Utilize Real-Time Data and Active Analytics to Transform Retail Operations

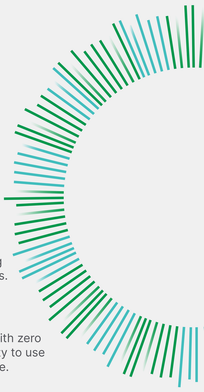
Today, retailers need to leverage data to drive operations and business decisions. Tighter margins, fast-evolving customer expectations, and competition across multiple channels require real-time data-driven decisions and retail operations that are faster, AI-enabled, and more customer-centric.

Retail challenges:
Siloed data and multiple, fragmented apps

The inability to leverage data to drive operations and business decisions dramatically impacts operational agility, collaboration, and speed.

- Stalls real-time decision making
- Slows innovation
- Increases customer churn
- Drives-up supply chain costs

Empower retail operations



Continuously ingest all your data
Make data and insights readily accessible across your organization with world-class AI-enhanced analytics.

Optimize retail planning
Combine the latest data from sales, marketing, procurement, and beyond to put operational analytics in the best context to inform planning decisions.

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

Maximize operational efficiencies
Automate continuous data movement into Snowflake with zero downtime and leverage Qlik's universal data connectivity to use operational and IoT data—from retail floor to back office.

Qlik and Snowflake offer an end-to-end data integration and analytics solution for retailers

Accelerate data delivery
Continuously monitor data sources and applications and then immediately update Snowflake when a change occurs.

AI for everyone
Empower everyone from business users to analysts with AI-ready datasets to drive value through combined human intuition and AI.

Universal connectivity
Qlik supports the largest set of data sources that are optimized for native APIs and formats.

Enterprise grade trust
Drive clear and predictable value from data while supporting complex security and compliance needs.

Take immediate action
Empower users to make powerful discoveries and uncover hidden insights in Snowflake that query-based BI tools can't achieve.

Fully automate the data cloud lifecycle
Realize the full potential of Snowflake Data Cloud by automating the design, implementation, and management.

Qlik + Snowflake: Retail Use Cases

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.

Target customers more effectively with optimized pricing and promotion
Easily access all relevant customer, business and third-party data in a single platform to inform pricing, promotion and markdown strategies at scale.

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.

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

Create new, immersive customer experiences
Leverage data to create immersive retail experiences across channels, including social and live commerce as well as experiential stores.

Monetize data
Embrace data monetization as a source of revenue to protect margins.

Confidently transform retail operations with real time data

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

Discover how at **www.Qlik.com**.

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