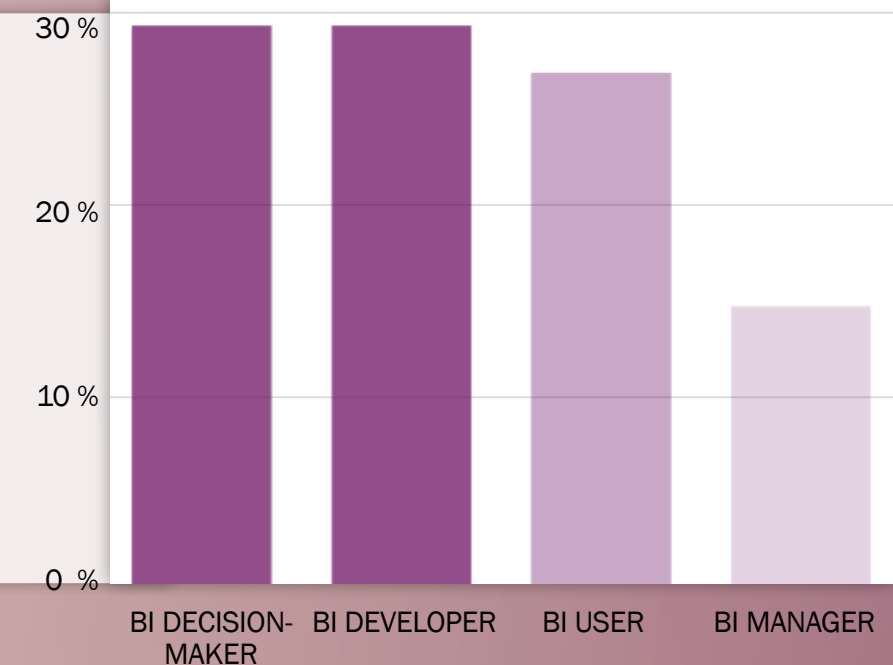
2. Usage analysis

DAILY USAGE BY NUMBER OF EMPLOYEES
- In companies with up to 50 employees, 67 % of the users use Qlik daily.
- In companies with up to 500 employees, 38 % of the users use Qlik daily.

- 1–50
- >500
- 51–100
- 101–500

0 % 10 % 20 % 30 % 40 % 50 % 60 % 70 %

DAILY USAGE BY COUNTRY
In the Netherlands, the users use Qlik most frequently. 88 % of the users use Qlik daily, compared to Sweden where 36 % use Qlik daily and the UK where 40 % use Qlik on a daily basis.

NETHERLANDS
FINLAND
UK
SWEDEN

0 % 20 % 40 % 60 % 80 %

51 %
39 %
7 %
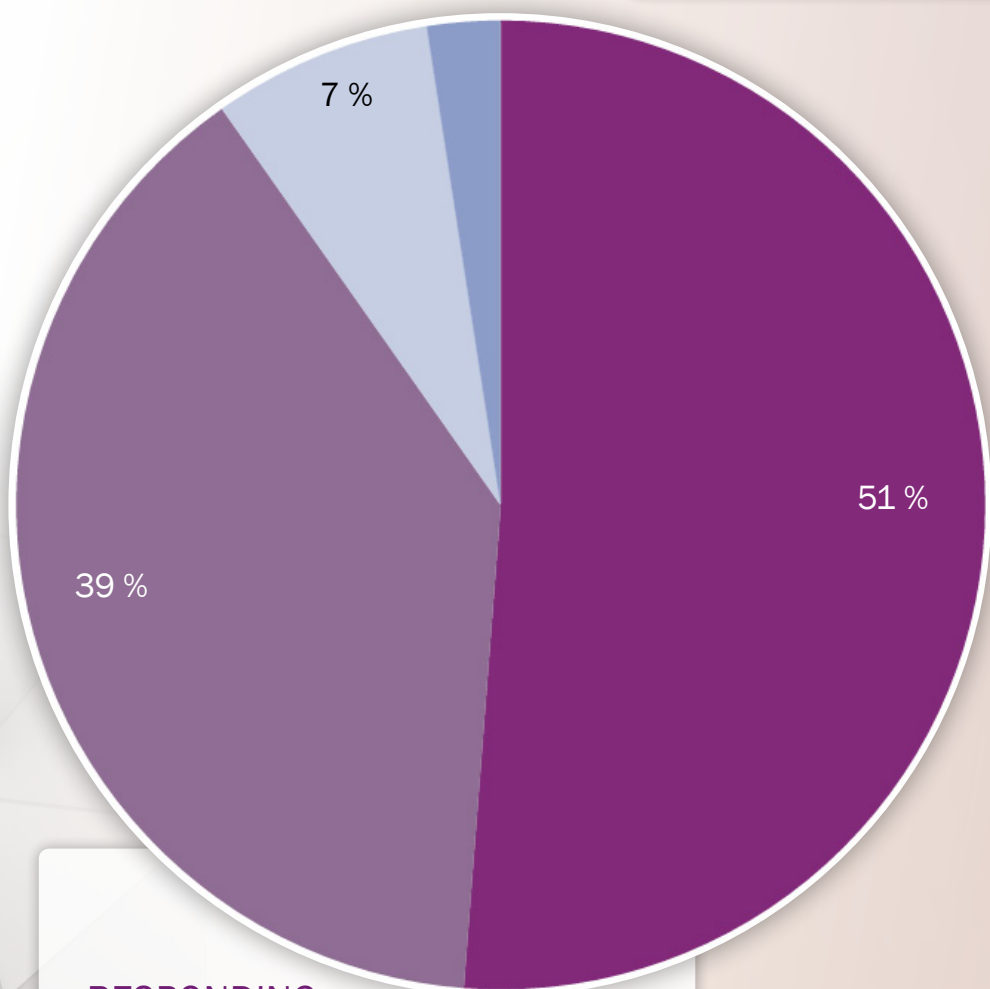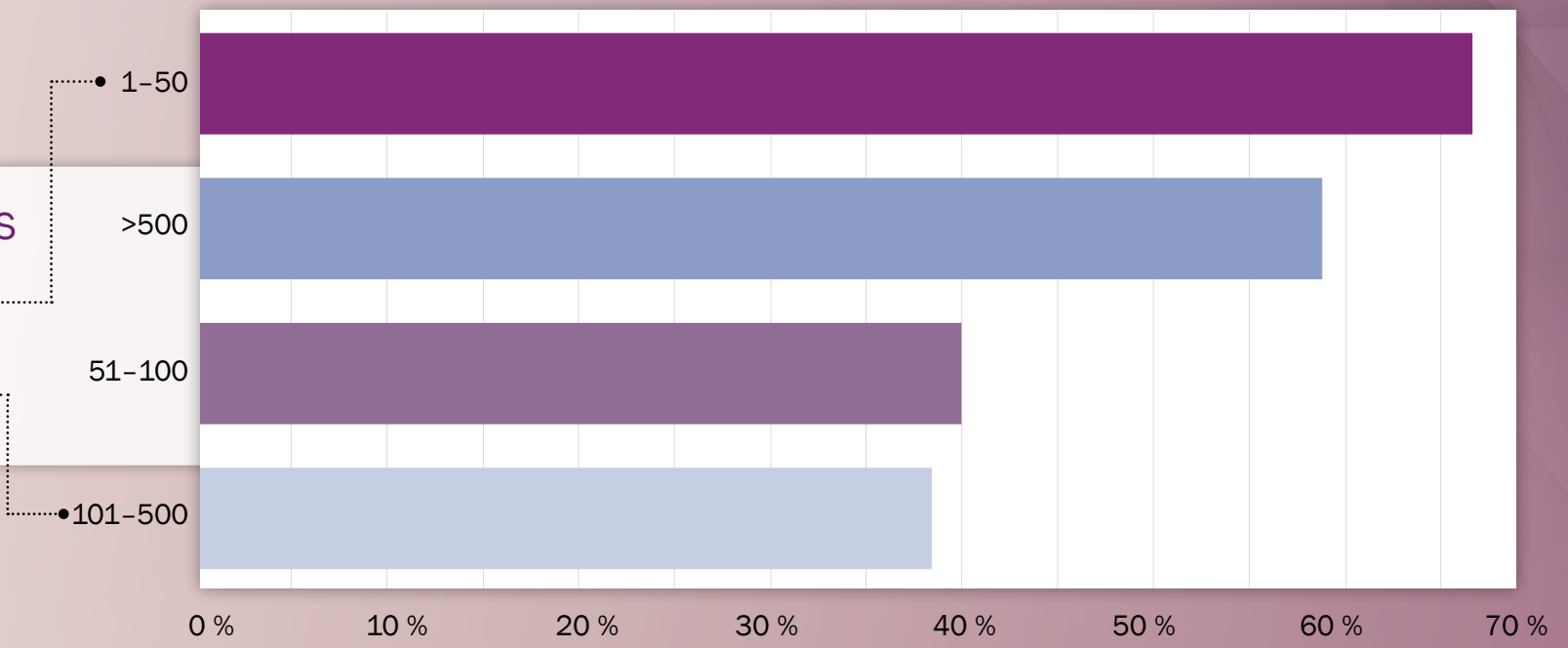
RESPONDING COMPANIES USAGE PATTERN
- 51 % use Qlik daily
- 39 % use Qlik weekly
- 7 % use Qlik monthly
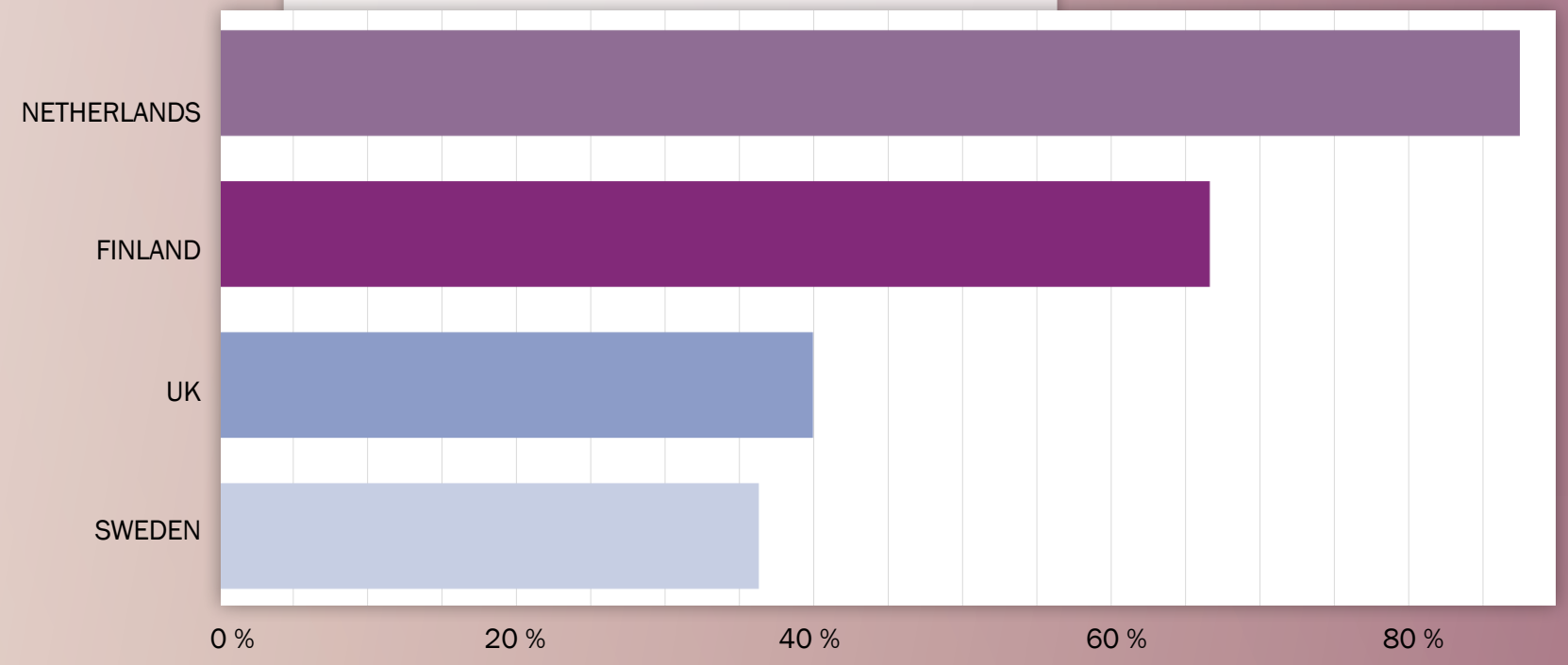
3. A business-critical solution?

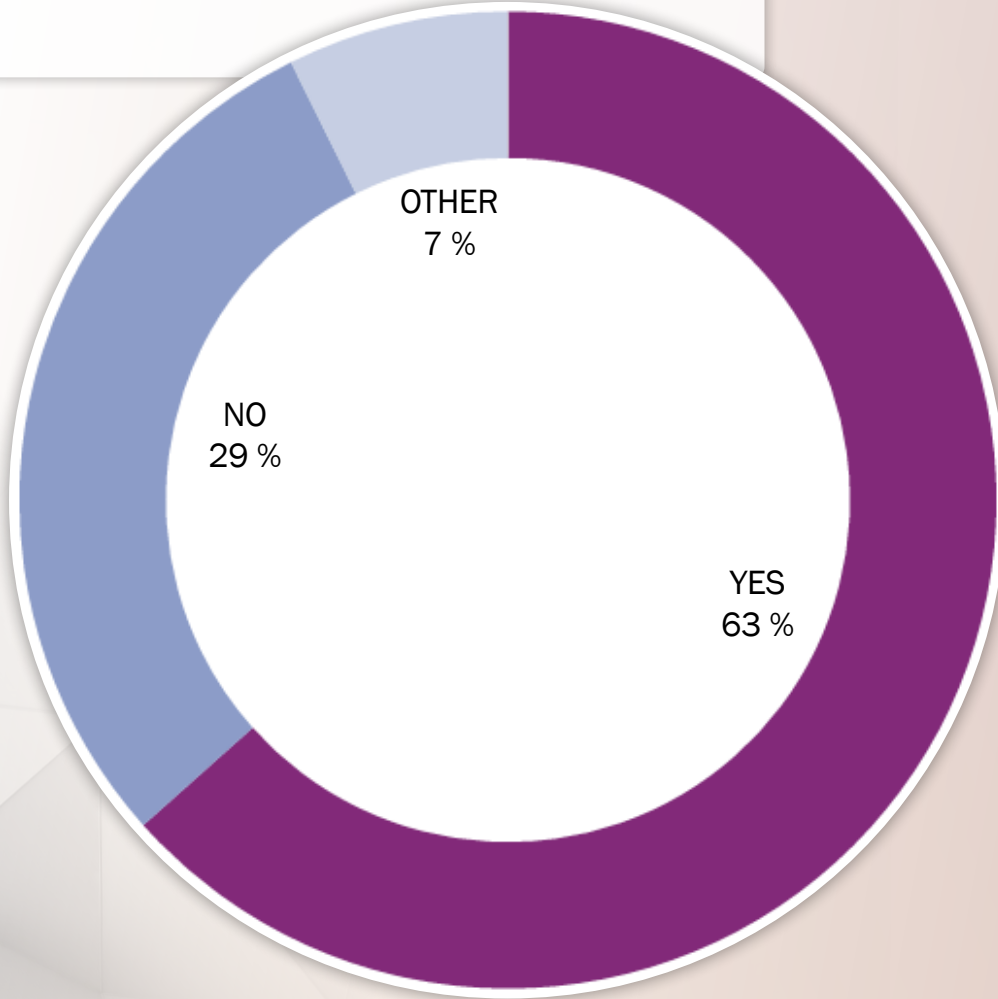## BUSINESS-CRITICAL OR COMPLEMENTARY SOLUTION?

To 63 % of the companies, Qlik is a business-critical solution. 7 % commented that Qlik is a BI solution, both a complementary and a critical solution, or that it's a complementary solution today but on its way becoming a business-critical solution.

OTHER
7 %

NO
29 %

YES
63 %

BUSINESS-CRITICAL BY COUNTRY

- 67 % of the Finnish companies said that, to them Qlik is a business-critical solution.
- In the Netherlands 38 % answered that Qlik is a business-critical solution and 38 % that it is a complementary solution. 25 % answered "Other" and described it as a BI solution or that it is a complementary solution that is starting to shift towards a business-critical solution.
- To 73 % of the Swedish companies Qlik is a business-critical solution. 5 % answered that Qlik is both a complementary and a business-critical solution.
- In the UK, 60 % see Qlik as a business-critical solution.

FINLAND   NETHERLANDS   SWEDEN   UK
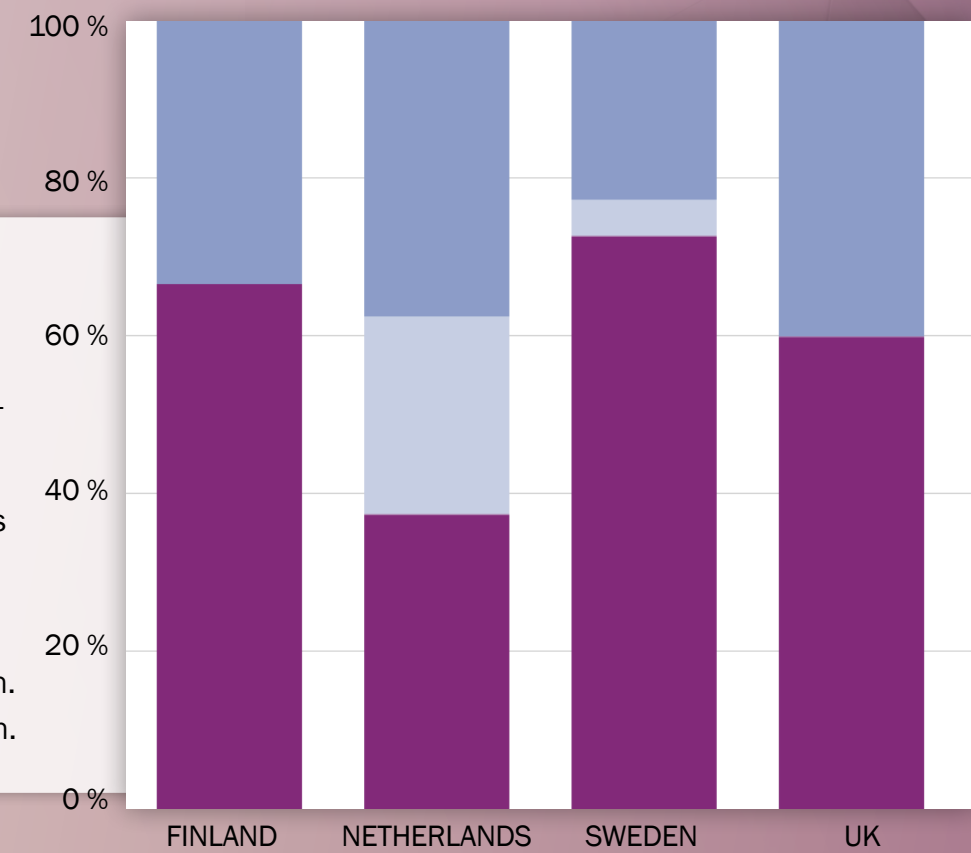
BUSINESS-CRITICAL BY NUMBER OF EMPLOYEES

Qlik is most business-critical to companies with 101–500 employees and least business-critical to smaller companies with up to 50 employees.

1–50   51–100   101–500   >500

4. Business Areas

SALES

PRODUCTION

LOGISTICS

MARKETING

FINANCE

IT

HR

PROCUREMENT

OTHER

TOP 5 BUSINESS AREAS USING QLIK

1. Sales 78 %
2. Finance 73 %
3. Production 44 %
4. IT 39 %
5. Warehousing & Logistics 39 %

Qlik is least used within Sourcing
& Procurement, HR and Marketing.
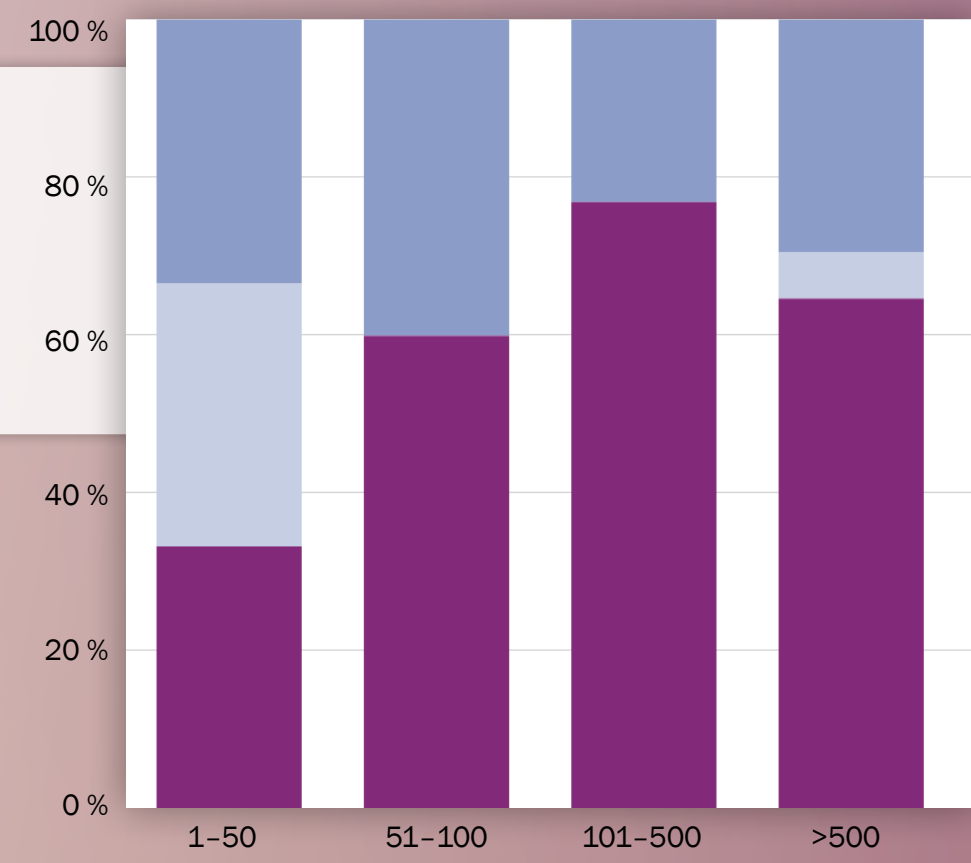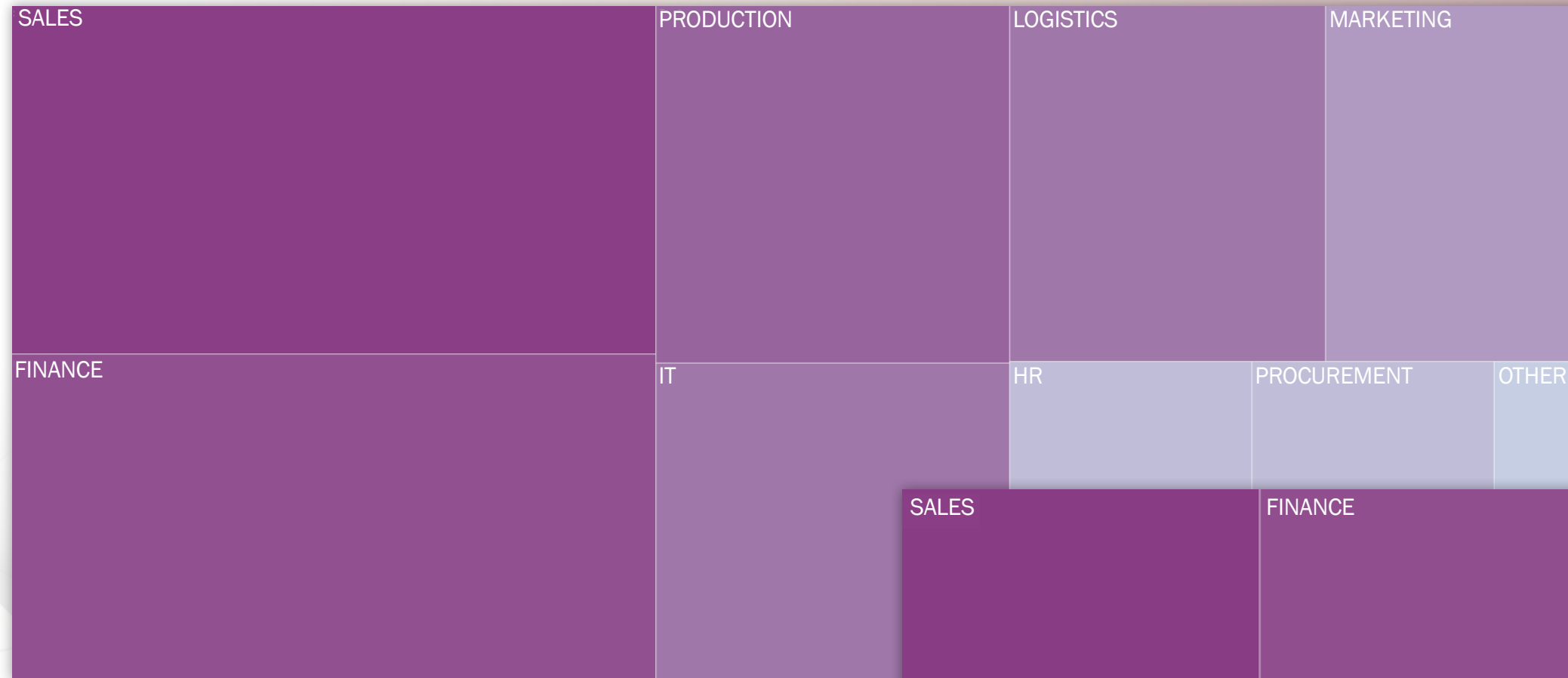
**TOP 5 BUSINESS AREAS THAT WOULD
BENEFIT MOST FROM INCREASED
USAGE OF QLIK GOING FORWARD**

1. Sales 61 %
2. Finance 41 %
3. Marketing 34 %
4. Production 29 %
5. Warehousing & Logistics 27 %

Marketing has the largest potential compared
to how it's being used today. IT and Procurement
& Sourcing are the business areas with lowest
potential.

SALES

FINANCE

PRODUCTION

HR

IT

MARKETING

LOGISTICS

PROCUREMENT

OTHER

5. Barriers

LACK OF TRAINING
LACK OF INTEREST
LACK CERTAIN FUNCTIONS
NOT ENOUGH LICENSES
OTHER TOOLS
NO BARRIERS
OTHER

BARRIERS BY PERSONA

The decision-makers consider the *costs* to be the main barrier, compared to the developers who see *training and lack of interest* as the main barriers. According to the users the Qlik solution *lacks functions* and the BI Managers see a need of *more licenses*.

THE TOP 5 MAIN BARRIERS FOR FURTHER QLIK DEPLOYMENT

The responding companies were asked to give multiple answers.
1. 29 %, consider *Lack of training* to be the main barrier to further Qlik deployment.
2. 27 % answered that *Lack of functions* were the main barrier.
3. 24 % answered *Other* and commented that costs of development and licenses, infrastructure, the internal approval process and other project processes were the barriers.
4. 22 % said that they do *Not have enough licenses.*
5. 20 % answered *Lack of interest.*

	SALES	FINANCE	LOGISTICS	PRODUCTION	HR	IT	MARKETING	PROCUREMENT
LACK OF TRAINING	27%	20%	12%	17%	12%	12%	12%	7%
LACK CERTAIN FUNCTIONS	22%	22%	17%	12%	10%	10%	10%	7%
OTHER TOOLS	22%	20%	12%	5%	10%	10%	10%	10%
OTHER	22%	22%	12%	12%	5%	7%	2%	5%
NOT ENOUGH LICENSES	15%	17%	2%	10%	7%	12%	5%	5%
LACK OF INTEREST	17%	12%	7%	12%	5%	10%	12%	2%
NO BARRIERS	15%	12%	7%	10%	5%	5%	7%	7%
NOT USER FRIENDLY	7%	5%	5%	2%	2%	2%	5%	5%
DIFFICULT TO ACCESS	7%	7%	5%	2%	5%	2%	5%	2%

BARRIERS BY COMPANY SIZE

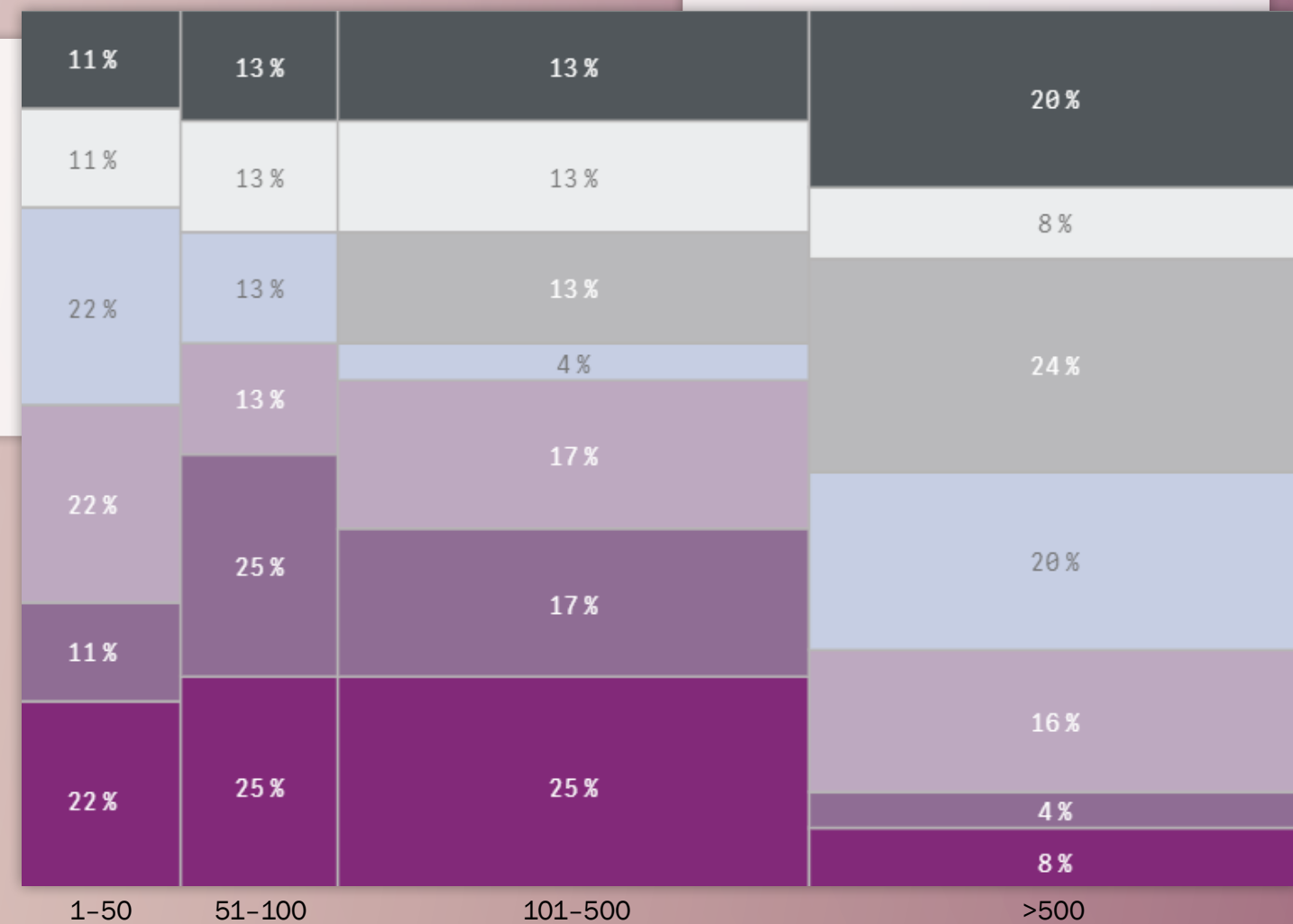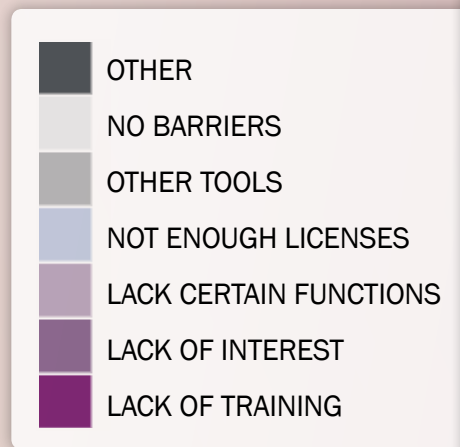Larger companies see barriers that are not directly related to the Qlik solution itself, such as *lack of licenses, costs* and *IT infrastructure*. Whilst mid-size companies see a need for more *training* and *lack of interest*. The smallest companies are *lacking licenses* and *functionality*.

BARRIERS BY BUSINESS AREA

The barriers vary between the different business areas. Overall *user-friendliness* including difficulty to access are not considered to be barriers of wider deployment.

Sales: 27 % answered *lack of training* followed by *lack of certain functions* as the main barriers. They also use *other tools* and the companies commented that costs and bad infrastructure were two barriers.

Finance: 22 % answered *lack of certain functions* and 22 % *Other* and commented that the mindset among the users – a fixed use of Excel - and infrastructure are two barriers.

Logistics: The majority of the companies, 17 %, answered *lack of certain functions*.

Lack of training is the main barrier both within **production** (17 %), **HR** (12 %) and **Marketing** (12 %). The marketeers also said that *lack of interest* (12 %) is one of the barriers.

IT: The only business area that consider *not enough licenses* as the main barrier.

Legend:
- OTHER
- NO BARRIERS
- OTHER TOOLS
- NOT ENOUGH LICENSES
- LACK CERTAIN FUNCTIONS
- LACK OF INTEREST
- LACK OF TRAINING

Company size chart (1–50): 11%, 11%, 22%, 22%, 11%, 22%

51–100: 13%, 13%, 13%, 13%, 25%, 25%

101–500: 13%, 13%, 13%, 4%, 17%, 17%, 25%

>500: 20%, 8%, 24%, 20%, 16%, 4%, 8%

| 1–50 | 51–100 | 101–500 | >500 |

BARRIERS BY COUNTRY

There are also some differences in challenges between the countries. In the UK, *not enough licenses* is the main barrier (33 %) but the smallest barrier in the Netherlands (9 %), they instead see a need of *more functions* within the solution. *Training* is needed in Sweden (20 %) and the UK (22 %), whilst Finland perceive barriers equivalent and commented that *costs and authorizations* also impede wider deployment of Qlik.

Legend:
- LACK OF TRAINING
- LACK OF INTEREST
- LACK CERTAIN FUNCTIONS
- NOT USER FRIENDLY
- DIFFICULT TO ACCESS
- NOT ENOUGH LICENSES
- OTHER TOOLS
- NO BARRIERS
- OTHER

FINLAND
- 14 %
- 14 %
- 14 %
- 14 %
- 14 %
- 29 %

NETHERLANDS
- 27 %
- 9 %
- 9 %
- 18 %
- 18 %
- 18 %

SWEDEN
- 20 %
- 13 %
- 16 %
- 7 %
- 4 %
- 9 %
- 11 %
- 9 %
- 11 %

UK
- 22 %
- 11 %
- 11 %
- 33 %
- 11 %
- 11 %

6. Enablers

INCREASED FUNCTIONALITY	
BETTER DATA QUALITY	
TRAINING	
EMBEDDED IN OTHER APPS OR INTRANET	
IMPROVED DESIGN	
MOBILE USAGE	
EASIER TO USE	
IMPROVED NAVIGATION	
OFFLINE USAGE	
TRACKING USAGE	
OTHER	

0 % 5 % 10 % 15 % 20 % 25 % 30 % 35 % 40 % 45 % 50 %

THE TOP 5 MAIN ENABLERS THAT WOULD INCREASE DEPLOYMENT OF QLIK WITHIN THE ORGANISATION

The responding companies were asked to give multiple answers.
1. Increased functionality 51 %
2. Better Data Quality 41 %
3. Training 41 %
4. Embedded in other apps or intranet 37 %
5. Improved design 34 %

ENABLERS BY COUNTRY
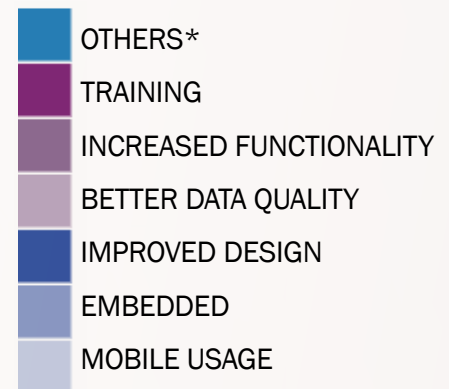
In the UK *embedded solutions* and the possibility to use Qlik on *mobile devices* would increase deployment. *Improved design* is only a key enabler in Sweden along with *increased functionality*. *Training* is seen as an enabler in the Netherlands and Finland, where better *data quality* also would increase deployment.

Legend:
- OTHERS*
- TRAINING
- INCREASED FUNCTIONALITY
- BETTER DATA QUALITY
- IMPROVED DESIGN
- EMBEDDED
- MOBILE USAGE

*Others: A combination of easier to use, improved navigation, offline usage, tracking usage and "other".

	UK	NETHERLANDS	SWEDEN	FINLAND
OTHERS*	27%	24%	13%	30%
TRAINING	7%	19%	14%	20%
INCREASED FUNCTIONALITY	7%	14%	23%	10%
BETTER DATA QUALITY	13%	10%	15%	20%
IMPROVED DESIGN	7%	5%	17%	10%
EMBEDDED	20%	19%	10%	10%
MOBILE USAGE	20%	10%	8%	
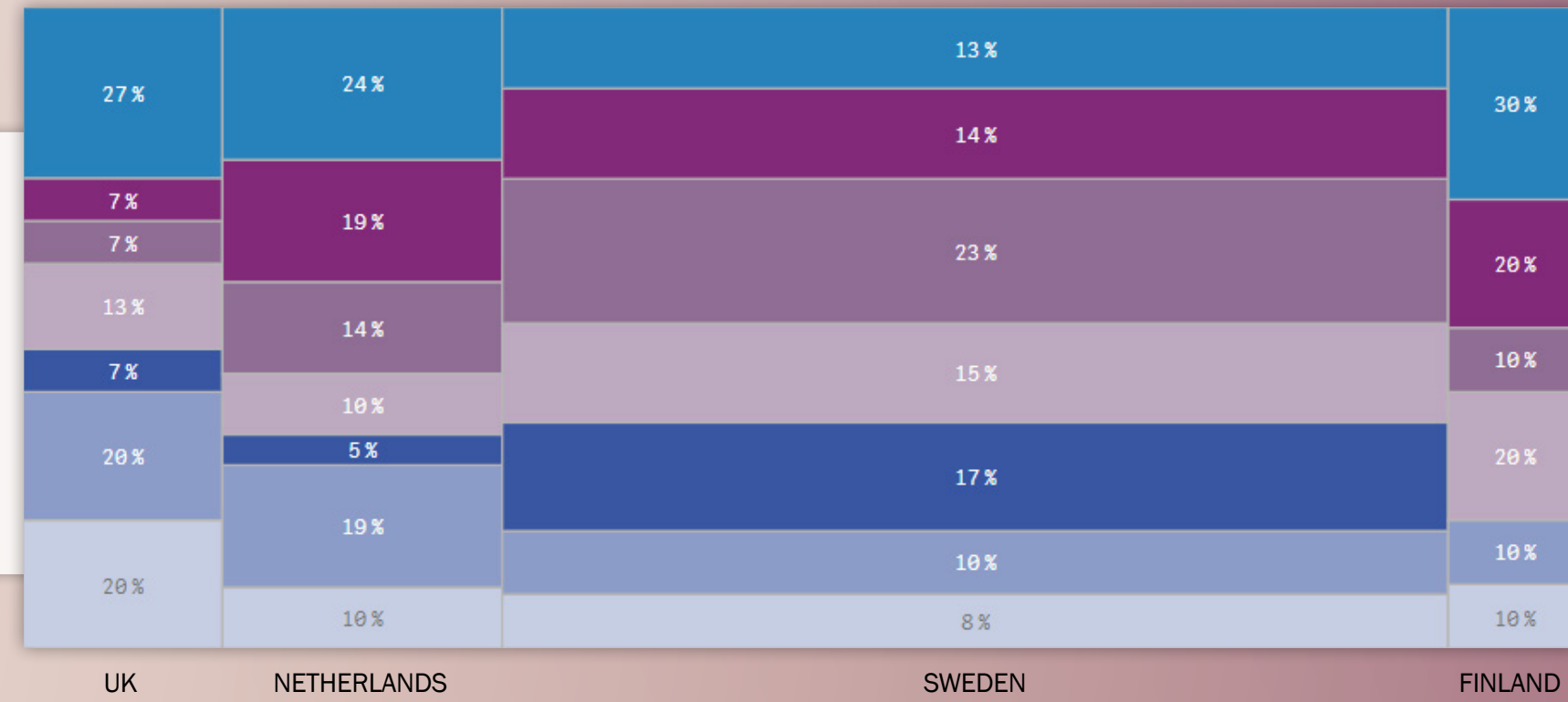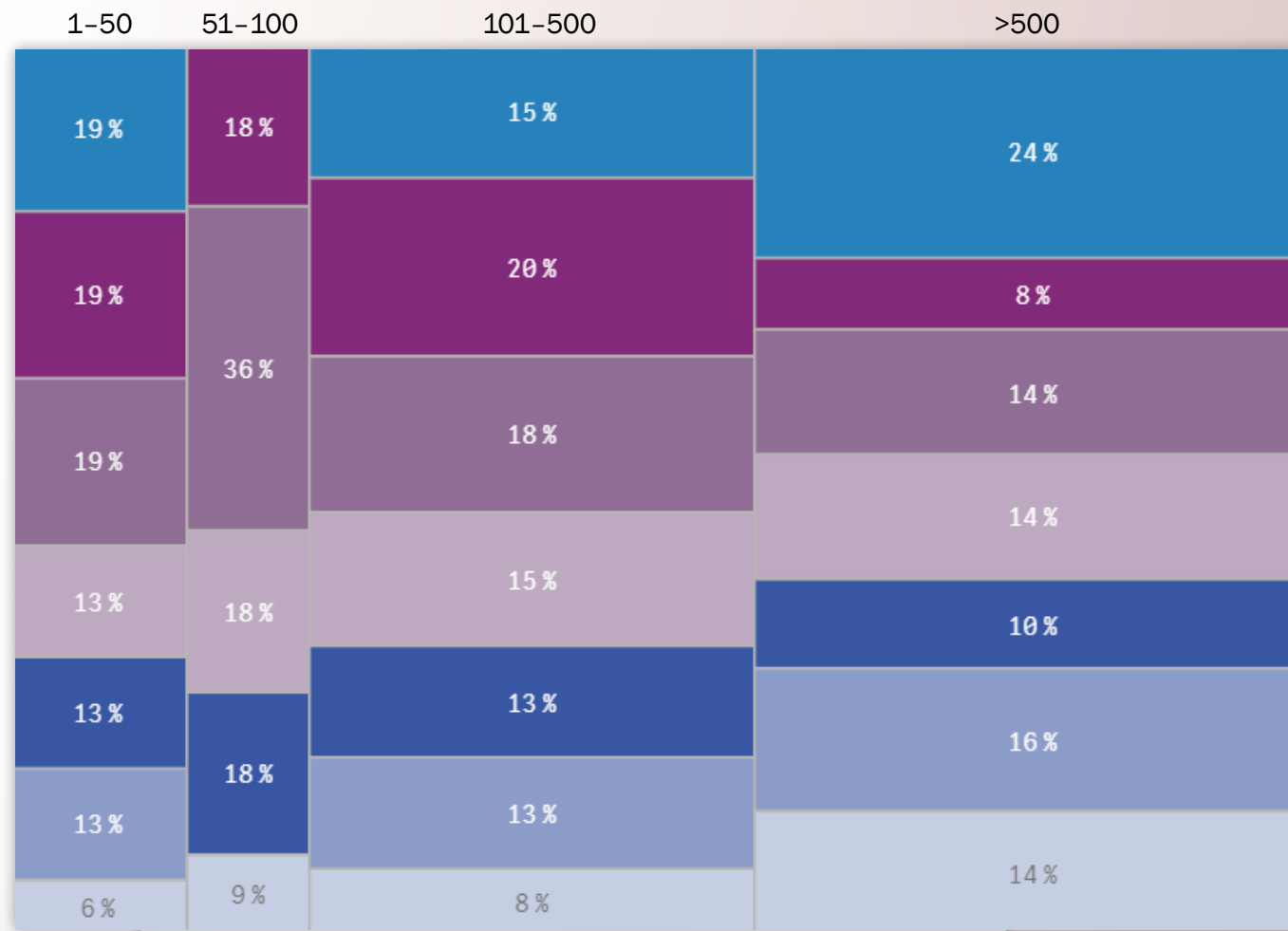
ENABLERS BY COMPANY SIZE IN TERMS OF NUMBER OF EMPLOYEES

Overall, *better data quality* and *increased functionality* would increase Qlik deployment in all organisations regardless of their size. *Training* is especially important to companies with less than 500 employees whilst *lower costs for licenses and implementation* is for the largest companies.

Legend:
- OTHERS*
- TRAINING
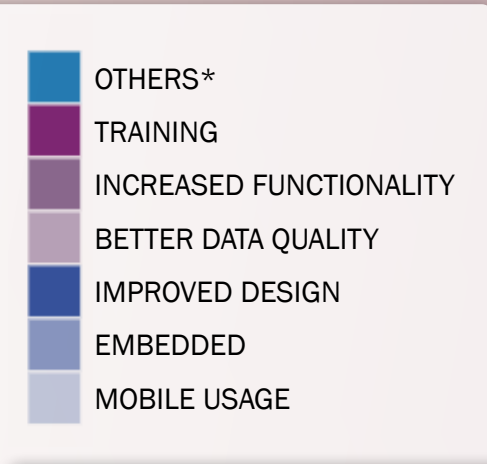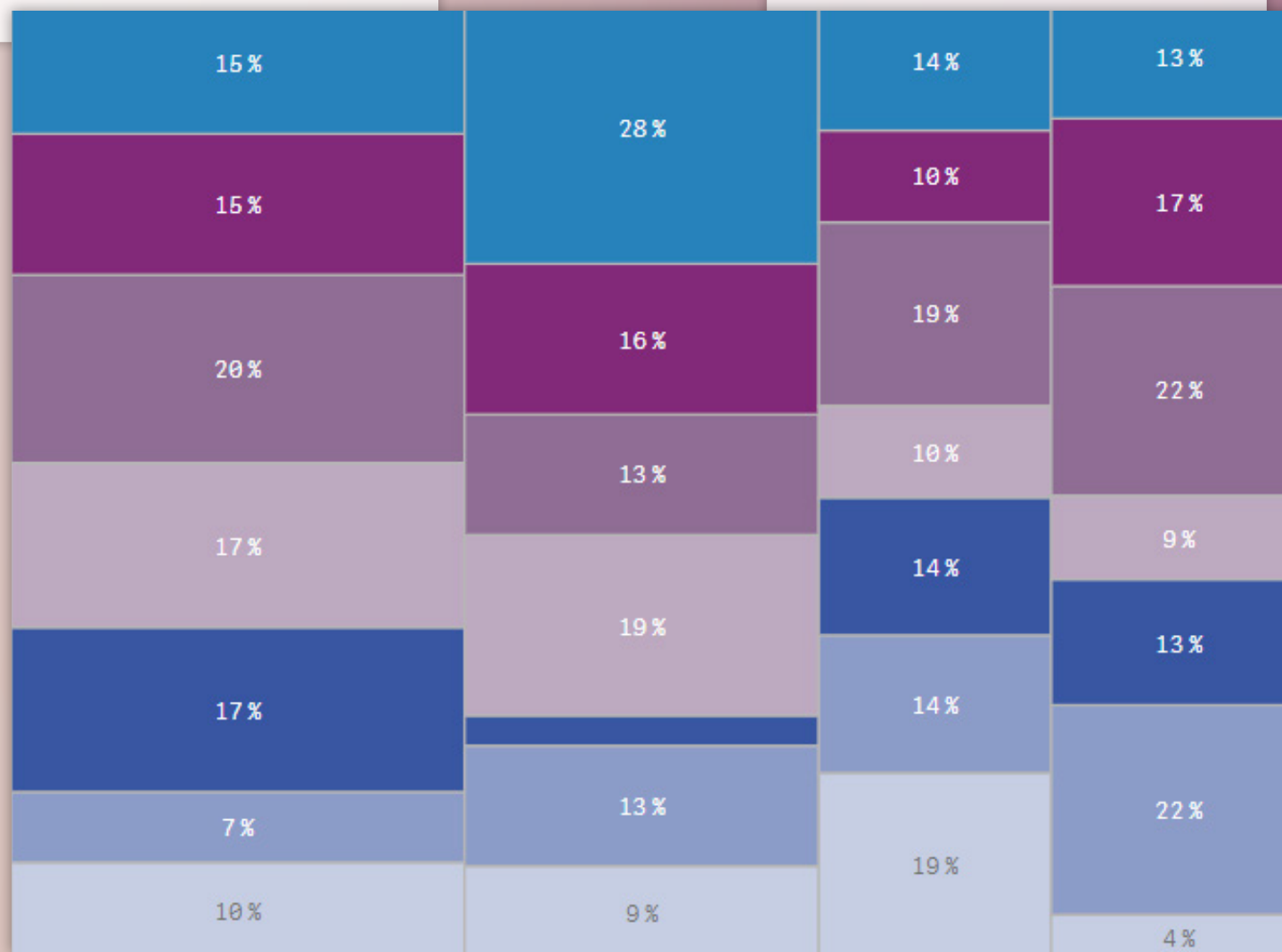- INCREASED FUNCTIONALITY
- BETTER DATA QUALITY
- IMPROVED DESIGN
- EMBEDDED
- MOBILE USAGE

*Others: A combination of easier to use, improved navigation, offline usage, tracking usage and "other".

ENABLERS BY PERSONA

The BI users want *embedded solutions* (22 %) and *increased functionality* (22 %) but are ok with the *data quality*, which is seen as one of the key enablers to the BI Decision-makers (17 %) and the BI Developers (19 %).

Chart: Enablers by company size

Category	1–50	51–100	101–500	>500
OTHERS*	19%	18%	15%	24%
TRAINING	19%	36%	20%	8%
INCREASED FUNCTIONALITY	19%		18%	14%
BETTER DATA QUALITY	13%	18%	15%	14%
IMPROVED DESIGN	13%	18%	13%	10%
EMBEDDED	13%		13%	16%
MOBILE USAGE	6%	9%	8%	14%

Chart: Enablers by persona

Category	BI DECISION-MAKER	BI DEVELOPER	BI MANAGER	BI USER
OTHERS*	15%	28%	14%	13%
TRAINING	15%	16%	10%	17%
INCREASED FUNCTIONALITY	20%	13%	19%	22%
BETTER DATA QUALITY	17%	19%	10%	9%
IMPROVED DESIGN	17%		14%	13%
EMBEDDED	7%	13%	14%	22%
MOBILE USAGE	10%	9%	19%	4%

7. Correlation between main barriers and key enablers that would increase deployment of Qlik

	BETTER DATA QUALITY	EASIER TO USE	EMBEDDED	IMPROVED DESIGN	IMPROVED NAVIGATION	INCREASED FUNCTIONALITY	MOBILE USAGE	OFFLINE USAGE	OTHER
LACK OF TRAINING	15%	5%	10%	12%	7%	17%	7%	2%	2%
LACK CERTAIN FUNCTIONS	10%	5%	15%	17%	10%	22%	12%	5%	2%
OTHER TOOLS	5%	7%	12%	10%	10%	15%	10%	7%	2%
OTHER	12%	5%	5%	12%	5%	15%	7%	7%	10%
NOT ENOUGH LICENSES	10%	-		10%	7%	2%	10%	10%	5%	2%
LACK OF INTEREST	12%	7%	5%	5%	5%	12%	5%	2%	2%
NO BARRIERS	10%	2%	7%	5%	-		10%	2%	-	-
NOT USER-FRIENDLY	5%	2%	5%	7%	5%	7%	5%	2%	2%
DIFFICULT TO ACCESS	2%	7%	5%	5%	7%	7%	2%	2%	5%

1. Functionality: Those who answered that *lack of functions* is a main barrier also saw *improved design* as an enabler.
2. *Training* as a barrier is connected to the need of *better data quality* and increased *functionality*.
3. *Embedded solutions* are an enabler to the ones who consider *other tools* to be a barrier to further deployment.
4. *Lack of interest* within the organization is correlated with the need of better *data quality*.

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Creating Intelligent Business