



Exact provides her customers Business Analytics by adding Qlik to their portfolio

“Qlik is a flexible organization with which we had an immediate “click”. The Qlik team is constantly cooperating with us, from development to marketing, sales and training.”

– Justus van Hoegee, *Senior Product Marketing Manager, Exact*



About Exact

Exact is an international supplier of cloud-based and on-premise business software for several industries, including accounting, manufacturing, wholesale & distribution and business services. Every day innovative solutions like Exact Globe, Exact Synergy and Exact Financials help more than 140.000 companies in 125 countries with the monitoring of their business. Exact has over 1600 employees and offers her solutions in more than 40 languages. With Qlik, Exact offers a modern, market-leading solution for business analytics to her customers.

The Market

The solutions of Exact are used by companies worldwide for optimal control of core business processes, from purchasing to HRM and from production to financial management. Today, the market in which companies operate is unpredictable and new trends in the field of automation, like Social, Mobile, Analytics and Cloud (SMAC) offers companies huge possibilities to operate even more successful.

The importance of Business Analytics

For all companies that use the solutions of Exact applies that they need insight into their information to get a clear picture of the company and their performances. Are goals getting accomplished? Are expenditures consistent with budgets? In which markets is the company more or less successful? Exact noticed that the demand of business analytics increased for both existing customers and within new sales processes. Justus van Hoegee: “Research of logistiek.nl showed that 93% of the companies surveyed indicated that generating management information is very important. Over 65% of the respondents indicated having no suitable solution for this. New developments in the field of business intelligence made that our own, static, reporting solution no longer met. We wanted to provide our customers with dynamic management information through a trend setting solution better than our competitors.”

Why Qlik?

Exact has chosen to collaborate with Qlik. Justus van Hoegee: “We have deliberately chosen to develop a solution for business analytics together with a partner. The incorporation of a proven, state-of-the-art solution in our product line versus our own development accelerates product development. To us, this was very important, because we wanted to have a solution within a short timeframe. We also wanted to develop a solution for business

Solution overview

Company: Exact

Branches: Accountancy, Construction, Wholesale & Distribution, Education, Government, Manufacturing, Retail, Webshops, Business Services, Healthcare.

Region: Exact's headquarters are located in The Netherlands. Product Development is located in Malaysia. The solutions of Exact are sold worldwide.

Challenges:

- The need to offer their customers an user-friendly, dynamic solution for business analytics.
- Improving sales conversion by offering a better solution for business analytics than the competition.
- The desire to develop a solution in a short time.
- Offering a solution that allows customers to analyze other data than that of Exact.

Results: Within a year Exact has developed and released a whole new product line: Exact Insights, powered by Qlik. Customers do not have to shop for a BI-solution and Exact has a new USP. Because of the decision for an OEM-relationship the product development team continues to focus on core business.

Data Sources: Exact Globe users unlock data from their own Exact-environment plus from the data sources they wish.

Business Advantages:

- Competitive Advantage: Exact offers a state-of-the-art solution for business analytics
- Increased sales conversion
- One-stop-shop, customers do not have to shop for a BI-solution
- Cross- and upsell possibilities at mutual customers through collective marketing programs.

Most Important Characteristics:

- Embedded analytics
- Proprietary data sources
- On-premise & Private Cloud

Unique to the solutions of Qlik:

“The user-friendliness, the fact that QlikView really is dynamic, with possibilities to make quick selections and extensive drilldowns. Last but not least the speed at which a large amount of different data sources are accessed,” according Justus van Hoegee, Senior Product Marketing Manager at Exact.

analytics which is dynamic, user friendly and leading in terms of features. We definitely did not want a ‘normal’ reporting solution. The choice of collaboration with Qlik ensured that our product development team remained focused on our own core competencies.”

The choice for the solution of Qlik was made on technical, commercial and personal grounds. At technical ground, the solution of Qlik satisfied the requirements of Exact because of the ease of use, connectivity, performance and mobility. Justus van Hoegee: “Qlik has been designed to guarantee existing investments. The visual analytics platform of Qlik is very dynamic, making it easy to use specific selections and drilldowns to analyze specific trends. We noticed that a lot of static solutions pretend to be dynamic. The platform also integrates simply with all desired data sources. We were therefore able to quickly integrate the technology of Qlik into our own solutions.”

On commercial grounds it turned out that Qlik had many similar customers. Ultimately, Exact feels taken seriously by Qlik, unlike some other potential partners with whom they spoke. “We soon had the best click with Qlik. In terms of mentality the organization appealed to us. It is a flexible organization. There hardly are any bottlenecks. From the first day the team at Qlik has constantly cooperated closely with us regarding development, marketing and training of salespersons and technical consultants.”

The Solution

Today, with Exact Insights, powered by Qlik, Exact offers a complete BI-solution to users of Exact Globe, Exact Synergy and Exact Financials. The solution is offered as an add-on. Customers receive a data model combined with a number of free dashboards to dynamically analyze financial, logistic and sales information. Justus van Hoegee: Our

customers get started quickly with these dashboards. The uniqueness of Qlik is that it is easy to incorporate data from different sources in apps for analytics. In this way our customers easily convert their data into enterprise-wide KPI's. The information with Exact Insights, powered by Qlik, is easy to visualize and to analyze, which make organizations more effective.”

Business Benefits

Through the introduction of Exact Insights, powered by Qlik, Exact reaffirms their position as innovative, reliable partner for automation issues, according to Justus van Hoegee. “Our customers do not have to shop. This increases customer satisfaction and minimalizes the risk of our customers switching. In addition, we distinguish ourselves from our competitors by offering a high level business analytics solution.” The choice to integrate the technology of Qlik instead of own development, has had positive impact. “With minimal investment and a short time-to-market we provide a state-of-the-art solution. Because of the fast development of the data model, we were able to invest maximally in our go-to-market strategy, including marketing and training. The solutions of Qlik are unique in terms of user-friendliness and dynamics, allowing us to offer our customers a future-proof solution to analyze their company to the smallest details, day in, day out.”

Future plans

The focus for next year is at to further train and facilitate the reseller channel. To this end, in corporation with Qlik, an special certification program is developed for both sales and technical consultants. In addition, Exact keeps developing and refining the data models and the available dashboards to maintain the lead over its competitors.

“We want to capitalize on market trends and provide a solution for business analytics which is better than our competitors. With Exact Insights, powered by Qlik, we provide a solution which is not just following trends, but is trend setting.”

– Justus van Hoegee, Senior Product Marketing Manager, Exact