



# “QlikView helps our senior management sleep better at night”

## In Brief

**Company:**  
Linx Printing Technologies

**Industry:**  
Manufacturer and distributor of production line coding and marking solutions.

**Need:**  
A system which would deliver focused management information from sales and production data; one which would maximise management efficiency and improve reliability of business decisions.

**Solution:**  
QlikView business intelligence powering executive dashboards and detailed drill down reporting.

**Benefits:**

- Simplicity of application across all levels in the company
- QlikView installed and staff trained in just two days
- Equally reliable results with financial, production and CRM data
- Meeting times reduced by as much as 75 per cent
- More incisive future projections enable distribution sales managers to be better prepared and more aware of customer need
- Ideal for any size business which deals regularly with large amounts of data

*“From that very first day, QlikView was so powerful, yet so simple to work with. Powerful tools normally come at a price – usually a lot of installing time and a lot of effort required to get the best from them. But QlikView is different.”*

David Reay, Business Systems Manager, Linx Printing Technologies



## Company Background

Linx Printing Technologies Limited ([www.linxglobal.com](http://www.linxglobal.com)) is a leading global provider of printing machines used in production lines, such as those which print the “best before” and “sell by” dates onto packaging in a range of industries which include the food, beverage, pharmaceutical, cosmetics and automotive industries.

Based in St Ives, in Cambridgeshire, Linx also has an office on the outskirts of Paris, France.

The firm has an annual turnover of £50 million and currently enjoys an impressive global client base, covering 63 countries and in excess of 70 distributors. In 2005, Linx was bought out by \$9bn US corporate giant Danaher.

## Need: A system that will maximise every piece of data stored in the data warehouse

Business Intelligence And Strategy Limited ([www.bi-strategy.co.uk](http://www.bi-strategy.co.uk)), based near Loughborough, Leicestershire, introduced Linx to QlikView to optimise their use of Sage Line 500 and GoldMine.

Business Systems Manager David Reay was the first to try it out at a seminar run by BIAS. As he explains, it was love at first sight.

“We were invited to a seminar to see QlikView in action. What struck me immediately was how simple it was to use – all of us at the seminar were astonished. After only an hour, we were sat at a computer trying it out. It was amazing how easy it was to get into and to start getting some quite useful information from,” says David.

“Before installing QlikView, our old system would only allow printed reports, which produced static data. We wanted higher quality information than this and QlikView was able to provide it all in one solution.”

Linx approached another company offering a rival product for a quote, but although QlikView was almost the same on price, the implementation time was only two days – compared to the closest rival’s offer of 18.

"In those two days, the first was spent physically installing the software and the second on a training course, working on our own data" says David. "By the end of day two, we had a crude framework of our first QlikView report."

## Solution: QlikView data analysis

One member of the Linx team who has been equally mesmerised by QlikView's capabilities is finance director Tony Stafford.

"For me, the principal added value is that we don't spend any time querying the data any more. Instead, we spend our time trying to improve the business," he says. "What was once a four-hour discussion now takes an hour."

"When there's a query about data used in a report, it's very easy to find the cause of the query. Traditionally, you're in a senior management meeting and someone finds a figure they want to query, but it can take a long time to find the answer, but not with QlikView – the answer's there in an instant."

Tony also points to the versatility of data analysis. QlikView can slice off data in any way you want – from pin-pointing geographic locations and different product groups to specific period times and individual customers. And if there's just one isolated transaction you want to look up, QlikView finds you the answer effortlessly and instantly – it's every number cruncher's dream come true.

"QlikView was a serious investment for us, but the ways it's helped us to improve, I can confidently predict that it will have paid for itself within six months. We're a far more effective management team than we were before."

"As soon as QlikView was installed, we hit the ground running. It's a fantastic product and I would recommend it to anyone. It's worth every penny."

### About BIAS

Business Intelligence And Strategy Limited (BIAS) is a UK-based QlikTech partner reselling QlikView and providing consultancy, training and support services to users of the QlikView product suite. In addition to supplying solutions to their own customers, BIAS also build market-leading analytical products powered by QlikView technology for a variety of vertical markets.

With more than 30 years of experience in finance, analysis, reporting and delivering business solutions, and specialisms in financial services and transportation, BIAS can provide a solution designed to help any business run more effectively. From the smallest data set to the largest, BIAS have experience of implementing solutions from thousands of records to billions.

### About QlikView

QlikView is produced by QlikTech, the world's fastest growing business intelligence software company, offering sophisticated, visual analysis and reporting solutions that are fast to develop and easy to maintain.

QlikView uses patented, next-generation in-memory association technology. Built to take advantage of open architectures and 64-bit platform technology, QlikView can analyse more than a billion records in seconds while allowing affordable deployment to organisations of any size. QlikView's click-driven, visually-interactive interface is simple for people to learn and use, so that better information is available to everyone.