



QIAGEN: Fact-based information supply - thanks to Qlik

"With Qlik Sense we can map all control-relevant topics in one platform - and this IBCS compliant through TRUECHART."

Daniel Grünebaum, Senior Director, Controlling, QIAGEN GmbH

Qlik [®]
TRUE  **CHART**

AT A GLANCE

Client

QIAGEN GmbH

Industry

Biotechnologie

Department

Top Executive Management, Sales

Challenge

Replacement of the standard reporting in Power-Point. Providing an integrated management reporting solution to gain transparency on strategic developments and operational performance while ensuring IBCS-compliant graphics and tables

Solution

Implementation of Qlik Sense and TRUECHART. Connection of data from SAP and manual upload files
Provision of applications for top management and all board departments

Advantages

- top performance
- flexible analytics
- Further development of the system even without external support
- standardized presentation according to IBCS rules
- Mapping of all control-relevant topics in one platform
- central, fact-based information supply for the decision makers

Data Sources

SAP BW, Excel, Salesforce

QLIK-Partner

HICO-Group



The customer

QIAGEN is one of the world's leading biotechnology companies and the world's leading provider of complete solutions for obtaining valuable molecular insights from biological samples. More than 50,000 customers worldwide in the fields of molecular diagnostics (healthcare), applied testing (mainly forensics), pharmaceuticals (pharmaceutical and biotechnology companies) and research (life sciences) use the technologies and solutions of the Dutch holding company. QIAGEN employs approximately 5,000 people at more than 35 locations.

Project Partner: HICO-Group

HICO-Group, the leading data collaboration company, is implementing and integrating state-of-the-art-business intelligence controlling systems. In partnership with the market leading software manufacturers of JEDOX®, QLIK® and MS POWER BI®, the internal value creation processes are improved significantly. Using the ROKS®-System, the success-relevant KPIs are derived, processed with best-in-class planning, analysis tools, output with maximum transparencies and quick comprehensible visualizations according to IBCS® standards. These data are the unattainable valid decision bases for management in the present and the future.



Initial Situation

Business Intelligence is no unknown territory for QIAGEN: For many years, the biotech group has had its own division that deals with data modelling in SAP and provides corresponding front-end tools to access the data: From Excel interfaces to automated web reports.

However, the implementation of new requirements was relatively sluggish/slow. A lot of technical know-how was required for the implementation. Furthermore, the performance did not meet QIAGEN's needs .

The wish of the board of directors for an integrated reporting solution able to introduce/enable transparency from key figure to the detail levels led to the search for a new Business-Intelligence solution by the Finance and Controlling Department. (The desire of the board of directors for an integrated reporting solution that makes the company's situation transparent from the top key figure to the detailed level finally led to the Finance and Controlling department was looking for a new Business Intelligence solution.)

The main requirements for the software to be found were performance and the ability to create graphics and tables that comply with the International Business Communication Standards (IBCS). In addition, QIAGEN expected a high degree of flexibility, web capability and agility in order to be able to adapt the system easily and quickly within the company.

QLIK Sense

Qlik Sense sets the benchmark for a new generation of analytics. With its one-of-a-kind associative analytics engine, sophisticated AI, and scalable multi-cloud architecture.

Qlik Sense indexes and understands every relationship in your data so you can explore freely in any direction. It's like x-ray vision, revealing insights you can't see with query-based BI tools.

Easily combine and load data, create smart visualizations, and drag and drop to build rich analytics apps accelerated by suggestions and automation from AI.

Augmented intelligence enhances human intuition throughout Qlik Sense with suggested insights, automated processes, and natural language interaction.

Stay productive online or offline with fully interactive mobile analytics. Make discoveries, easily collaborate, and take action with data — anywhere, anytime.

Develop any analytics you can imagine with a complete set of open APIs and bring them into any app, project, or process with powerful embedded analytics support.

Easily combine SaaS, hybrid multi-cloud, and on-premise deployment options with the industry's only true multi-cloud architecture.

Solution



"With Qlik Sense, we have the facts we need to make good decisions available to us quickly, performantly, at the right place and at the right time."

Daniel Grünebaum,
Senior Director Controlling,
QIAGEN GmbH

Two solutions made it onto the short list. In a proof-of-concept, the task was to present dashboards with IBCS-compliant visualized data. "It was important to us that the software also offers the possibility to capture qualitative information, for example to rank how strategic initiatives are currently positioned and to capture the corresponding comments," adds Daniel Grünebaum, Senior Director, Controlling at QIAGEN.

The business intelligence solution Qlik Sense with the extension TRUECHART met their requirements in the best way. The Qlik extension enables all relevant business transactions to be displayed in business charts in a meaningful way, even in dynamic structures, in accordance with the visual design standards recommended by the IBCS Association. Analysis processes can be easily linked and it is possible to insert centrally controllable comments.

TRUECHART was developed by the Qlik Elite Solution Provider HICO-Group. The solution provider for IT consulting is specialized in conception, implementation and operation of sustainable Qlik-based BI and controlling systems for medium and large companies. In addition, the consulting company has many years of expertise and distinct project competence in the integration of SAP®, Microsoft® and other ERP systems as well as big-data data sources. Enough "good reasons" for QIAGEN to assign HighCoordination with the development of the data model as well as the conception and implementation of the dashboards including IBCS-compliant presentation.

Fields of application and benefits

First, HighCoordination implemented a top management dashboard that gives the board an overview of all KPIs - both qualitative and quantitative. From this app, it is possible to go directly into further details, such as sales, costs, employees, board divisions, etc.

This was followed by the implementation of Qlik Sense in the sales area. According to Grünebaum, one of the most important evaluations here is the sales reporting on a daily basis: The so-called Daily Sales can be analyzed according to various dimensions such as regions, products, business areas and customers as well as in comparison to expectations and the previous year.

The SAP BW system essentially serves as the data source. Access is controlled via a simple authorization concept. Around 250 users now use various Qlik-based dashboards to obtain information on business figures.

Dashboard development is carried out centrally with the aim of providing only a few standardized applications, which, however, meet all the requirements of the individual authorized users. In the meantime, QIAGEN is able to implement a large part of the adaptations and new developments independently. If necessary, the consultants of HighCoordination - who, according to Grünebaum, have done a very good job - continue to provide support.

QLIK

+ 48,000 customers

+ 1,700 partners

+ 100+ countries

+ 2,000+ employees

+ Industry Leader

*Gartner Magic Quadrant
for 9 years in a row*

+ Founded in Sweden
in 1993

+ Headquartered in
Pennsylvania, USA

Time to value

6 month

from start of project to start of production with first application.

Return on Investment

70 %

less time consumption by using automated report generation.

Fields of application and benefits

QIAGEN's goal of eliminating standard reporting in PowerPoint has been more than achieved: With the deployment of Qlik Sense, a centralized solution is now available that always provides the most current information - including drill-downs to the most detailed level.

In addition, the use of TRUECHART further strengthens the IBCS standard, to which the biotech group committed itself in financial reporting several years ago, and thus gains a more binding character.

The efficiency of reporting has increased significantly. Grünebaum estimates the time savings to be up to 70 percent. Performance has also improved significantly, says Grünebaum: "We can now easily load all transactional data from the last five years for sales analysis and still analyze it with high performance.

Qlik Sense has also been well received by employees - according to Grünebaum, the intensity of use has increased steadily and with it the number of decisions that are made on a factual basis.

Future

The expansion of the Qlik application landscape is planned. Among other things, Salesforce will be connected as an additional data source to map performance reporting with leading indicators for sales.