Utilizing real-time data and active analytics to transform retail operations

Together, Qlik and Snowflake offer an end-to-end data integration and analytics solution for retailers.
Retailers are facing tighter margins, fast-evolving customer expectations, and competition across multiple channels. That's why leveraging data to drive operations and business decisions is key to operational agility, collaboration, and speed. Unfortunately, siloed data and the need to work with multiple, fragmented applications can stall real-time decision making, slow innovation, accelerate customer churn, and drive-up supply chain costs.

With Qlik and Snowflake, retailers have an end-to-end enterprise solution that continuously ingests all your data and makes both data and insights readily accessible across your organization with world-class AI-enhanced analytics. The result is real-time data-driven decisions and retail operations that are faster, AI-enabled, and more customer-centric.

**Optimize retail planning**
Effective retail planning requires a holistic view. Qlik and Snowflake combine the latest data from sales, marketing, procurement, and beyond to put operational analytics in the best context to inform planning decisions. Quickly analyze inventory and location against demand targets to maximize efficiency.

**Leverage trusted data**
Enhance the effectiveness of key business processes, such as quality management, and build a reliable data foundation for AI with trusted and governed data from SAP and other ERP/SCM systems, forecasting tools, suppliers, and other internal and external systems.

**Maximize operational efficiencies**
Qlik automates continuous data movement into Snowflake with zero downtime. Qlik’s universal data connectivity allows retailers to use operational and IoT data—from retail floor to back office—to plan and schedule inventory, proactively manage assets, and increase efficiency.
Accelerate data delivery

Extracting data out of SAP, Mainframes or legacy applications can be complex and slow. But instead of having to manually move, transfer, stage, and import data, you can easily have Qlik continuously monitor these applications and immediately update Snowflake when a change occurs.

Fully automate the data cloud lifecycle

Qlik helps you realize the full potential of your Snowflake Data Cloud by automating the design, implementation, and management of your Data Cloud instead of manual, error-prone ETL coding and scripting processes.

Universal connectivity

Qlik supports the largest set of data sources that are optimized for native APIs and formats. No other data integration and quality solution supports the breadth and depth of our connectivity including (but not limited to) SAP, Mainframe, relational and non-relational databases, multiple file types and formats, SaaS applications and cloud platforms.

AI for everyone

Empower everyone from business users to analysts to drive value through combined human intuition and AI. Interact with analytics using natural language, through search-driven insight generation and fully conversational analytics (chat). Embed generative AI content and interaction directly into the analytics experience, through real-time integration with OpenAI and other AI tools.

Take immediate action

Empower users to make powerful discoveries and uncover hidden insights in Snowflake that query-based BI tools can’t achieve. And then deliver data-driven alerts based on advanced analytics or trigger automated events and workflows in downstream applications, based on changing data.

Enterprise grade trust

Drive clear and predictable value from your data while supporting complex security and compliance needs. Whether you’re modernizing or developing your Data Cloud infrastructure or developing an internal data marketplace, Qlik and Snowflake can help you ensure regulatory compliance.
Manage retail supply chain more efficiently and improve store management

Leverage all data (sales, inventory, customer, supply chain) and gain granular and timely insights to improve inventory, predict demand, and make smarter purchasing decisions. By providing a single source for all operational data, retailers, manufacturers, and distribution partners can collaborate to reduce inefficiencies and optimize stock levels while making better logistics decisions based upon customer trends and supply levels.

Enhance customer 360°

Seamlessly combine shopping data across channels, including first-, second-, and third-party data, on a single platform for a complete view of customers’ buying habits and preferences. Applying AI/ML models helps determine the next best action and product recommendations, helping to increase basket size, customer loyalty, and lifetime value.
Target customers more effectively with optimized pricing and promotion

Easily combine shopping data across channels for a complete view of your customers’ buying habits and preferences. Easily accessing all relevant customer, business and third-party data in a single platform—regardless of source or format—informs real-time pricing decisions so retailers can optimize and adjust pricing, promotion, and markdown strategies at scale by combining sales, marketing and inventory data.

Create new, immersive customer experiences

Leverage data to create immersive retail experiences across channels, including social and live commerce as well as experiential stores. By tying in first- and third-party data, as well as data from the CPG, retailers can design and quickly adapt purchase opportunities to connect with customers via a differentiated shopping experience.

Design better products and services

Simply join together relevant customer, business and third-party data to design products and services aligned with shopper behavior.

Monetize data

Embrace data monetization as a source of revenue to protect margins. Provide near real-time insights to CPGs in a streamlined process that allows data to be easily digestible and enable faster data-driven decisions.

Confidently transform retail operations in real time

Qlik and Snowflake empower retailers to harness the massive influx of data from multiple customer touchpoints, digital sources, and across the supply chain.


Qlik

About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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