

DATA INTEGRATION & ANALYTICS

Qlik enables 40% accuracy improvement

United Safety brings Qlik into Salesforce to deliver real-time updates and enhanced collaboration



CUSTOMER STORY



UNITED SAFETY
& SURVIVABILITY CORPORATION™

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An industry-leading business

United Safety & Survivability Corporation understands the importance of growth and quick responses to evolving markets. When it was founded in 1984, the company’s initial focus was on seating in the mass transportation sector.

United Safety has since expanded rapidly, taking the company into new countries and continents, and extending its product range to encompass multiple new markets and use cases. Products range from air purification systems, fire-suppression solutions, and passenger seating, all specifically designed to increase survivability in the event of a potentially catastrophic incident.

“Our growth is through acquisition and new product development; that’s a hard-driven philosophy here,” explains Brad Ringen, Director of Analytics at United Safety & Survivability Corporation. “We recently acquired a company that specializes in fire suppression for the yacht industry and another that builds high-performance, high-technology pedestal seating for military-professional and recreational boats. It’s all industry-leading technology.”

Opening up the possibilities

Businesses rarely reach the levels of growth and success achieved by United Safety without a fundamental understanding of how they are performing. For United Safety, reporting and analytics once depended on emailed spreadsheets and a series of disconnected enterprise resource planning (ERP) and business intelligence (BI) systems – a process that was further complicated by the addition of new companies with their own systems and software. The result was slow reporting and delayed responses.

Solution Overview

Customer Name

United Safety & Survivability Corporation

Industry

Manufacturing

Geography

Exton, Pennsylvania

Function

IT, Sales, Supply Chain Management

Business Value Driver

Customer Intelligence, New Business Opportunities, Reimagined Processes

Challenges

- Improve collaboration between key internal departments and functions
- Enhance visibility across sales, ordering and procurement processes
- Combine data from across business into a single source

Solution

United Safety enhanced its deployment of Qlik Cloud® by embedding comprehensive chart and dashboard-based reporting into its Salesforce CRM platform.

Results

- Sales and customer service staff now share real-time analytics on a single platform
- Automated reporting means users focus on decisions rather than data production
- Benefits extend across the business, including procurement, production and QA

The introduction of Qlik Cloud quickly addressed many of these issues and opened up new reporting capabilities in United Safety's sales environment. From analyzing the strength of sales opportunities to comparing sales pipelines as handled by Salesforce and combining these with procurement, production and shipping functions in the ERP platform, multiple new possibilities were available.

"We can use a very distinct way to present information in Qlik. That rendering of information and the ability to click through any dashboard is far easier and more intuitive than doing it through other platforms," says Ringen. "The engagement is really strong. When you present information through Qlik, you transform the user into an analyst and not just someone who's looking at charts."

The results were impressive, including a sixfold increase in people requesting access in the first year, a 40% improvement in pipeline accuracy in just one month and the ability to incorporate data from newly acquired businesses in just a couple of days. These alone were significant steps forward, but in keeping with United Safety's constant drive for improvement and development, Ringen had new targets and new ideas.

A 360-degree view

While Qlik was already acquiring data from numerous sources across United Safety and presenting the resulting analysis through one platform, Ringen saw a way to take the process a step further. By embedding Qlik within the company's Salesforce instance, United Safety staff are able to access these insights directly within that platform, including data sourced from its ERP software.

"I have a general philosophy that we don't pass data between systems just for the sake of passing data," Ringen notes.

The new configuration means Qlik now sits behind both United Safety's ERP and Salesforce software. This allows each department to carry out their own specialist functions while making their respective datasets available to Qlik with the resulting analytics, charts and dashboards presented directly through Salesforce.

"It enables a full 360-degree view of our entire process," Ringen explains. "From lead generation to shipping and invoicing, our goal is to track each touchpoint in near real time."

Shared insights, improved collaboration

It's a switch that's delivering key improvements to United Safety's operations. Even with the customer service team working in both ERP and Salesforce environments and the sales team working exclusively in Salesforce, collaboration and co-operation with instant updates to shared data and key insights is now an everyday reality.

"Salesforce is our application of choice, our global customer relationship management (CRM) technology and the new Qlik capabilities mean large portions of our sales and customer service teams can stay within Salesforce," Ringen explains.

While Salesforce has its own native reporting capabilities, Ringen believes that the ability to incorporate data from external sources is what sets the Qlik solution apart. In some cases, over half the data presented on a chart or dashboard within Salesforce comes from other platforms, seamlessly integrated into a single view that's both informative and intuitive. This is then complemented by automated reporting and improved analysis.

"The beauty of Qlik is how quickly you can gain insights," Ringen says. "I take pride in making sure that any user can understand the dashboards in 10 seconds and make decisions on what to do next within 20."

Loaded and ready when needed

The integrated Qlik dashboards and reporting tools now available within Salesforce mean United Safety sales and customer service spend less time worrying about producing and presenting information and more time acting on it. The effects are visible from the boardroom to the manufacturing floor.

"We have 65-inch monitors at the end of every production line that are updated in real time. After QA performs an inspection, any issues are automatically raised with the production line lead so we can isolate issues and make immediate corrective action," Ringen explains.

And as usual with United Safety, this is just the starting point. Ringen and his team now plan to extend the deployment of Qlik to bring further improvements to the manufacturing process.

"The same level of access to insights provided to sales will soon be available for operations," Ringen says.

He concludes: "With Qlik we can deliver the insights as quickly as people ask the questions. The data is loaded and ready to go when people need it. When they're ready, it's ready."

The keys to success



360° views of entire processes



10s to understand dashboards, 20 to make decisions

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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. A private company, 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.

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