

QLIKVIEW

QlikView



NextGear Capital chooses QlikView to transform data usage and supercharge business growth.

CLIENT PROFILE:

NextGear Capital UK Ltd provides funding for UK based independent car dealerships. They launched the Stocking Plan earlier this year to revolutionise the way car dealers buy stock. Essentially, NextGear Capital provides a credit facility that gives dealers the funds and freedom to buy used vehicles from auction houses, other trade sources and private sales.

Prior to this 90% of dealers were using their own capital to purchase their stock and cited sourcing and funding stock as their two biggest business concerns. Since the Stocking Plan launched, dealers have universally praised the initiative and the flexibility it gives them to increase and diversify stock resulting in bigger profits.

Based in Chester, NextGear Capital has over 50 employees, including a team of account executives that look after more than 200 dealers nationwide.

QUICK VIEW:

PROJECT OBJECTIVES

- Improve the detail of management reports by combining information from multiple data sources
- Gain greater integration of 3 other core business systems
- Achieve a high level view of all credit issued across their entire customer base
- Ensure field staff have access to customer information remotely

RESULTS

- A slick BI reporting tool that provides management statistics as well as guidance on what actions to take
- Ability to blend data across all systems to improve decision making processes
- Detailed insight into the behaviour of the dealer network as a whole and/or on an individual level
- Real time access to detailed customer information via mobile handhelds

BACKGROUND:

As a relatively new business, NextGear Capital decided early on that an enterprise reporting tool was needed to support the ambitious growth plans of the business. They had already invested in operational software but none of these systems were able to provide the level of detail they needed nor were they able to integrate effectively with each other. They had the resources and tools required to manage their business, what they didn't have was an extra layer of business intelligence to bring all their valuable data together. David Mercer, Managing Director explains that they realised the significance of the data they held but didn't have the ability to analyse it to further benefit their business and improve the business' of their stakeholders.

“ We sat on a raft of data relating to our customers' purchasing habits. Being able to interrogate this information to spot trends or uncover opportunities would be extremely useful to our customers.”

BUSINESS REQUIREMENTS:

Bringing data together

NextGear Capital was running three separate systems to manage their core operation. Independently, these systems served their purpose well and provided the information required to manage customers, finances and vehicle data. A major downside of three separate systems was the inability to aggregate this data to create a more joined up view of business performance.

“ A business intelligence tool was required to create integrated, meaningful, bespoke reports.”

Inability to turn data into insights

As well as benefiting from the effect of combining data from different sources, NextGear Capital also wanted to be able to slice and dice data further to get a more contextual view of a situation. For instance, it's important to know if any customers fail to pay or have any other issues on their plan. Having this level of information allows NextGear Capital to make strategic decisions on how to priorities their workforce and operate more proactively.

Offering more value to customers

NextGear Capital had a vision to use their data to further benefit their customers' businesses. Being able to use the information available to paint a picture on what's happening at their customers' sites can help NextGear Capital be more responsive to their future needs. Having a view of their stock situation and their purchase prices can help predict what credit they may require in the long term for example.

Another benefit is the ability to provide business insights to their customers to help their decision making. For example, being able to see and compare the purchase history of dealers in a particular geographical location can identify trends and purchase patterns. This is invaluable information for a dealer who can't afford to make any bad decisions.



Remote access

The information was not only to be used at head office, another driving factor was to further empower their staff, particularly the field account executives. Providing access to dashboards and reports for those in the field better prepares them for customer meetings. Making conversations more productive adds real value to a meeting and the fact that information is real-time means that decisions can be made right there and then.

Having conversations about future funding, payment history or even insights into what/when to buy are extremely useful. Access isn't just useful before and during a meeting, it's a real time saver after too. Since the information is accessed via iPads the field account executives don't need to go back to the office to update the systems or phone the notes of the meeting through to someone based in HQ.

Achieving utopia without IT support

As a growing company with no IT support in-house, NextGear Capital wanted a sophisticated solution without the need for day-to-day management. Choosing a system that delivered against their requirements without the need to hire expertise to manage was a key consideration.

THE SOLUTION:

Working with a trusted partner

When NextGear Capital was assessing options their first port of call was one of their existing suppliers. They already worked with Great Plains, Salesforce and OSC all of which provided an element of business intelligence within solutions NextGear Capital was utilising. However, David Mercer was aware of QlikView and wanted to also bring it into the mix. Having worked with K3 FDS in a previous role David had no hesitation inviting us along.

“ Having worked with K3FDS before I knew they were a business partner I could trust. Not only to deliver the right solution but do so on time and on budget.”

The “wow” effect

We quickly understood that the crux of the issue was bringing all their different data sources together to one holistic view. And, importantly present the information in a simple format that provides the functionality to delve further to discover more. The best way to show what QlikView can do was to demo it. The USP of QlikView is its simplicity and intuition. We built some specific dashboards centred on some of their main challenges and showed just what information can be at their fingertips. We always prefer to work with real business data so customers can relate to what they are seeing. It quite literally blew the competition out of the water.

Information in their hands

Approximately 10 (but increasing) field based staff needed access to QlikView via handheld devices. The QlikView user experience on a mobile device is just as compelling as it is on a laptop or PC. Being able to take data and dashboards into the field has enabled more strategic conversations with their dealers.

RESULTS:

On completion, a series of dashboards have been created in order to give the management team visibility of crucial information. And there are now plans to develop more to ensure the business is constantly on the front foot.

The ability to analyse the buying habits of the entire dealer network has produced some really useful insights, which NextGear Capital happily shares with their customers. For a dealer who is constantly thinking about the next investment this insight is invaluable.

NextGear Capital has also forged relationships with auction houses by providing insight into the buying habits of the dealer community which allows them in turn to increase their share of wallet. David Mercer added that NextGear Capital has become a hub of valuable information. This has strengthened the business, their customer relationships and their professional network.

WHAT IS QLIKVIEW?

QlikView is a commercial Business Intelligence platform that turns raw data from a variety of sources into easy to understand information; driving faster, smarter decision making. The QlikView Business Discovery approach delivers on the promise of self-service business intelligence by putting you in control of your data.

QlikView gives you freedom and flexibility to explore your data from anywhere at any time with easy to navigate, intuitive dashboards. Access all your data sources, create your own dashboards, ask your own questions and get answers instantly.

Key features:

- Consolidate relevant data from multiple sources into a single application
- Uncover hidden trends and make discoveries that drive innovative decisions
- Enable social decision-making through secure, real time collaboration

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