

Customer Company Name: IQ Retail

Reference Title: South Africa Qlik Master Reseller and IQ Retail 10-year partnership

The Real Story:

For the past ten years, IQ Retail and South Africa Qlik Master Reseller have been on a journey together, with IQ Retail utilising Qlikview within their organisation, as well as for building models that they have sold on to their retail customers.

Challenge:

“The objective was to structure the offering in such a way so as to be attractive and affordable to the SME market that we services, while at the same time packaged in such a way that it was also attractive to the franchise market in which we also operate,” says Donovan Alder, Corporate Development Consultant, IQ Retail.

Solution:

The models have been well received in both the SME market, as well as the franchise environment and IQ Retail are continuing to grow our customer base that are using Qlik.

Benefit:

Smaller business benefit from the power and flexibility of the South Africa Qlik Master Reseller offering, as it allows them to be competitive under the tough current economic conditions.

Customer Quote:

“South Africa Qlik Master Reseller enabled us to save time and prepare high quality reports for managing our business. POCO is a part of the Steinhoff Group - an international retailer. Within POCO, we have a vast product range and hierarchy of product categories and Qlik enabled us to satisfy the international reporting requirements set by Steinhoff. It also meant that we were able to prepare efficient weekly reports to manage sales, margins and stock in our stores. This functionality was easily setup due to the integration with IQ Retail, and Qlik gave us dedicated support to tailor our reports to ensure accuracy. The net result is that we have easily saved four to five hours a week for our merchandise planning department, leaving more time to place orders and focus on important aspects of our business,” - Richard De Villiers, Financial Manager, POCO South Africa.

Customer Name: Donovan Alder

Customer Designation: Corporate Development Consultant, IQ Retail