

# Tibb Bolsters Sales Growth and Consolidates Reporting with Qlik

“Qlik has provided a real solution to our challenges. Everything is now available at the click of a button and with its ease of use, the app is widely used within our organisation.”

– Adisha Sirkar, *BI & Operations Manager, Tibb Health Sciences*



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## Overview

Tibb Health Sciences offers the market a comprehensive healing system based on scientific data that takes every aspect of the individual into account. Its philosophy is an assimilation of the thoughts of Hippocrates (the ‘father’ of western medicine), Galen, and Ibn Sina.

Tibb’s products include solutions for:

- Natural antibiotics
- Colds and flu
- Anti-hypertensives
- Anxiety and stress control
- Blackseed
- Cholesterol lowering
- Cognitive development
- Infant care
- Anti-diabetic
- Energy boosters
- Gastrointestinal issues
- Gynaecological treatments
- Haemorrhoids and varicose veins

- Immune boosters
- Urinary tract problems
- Liver dysfunction
- Men’s health
- Blood purifiers
- Anti-inflammatories

The company operates to encourage healthy lifestyles. “There are six main lifestyle factors according to the Tibb philosophy. These include environmental air and breathing, food and drink, exercise and rest, emotions and feelings, sleep and wakefulness, and elimination and retention,” says Tibb.

## Challenge

Prior to deploying QlikView, Tibb Health Sciences received disparate reports from many different sources. Sifting through and collating this siloed data was incredibly time consuming. Collating valuable information became so time consuming, that there was less time available to analyse the data and deal with the problems it revealed.

## Solution

In 2016, one of Tibb’s customers recommended Qlik as a data analytics solution. The process began in December 2016, and the project to implement QlikView was launched in January 2017.

Once the contract was established, the development of the application went smoothly. It took just 15 days to complete the initial programming, from existing Excel spreadsheets.

## Solution overview

**Customer Name:** Tibb Health Sciences

**Industry:** Healthcare

**Function:** Marketing and Sales with a view to expanding to Finance and Stock Control

**Geography:** Johannesburg, South Africa

**Challenges:** With various reports coming in from many different sources, Tibb Health Sciences spent a lot of time collating data, leaving little time to analyse it and identify problems or inefficiencies.

**Solution:** A customer encouraged Tibb to consider Qlik, and after the implementation of QlikView, data is instantly available to all divisions of the business.

## Benefits:

- Analysed data available at the click of a button
- Less time spent on analysis and more time spent analysing and learning from the data
- Increased efficiency
- Deep understanding of business shortfalls – with enough time to find a solution and mitigate effects
- Increased sales
- Organisation wide data visibility, in all divisions
- Better planning and strategic direction
- Greater customer satisfaction

## Data Source Systems Database:

Excel spreadsheets, from ERP system (Pastel)

## Solution overview

# 15 days

### to develop the application

Covering Marketing and Sales.

## Sales Increase

# Average 28%

### Increase in sales growth

Since the implementation of QlikView, together with the increased efforts of a larger sales team.

“Although staff were hesitant at first, and some are still learning the full scope of the QlikView tool, it is so easy to use that most have embraced it,” confirms Adisha Sirkar, BI & Operations Manager, Tibb Health Sciences.

## Benefits

“Now everything is available at the click of a button,” adds Sirkar. “Valuable data is available to all divisions of the business, and no one has to wait for me to get them the information they need.”

As an SME, Tibb is benefiting from a greater understanding of its shortfalls. “This analysis was previously difficult. Now we can work out our sales strategy more effectively, resulting in 28% growth in sales last year. While there are various factors that contributed to this growth, we believe QlikView definitely played a large role in this achievement.”

The tool has aided in implementing better planning, developing a greater understanding of the company’s operations, and a fostering an accurate perspective of customer needs.

Not only has internal awareness increased, but the company has increased its ability to set deals quickly. “Time is money, when it takes long to set a deal, money is being lost,” she adds.

Tibb currently has five QlikView users, actively managing the Marketing and Sales department using Qlik. It plans to extend this to its Finance and Stock Reporting departments soon too.

The solution has empowered the business to act more proactively, while saving innumerable man hours in the collation of information and development of reports.

“Even for those well versed in Excel, creating reports and graphs took hours. Now it’s done in minutes,” adds Sirkar.

These benefits led to the discovery that one of Tibb’s products had been discontinued at one of its main retailers. “Our Qlik report revealed that one of our products was declining, with zero sales

reflecting. Upon investigation, we discovered that a stock out situation a few months before had led to the product’s discontinuation – even though it was now available in abundance,” states Sirkar. “Without Qlik, we may not have picked this up – or it would have taken much longer to rectify.”

Having experienced the QlikView tool in action, Sirkar confirms that she would highly recommend it to any company.

“Pastel also has a data management tool, but it only relates to Pastel information. Qlik is product agnostic, so I can pull information from many different sources,” adds Sirkar. “The fact that I can integrate with any other project I’m doing, in any division of Qlik – or even from other businesses under the owner’s umbrella – is a massive benefit.”

## Future

Tibb comprises a Group of companies. In the long term, Sirkar hopes to be able to bring other companies within the Group into the QlikView tool, to create a Group wide analytics application.

In the short term, Tibb will be focusing on adding new licences, expanding the use of the tool to more operational areas, and enhancing its use within the business.

“We will definitely be adding more apps, such as in finance and stock control,” concludes Sirkar. “The goal is to develop the entire Group’s reports with Qlik.”

South Africa Qlik Master Reseller (previously known as QlikView SA) has been a member of the EOH group of companies since 1 July 2014, facilitating a great partnership that aims to accelerate growth for Qlik in Southern Africa directly or through its specialized Partner channel. SA Qlik MR’s portfolio of products meets customers’ growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics. Over 1800 customers rely on Qlik solutions to gain meaning out of information from varied sources, exploring the hidden relationships within data that lead to insights that ignite good ideas.

These solutions bridge the gap between traditional BI solutions and inadequate spreadsheet applications. The in-memory associative search technology that Qlik pioneered, pioneered the self-service BI category, allowing users to explore information freely rather than being confined to a predefined path of questions. Appropriate from SMB to the largest global enterprise, Qlik’s self-service analysis can be deployed with data governance in days or weeks. The platform’s app-driven model works with existing BI solutions, offering an immersive mobile and social, collaborative experience. Headquartered in Radnor, Pennsylvania, Qlik does business in more than 100 countries with over 40,000 customers globally. For more information, please visit [www.saqlik.com](http://www.saqlik.com).