Qlik

DATA INTEGRATION AND ANALYTICS

ADOC ®

EST. 1953

ADOC uses predictive analytics enabled by Qlik to blaze a trail to customer-centricity

pensertrust

About Empresas ADOC

El Salvador-based Empresas ADOC was founded in 1953 with a focus on producing footwear for local farm workers. More than 70 years later, ADOC is now the leading retailer of shoes and clothing and the largest shoe manufacturer in Central America. ADOC operates 250 retail stores across the region as well as leather and rubber production and processing facilities, and is a leading and highly regarded employer in El Salvador.

Working with Qlik partner Pensertrust, ADOC built a comprehensive new data environment that enables quick and easy access to data and predictive analytics, accelerating key decisions and driving its customer-centric ambitions.

"Using Qlik and its AI capabilities is how we move from being data-centric to customer-centric and, ultimately, a next-level retailer for Central America."

Enrique Rubio, Data Mining and BI Specialist, ADOC

Customer Name
Empresas ADOC

Geography
El Salvador, Americas

Industry
Retail

Function
Finance, Sales, Supply Chain Management

Challenges
- Accelerate decision-making and improve the customer experience
- Move a series of siloed data sources to BigQuery
- Use data as a foundation for future success

Solution
ADOC implemented Qlik Data Integration, Qlik Data Analytics and Qlik AutoML to build a fast and effective data environment.

Results
- Decisions can now be made and actioned in days
- Data is now easily and quickly accessible
- Insights help to deliver improved customer experiences

Building a better understanding of customers

Empresas ADOC's ability to identify and respond to emerging market trends has served the business well for more than seven decades. What started out as a small manufacturer of durable and affordable footwear for farm workers is now Central America's leading shoe retail business, selling both its own and internationally known brands.

It's also one of the region's most sought-after employers, with a commitment to improving the social and environmental impact of its operations and a determination to ensure that its next 70 years of business will be as successful as the 70 just completed.

ADOC's long-term aim is to be a fully customer-centric business. It recognizes that achieving this ambition will involve some key process changes.

"We need to be data-centric to be customer-centric," says Enrique Rubio, Data Mining and BI Specialist at ADOC. "We need data so we can better understand what our customers and their buying histories are trying to tell us. We can then use that to improve our strategies."

However, with customer and other key operational data spread across a range of disconnected platforms and other sources, building a comprehensive data-centric picture of ADOC's business was proving tricky.

"We were trying to pull in data from SAP, external documents such as spreadsheets and PDF files, and commercial planning applications that we developed in house," Rubio explains. "With all the information sources in silos, it could take up to four weeks to make a decision. It was a difficult process."

A shared data-centric vision

ADOC saw that its journey to data-centricity was not one it wanted to take alone. To make the process as effective as possible, it decided to seek out a partner with knowledge of both its needs and the wider market.

"We were looking for a partner in Central America that understood our culture and our love of data. Pensertrust is also in El Salvador and its data-centric outlook was a comfortable fit for us," says Rubio. "With Qlik, Pensertrust showed us a solution that would help us to load, process and manage data, provide analytics and track each line from beginning to end."

Pensertrust worked with ADOC to implement a comprehensive suite of Qlik platforms. Qlik Data Integration now feeds data from across ADOC's operation into its BigQuery enterprise data warehouse. From there, Qlik Data Analytics turns this data into meaningful insights, delivered using engaging visuals and dashboards to ensure high levels of user uptake and understanding. Qlik AutoML® then takes the process to new levels, providing predictive capabilities to inform decisions and deliver effective actions.
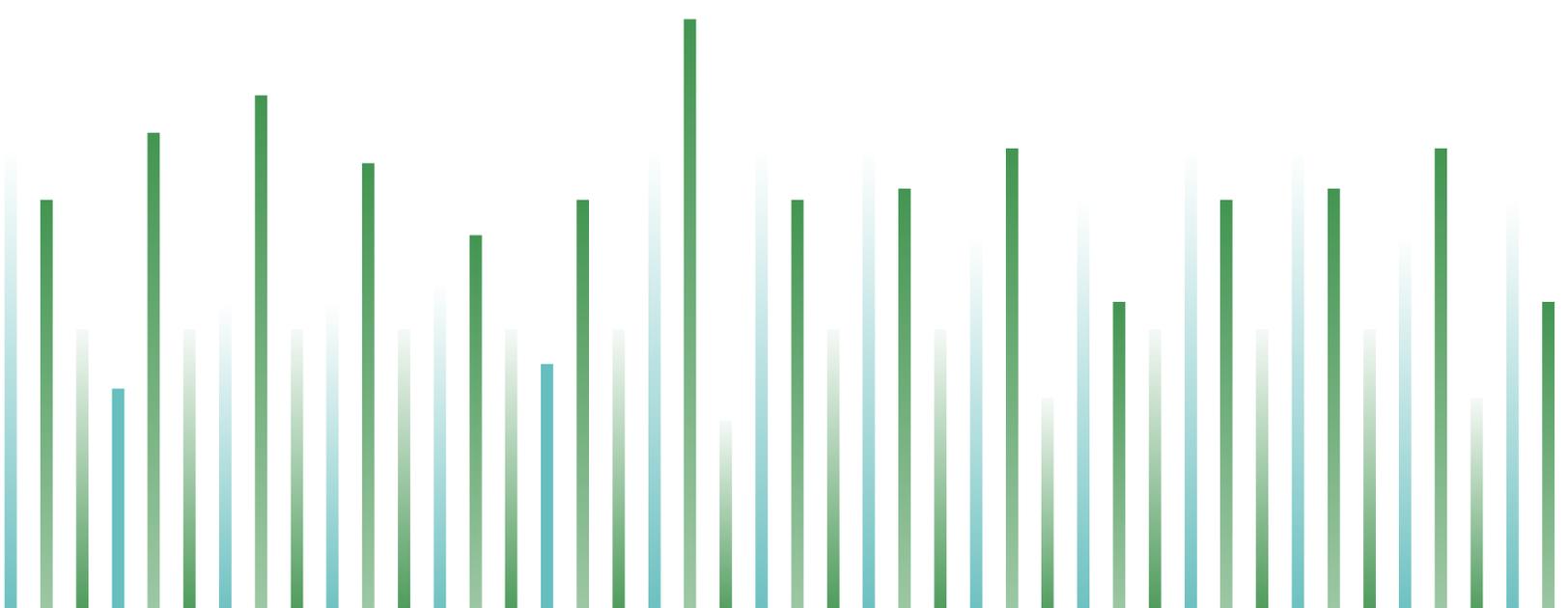
"We wanted to make all the information available on just one server, where it would then be useful to ADOC's business intelligence and data mining department," Rubio adds. "It was obvious that Qlik Replicate® was the extract, transform and load (ETL) solution we needed to achieve our vision of being a data-centric business."

Quick decisions, informed responses

With a comprehensive Qlik-based data environment in place, ADOC now has an important set of tools that will allow the business to achieve and embrace its vision for future success. From c-level decision-making to planning transport and logistics, Qlik now gives ADOC access to quick, reliable and accurate business data.

"The most powerful benefit is the time it now takes us to make decisions," Rubio explains. "For issues that involved our CEO, decisions once took weeks. With Qlik, even the most important decisions can now be made in just a few days."

Rubio adds that Qlik is now used to deliver high-quality information to its sales and supply chain operations, in turn helping to improve the overall customer experience. For example, external weather forecast data, combined with the powerful predictive features of Qlik AutoML, are making important differences to ADOC's operation.

"We had a situation in Honduras where we saw information about incoming weather and decided to relocate some stock," Rubio adds. "We moved things like boots and jackets from stores in the south to ones in the north where we could see that demand would be higher. We wouldn't have been able to react quickly enough to make that decision without AutoML."

It's a use case that ADOC now plans to extend across the supply chain, where predictive analytics has the potential to make further improvements and reduce delivery and lead times.

"Qlik allows us to drill deep into the data and use it to make predictions and access important diagnostics," Rubio says. "Using Qlik and its AI capabilities is how we move from being data-centric to customer-centric and, ultimately, a next-level retailer for Central America."

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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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About Pensertrust

Pensertrust has more than 200 customers in Latin America. It has extensive experience of designing and implementing data integration and analytics strategies, business process optimization and collaborative applications to enhance the competitiveness of organizations in any industry and of any size.

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