

ANALYTICS

Medux's data journey

The transition from QlikView® to Qlik Sense®

Bitmetric
data is our dna





CUSTOMER STORY

“Developing a data-driven mindset requires the right partner, the right tools, and the right skills.”

- Rob van Vliet, BI Product Owner at Medux

Medux employees work day-in day-out to make care products and services affordable and accessible in order to improve people's quality of life. With this in mind, each of the different Medux organizations, namely Atlas Kidtech, HartingBank, Medipoint, MHG, and Orthototaal, works closely with care organizations, healthcare professionals, health insurers, hospitals, municipalities, and manufacturers of healthcare resources.

Just as in other sectors, the capacity to extract, report and analyze data in order to be able to learn and improve as an organization is becoming increasingly important in the care sector as well. As Rob van Vliet, BI Product Owner at Medux, explains, “Every day, our employees work hard to improve the services we provide. In this context, data plays a primary role because our people have to be able to find, view, and analyze the right information quickly. In order to improve this process, we started a journey towards becoming a data-literate organization in 2021.”

Of course, there was some work being done with the data before 2021. However, as Rob van Vliet explains, “The insights we provided to our organization's business units before 2021 were fairly static. We provided insights into orders, products, stocks, and more in the form of plain tables using QlikView. However, as a team, we didn't ask what the business units wanted to do with certain data. In my role of product owner, I wanted the BI team to provide more added value to the business units, and this required the right partner, the right tools, and the right skills to help the organization develop a data-driven mindset.”

About Medux

A supplier of healthcare resources to care organizations, healthcare professionals, health insurers, hospitals, municipalities, and manufacturers of healthcare resources, operating under the brand names of Atlas Kidtech, HartingBank, Medipoint, MHG, and Orthototaal.

Function Finance, HR, Supply Chain, CRM

Business Value Driver

The wish to visualize data in attractive dashboards and reports as part of the journey towards data literacy within the organization.

Challenges

- To obtain business value from the data — versus the related costs. The skills set of the current BI team had to be developed further
- Willingness to change within the organization

Solution

Medux made the switch from QlikView to Qlik Sense using Qlik's AMP program. By choosing the right partner (Bitmetric), and, at the same time, working on the development of skills within the team, the organization has managed to take important steps towards working in a more data-driven way.

Results

- Higher quality dashboards
- Data is presented visually instead of as static lists.
- Growth in the number of users regularly analyzing data
- The business units can start working independently with data and compile ad-hoc reports

Step 1: the right partner

Before the transition towards becoming a data-driven organization (and the implementation of the corresponding tools), Medux was keen to collaborate with a partner. As Rob van Vliet explains, “Previous experiences had taught me that the selection and implementation process of the right tools—and the subsequent process of change—is often smoother and more successful when led by a partner with the correct best practices. For that reason, we issued a Request For Proposal for a modern data warehouse solution and a tool for data visualization, reporting, and analytics. We eventually decided to collaborate with Bitmetric because their vision of a data-driven, or data-literate organization linked up completely with ours. Bitmetric truly wanted to take our organization on a journey towards ‘organizational data literacy’ — a journey which covered not only the implementation of tools for data management, reports, and analyses, but also the training and education necessary to ensure that every employee feels confident and curious about data.”

Step 2: the right tool

Despite the fact that the team was already working with QlikView, renewing these licenses wasn’t a no-brainer. As Rob van Vliet explains, “Before I started working at Medux, I worked a lot with Tableau, and my first impression of Qlik® was that they were lagging behind in the field of visualizations. Happily, Qlik caught up massively with the introduction of Qlik Sense. Even after just a couple of conversations with Bitmetric, we realized that Qlik Sense could give us what we wanted, namely a user-friendly, accessible cloud solution which you can use to make really excellent data visualizations. Qlik Sense would also enable the business units, where people have little or no programming skills, to analyze their data independently.

Whereas you almost have to be a data expert to use QlikView, you can get to grips with Qlik Sense much more quickly because you don’t have to have any knowledge of programming. However, you do have to understand what you can do with the data, and one of the characteristics of Qlik Sense is its intuitive drag and drop functionalities. But it was Qlik’s Analytics Modernization Program (AMP) which was the deciding factor for us choosing to continue with Qlik. This program enables existing QlikView customers to transfer to Qlik Sense in a cost-effective way without directly having to dispense with the existing reports and dashboards in QlikView. In this way, you can adopt the new Qlik Sense technology at your own speed pace and almost without risk.”

Step 3: the right skills

For the transition to a data-driven organization, the BI-team had to look not only at the right, future-proof tools, but also at the skills required to provide better support to the business units. As Rob van Vliet explains, “Although the demand for data from the business units was being fulfilled, the need was not. That’s why the selection policy for new members of the BI team involved us looking not just at experience with Qlik Sense, but also at skills in the field of communication and problem-solving. After all, each new tool meets with resistance, and you have to convince users of its added value. And to deliver actionable insights instead of flat overviews you, as a team, have to ask the business units the right questions. So not: ‘Do you want a dashboard? Great.’, but: ‘Do you want a dashboard? Great, but what exactly do you want to know? Why do you want this knowledge? What are you going to do with it?’ Only then do you get a complete picture of the data need, and only then can you provide a targeted solution, with insights which enable the business to take action immediately.”

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The switch from QlikView to Qlik Sense

Because Medux was going to start working with a different data platform, it was, in any event, essential to rebuild the existing dashboards at Medux while taking account of the modern design principles of a properly functioning dashboard. As Rob van Vliet explains, “In January 2022, we started a Qlik Sense training which was supplemented with data literacy training and data visualization training. We developed the training materials in a data nerd collaboration with Angelika Klidas, Data Literacy Evangelist and Operations Manager at Bitmetric. After that, we drew up the guidelines for the design principles we wanted to apply. In doing so, we used the Bitmetric Framework. This ensures that everyone speaks the same language and creates a clear, transparent, and maintenance-friendly type of Qlik Sense back-end scripting. After that, we started working with templates using www.SenseTheme.com. This is an online WYSIWYG program for the development, in a simple and visual way, of Qlik Sense applications with your own corporate identity and fonts, developed by Bitmetric.”

Looking to the future

By taking the right steps in the right order, Rob van Vliet can see that the adoption and acceptance of Qlik Sense — and therefore of the capacity to visualize and analyze data — is increasing at a nice pace within organization. As Rob van Vliet explains, “The process of change is taking place in a pleasing and natural way. The business units have really started embracing the data visualizations, and there are currently more than 320 analyzers and 26 professionals who regularly log in to Qlik Sense. The quality of the dashboards has

improved significantly, and the business units will soon be able to start using their data themselves. In order to facilitate this, we’re now training our first business unit users in using Qlik Sense, so that they can compile ad-hoc analyses themselves within a validated data set.”

With a view to integrating Qlik even more effectively within the organization, the BI team organizes quarterly Datatons, together with experts from Bitmetric. As Rob van Vliet explains, “You could also call it a hackathon, or ‘visualizationthon’. For one day every quarter, we shut ourselves away and invite a stakeholder to present his or her business case in the morning. We spend the day focusing 100% on the assignment and, at the end of the day, we present our findings to the stakeholder in question. Days like this give our team a huge boost — and they’re important for a team that is learning, because you get a cross-pollination of knowledge. It also reinforces the role of BI within the organization because the business units see that we’re serious about helping them get the maximum out of their requests.”

Medux is not yet where it wants to be, but Rob van Vliet is extremely proud of what his team has managed to achieve to date. As Rob van Vliet explains, “Slowly but surely, the organization is embracing data as a valuable asset. It’s a journey which started with the presentation of data in lists and has evolved very rapidly. Data has really come alive for many Medux employees, and that’s reflected in the increase in the number of requests for new dashboards and the opening up of new data sources. And that’s important because ultimately, all these insights help us to make our services more efficient, cheaper, and better.”

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Embracing the switch



230 analyzers use Qlik Sense daily



26 professionals log in to Qlik Sense regularly

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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. Qlik offers real-time data integration and analytics solutions, powered by Qlik Cloud, 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 serves more than 38,000 active customers in over 100 countries.

qlik.com



About Bitmetric

Data & Analytics is what we do, it is our expertise. Our mission is to enable you to use data to take better decisions. We want to achieve this with user-friendly technologies and designs which make complex issues simple and accessible. We combine a proven approach, namely the Bitmetric Blueprint, with ingenuity and a sharp focus on the context of your business. This ensures that we can provide solutions which are not only robust and easy to maintain but also link up seamlessly with your environment. With Bitmetric, you will get maximum return on your investment in data.

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