



“We have so much more intuitive information, thanks to QlikView.”

In Brief

Company:
Morgan Lovell plc

Industry:
Office design, fit out, refurbishment and relocation specialist.

Need:
An intuitive sales management and business intelligence tool which would require little input from the company's busy IT department.

Solution:
QlikView business intelligence powering MS CRM sales management dashboards with detailed drill down reporting.

Benefits:

- Easy installation
- Little initial training required
- Intuitive reporting
- Improved insight for high-level company users
- More information available to improve overall business strategy
- Ideal for non-technical users

“We chose QlikView because we didn't want to be dependent on IT support.”

Paul Kelly, Head of Marketing, Morgan Lovell plc



Company Background

Based in London's Soho, Morgan Lovell plc (www.morganlovell.com) is one of the UK's leading office design, fit out, refurbishment and relocation specialists. Part of Morgan Sindall plc, the company was founded in 1977 and has two other offices, in Wokingham and Birmingham. There are approximately 120 office-based staff throughout the company.

Annual turnover at Morgan Lovell's parent company is £2.1 billion. Morgan Sindall is in the UK's top 5 construction companies.

Need: An intuitive, user-friendly system which would require minimal monitoring by the IT department

All Morgan Lovell's IT and business intelligence issues are generally handled by a specialist team at parent company Morgan Sindall. It was therefore imperative that a system was chosen that was simple enough to be monitored by a technically competent member of the Morgan Lovell team, yet flexible and intuitive enough to deliver top-level data analysis.

The company was looking for a system to optimise the use of Microsoft Dynamics CRM. The weight of responsibility to select the best system fell largely on Paul Kelly, Head of Marketing, and marketing executive Kat Hargreaves.

Optimal solution: QlikView data analysis

“Kat and I were asked to review the company's reporting options and we chose QlikView because of its report-writing capabilities, intuitiveness and flexibility,” says Paul.

“The problem from the beginning when we purchased a CRM tool was that it needed a lot of work in terms of writing and maintaining reports. We were advised to look at alternatives and QlikView was specifically recommended to us, even though those giving the advice didn't actually sell it themselves,” Paul continues.

“Our initial thought was one of dread – just the natural reaction of having to learn something new,” adds Kat. “We were very set in our ways, using Excel all the time. We still use Excel, but mainly to make the findings from QlikView available to more people who don't have access to QlikView.

“Compared to Excel and the other systems we were using, QlikView is a lot more flexible. Once people got used to it, they loved its simplicity. Everyone understood it pretty much straight away – apart from myself and Kevin Barker, one of our IT network analysts, no

one had any formal training as such – they just got on with it.”

Morgan Lovell’s IT department installed the system with help from BIAS and took part in technical training, which Kat also participated in. “There were very few issues with installation,” recalls Kat. “The problems we did encounter were caused by our own existing system, not QlikView.”

Paul says: “My computer knowledge is competent, but I would class myself more as a business than a technical user.

“The basic user training was straight forward, but the report writing was a little more difficult. The main plus was that we learned how to use it ourselves and didn’t need someone from IT with us. That was one of the reasons we chose QlikView – we didn’t want to be dependent on IT support.”

QlikView: the hi-tech choice for non-technical users

QlikView is generally used by 10 people across all three branches. Usage is mainly by high-level staff, including three regional managing directors and one group managing director.

“The MDs love it – not least because they not only get the figures they want, but they get an intuitive explanation of them as well. Some of our meetings may be longer now, but that’s purely because we have so much more information to discuss, all thanks to QlikView” says Kat.

“We knew that we would need to analyse the data from the new database,” says Kat. “We had previously seen QlikView in action and it really helped us to interpret our data. Even though we looked at other options, it was QlikView that stuck in everyone’s minds.

“It’s so intuitive, compared to other reporting tools we looked at. I’d definitely recommend it over other equivalents because it does a lot more.”

“It’s just so user-friendly and the software itself is so easy to install,” says Paul. “So many reporting packages on the market can take a year to get your head around, but with QlikView, you are up and running in no time.

“As Kat says, a lot of people here who use QlikView are everyday business users. The real giveaway is that no one has asked for assistance with it so far.”

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,

With more than 30 years of experience in finance, analysis, reporting and delivering business solutions, 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.