

DATA INTEGRATION

CUSTOMER STORY

Getting the most out of big events

Qlik Application Automation supports integrations for leading market engagement platform





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Warith Nass, Product Owner, Grip

Need to ensure good return on time investment

As digital consultant to a London app development agency, Tim Groot had to attend many events but he found it difficult to make sure he met the right people. He felt there must be a more efficient way to network and make the best use of his time.

It's a problem experienced by many thousands of event visitors and Groot's solution was to develop an AI-based event matchmaking platform called Grip.

In 2014, he became CEO and co-founder of the company behind the app which gives people personalized recommendations on who they should meet, making them more productive and avoiding wasted time. Event organizers are the primary Grip customers and they make this SaaS solution available to their visitors on the web or via a mobile app for pre-event networking and networking during the event.

Grip now employs 75 people and, in addition to its London headquarters, it has bases in Dubai and in the USA.

Since 2016, Grip has expanded the functionality of the event platform and has facilitated the connection of over 5.5 million participants through AI-driven event solutions. This has resulted in the accumulation of billions of data points from some of the world's largest events, plus strategic insights and expertise. It ensures that Grip can deliver the event experiences that today's markets and industries demand.

Solution Overview

Customer Name

Grip

Industry

High Tech

Geography

London, UK

Function

Marketing, Sales

Business Value Driver

Customer Intelligence, New Business Opportunities

Challenges

- Source crucial data to fuel matchmaking service
- Create efficient integrations with many event platforms
- Reduce cost and effort to increase competitiveness

Solution

Grip has implemented Qlik Application Automation, an integration platform that cuts the need for expensive development resources.

Results

- Over 5.5 million event participants connected
- Billions of data points accumulated from major events
- Time and money saved in creating vital integrations

Easier way to scale out and manage integrations

The Grip platform stands out because of its self-learning matchmaking engine which uses natural language processing, advanced algorithms and deep neural networks to constantly learn about the professional goals and interests of visitors, exhibitors and sponsors.

To grab the vital data it needs, Grip must integrate with other systems as Product Owner, Warith Nass, explains: “To remain competitive, it is important that we include integrations with our platform. Our clients expect us to provide connectivity to third-party systems such as event registration and CRMs like HubSpot, Microsoft Dynamics and Salesforce.”

Grip initially set out to build these crucial integrations itself but it was a time-consuming process that required the expertise of developers. Seeking a better solution, it found the answer was Qlik Application Automation.

Using low-code or even no-code to sidestep expensive and time-consuming programming, Qlik Application Automation is a visual environment that builds integrations that look like workflows. It solves internal data silo challenges by helping users to scale native integrations and move their development teams away from time-consuming, one-off, development work.

Following initial training, Qlik Application Automation makes it easier to scale out and manage integrations and features a front-end hub or marketplace from which customers can choose the integrations they want to activate.

Low latency for huge data volumes

At Grip, more cost-effective integration managers have been trained to do the work with Qlik, leaving experienced developers free for more strategic, value-add work.

Depending on the complexity and type of the project, previous integration development times of three to four weeks have been cut to three or four days and, in some instances, as little as 24 hours. Reduced time, combined with lower wage bills, cuts the cost of integrations.

“Organizers use different systems to store attendee information and with Qlik Application Automation we can create a list of the registration providers that we have integrated before,” says Nass. “We have templates that we can reuse on an event-by-event basis and that means easier management of the big library of integrations that we offer.

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The ability to offer a list of existing integrations and quickly turn round new ones makes Grip very competitive and evidence of this has been seen in its uptick in sales.

“The Qlik team is great - really responsive and supportive if we have any issues,” concludes Nass. “The team gives us opinions on integrations we have built and on best practices which enable us to get the most out of Qlik Application Automation.”

Looking to the future, Grip will continue to grow its use of Qlik Application Automation and is also exploring the possibility of embedding it into the technology stack, creating workflows that will enable clients to self-serve and connect to registration systems to obtain the crucial networking data they need.

The keys to success



5.5m+

participants connected through
AI-driven event solutions



Billions

of data points accumulated
from the world's largest events

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About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Our cloud-based Qlik Active Intelligence Platform delivers end-to-end, real-time data integration and analytics cloud solutions to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 38,000 active customers around the world.

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