Qlik

ANALYTICS

CATALYST
CLOUD SOLUTIONS PROVIDER

Data-driven supplier collaboration portal drives efficiency, insight, and sales

About Catalyst Cloud and Coeus SEP

Catalyst Cloud is a highly innovative and agile software development business that has grown rapidly and built both a powerful product portfolio and a highly impressive client roster.

The company worked with Qlik to develop Coeus SEP, a dedicated web-based portal designed to enable and enhance collaboration between large-scale building and DIY merchants and their supplier bases. The platform's ease of implementation and use enables rapid ROI, drives important operational efficiencies, and has increased sales for a growing number of merchants and retailers.

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Marcus Adams, Managing Director, Catalyst Cloud

Customer Name
Catalyst Cloud

Industry
High Tech

Geography
UK

Function
IT, Sales, Supply Chain Management

Challenges
- Enable large-scale retailers to collaborate more effectively with their suppliers
- Deliver valuable insights into stock status and performance
- Place powerful analytics to a broad cross-section of end-users

Solution
Catalyst Cloud worked with Qlik to develop the Coeus Supplier Experience Portal (SEP), a bespoke web-based platform for builders' merchants.

Results
- Sellers and suppliers can share information and collaborate
- Wickes attributes a 1% growth in profitability to Coeus SEP
- Sellers can monetize their data to build new revenue streams

Collaborate better, integrate better, and sell more

Partner businesses are a critical part of Qlik's ecosystem. They're dynamic, resourceful, and creative powerhouses that work with Qlik and their own clients to meet individual demands and build bespoke solutions for each use case.

Catalyst Cloud is a perfect example of a partner that enhances the power of Qlik. The UK-based software specialist was born out of a passion to place information where it delivers real value and collectively boasts several decades of extensive experience in Qlik and its products.

"We're basically a boutique data systems integrator," says Marcus Adams, Managing Director at Catalyst Cloud. "We work with Qlik and a range of other technologies to support our overall company mission of bringing people and data together."

When Travis Perkins approached Catalyst to design a portal to optimize supplier management, interactions, and strategies, the team saw an opportunity to tap into a critical area of business operations.

"Smart organizations understand that the way to scale is to embrace third parties," Adams explains. "Authorities like McKinsey and Deloitte constantly emphasize the importance of collaborating effectively with suppliers, but even now, in 2025, it's one of the least well-executed strategies."

The concept was to build a portal to allow Travis Perkins to share analytics with its suppliers that would enable them to better understand – and support – each other's businesses.

"If you can better understand sales, stock movements, and other financial transactions, you can collaborate better, integrate better, and sell more," Adams adds. "In effect, you embrace your suppliers as an integral part of your sales and operations team."

Managing thousands of suppliers and millions of SKUs

Adams harnessed his Qlik experience to develop the Coeus Supplier Experience Portal (SEP), a white-labelled, web-based platform with Qlik at its core, designed to give Travis Perkins the supplier environment it needed in near real-time.

"From a best-of-breed perspective, Qlik is amazing because you can recreate the whole platform using its APIs," says Adams. "Coeus SEP isn't just Qlik with a different logo; it's a full-on, powerful piece of software in its own right."

For Travis Perkins, having a bespoke, customizable solution allowed a broad spectrum of end-users across the business, and its suppliers, to access the power of Qlik analytics and data-driven collaboration without having to become familiar with Qlik itself.

"Fundamentally, it's a supply chain analytics portal that anyone can use," says Adams. "There's no code, and you can set it up so it looks and feels like your own platform, with your own name and graphics and built-in user guides and help."
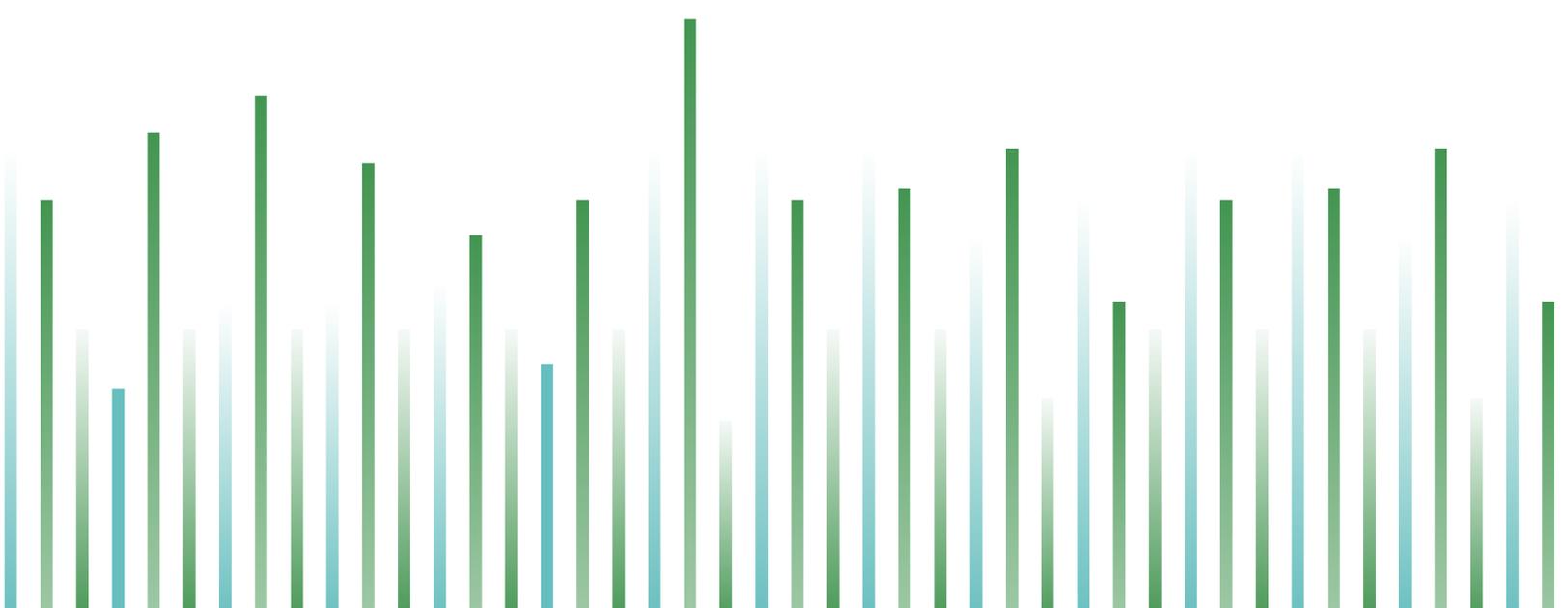
And while Coeus SEP had been built to meet a specific brief, Catalyst Cloud quickly realized that it could easily apply to other similar businesses with similar ambitions.

"The data we're extracting, transforming, and loading is typically from the customer's ERP system," says Adams. "But Coeus SEP can also connect to a data warehouse or mart, and any cloud environment. Just get your data engineers to load the relevant business data into our schema, and we'll do the rest."

UK DIY retail chain, Wickes, was an ideal second customer to implement the new "shrink-wrapped" solution that could be up and running in just a few weeks.

"Coeus SEP works really well when a few criteria are in place," Adams says. "It's great if you've got a huge supplier base – hundreds, even into the thousands and beyond. It also handles millions of stock units (SKUs), high stock volumes, and large numbers of points of sale – whether branches, stores, or shops."

Enabling data-driven growth

Coeus SEP now allows Travis Perkins, Wickes, and other businesses in the same sector to share supply chain data with their suppliers, giving them the power of Qlik analytics within their own supply chain portal.

Its secure, easy-to-use interface also allows suppliers to pull together real-time sales, stock, and invoice information, creating a single source of truth for all users. Stock availability can be optimized, merchandising and discounting can be managed more effectively, and production and distribution can be forecasted and planned more accurately to better align with demand.

"It's making operations more efficient and driving sales," says Adams. "It's enabling data-driven conversations between stores and suppliers about performance enhancement. Why am I not selling more of this product? Why did this promotion work when that one didn't? What can we do to make a difference?"

The results are also clearly visible where it arguably matters most: business growth and profitability.

"Wickes has attributed a 1% rise in bottom-line growth to the use of Coeus SEP across its supply chain," Adams explains. "For a business of that size, it's a seven-figure financial gain. It's massive."

The ability to monetize supply-chain data also represents a new revenue stream for customers, as their suppliers are prepared to pay for access to Coeus SEP.

"If suppliers can see what's happening to their products in your ecosystem, why wouldn't they want to pay for it?" he says. "It's information that suppliers are desperate for, and it means the typical return on investment for Coeus SEP is less than three months."

Results such as these have led to the onboarding of two more major national builders' merchants, and as Qlik builds out its tools and features, so can Coeus SEP. Current plans include enhancing the tool's reporting and time-slicing functionalities, a shared bookmarks feature, and deploying Qlik Answers™ to create a merchant bot.

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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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