



**ANALYTICS**



Cloudfinary redefines visual asset management and user experience for thousands of clients



## About Cloudinary

Cloudinary was founded in Israel in 2012 and is headquartered in the U.S., with offices around the world. Each day, the software-as-a-service (SaaS) business manages billions of visual media assets – primarily images and videos – for 10,000 customers and nearly three million users across nearly all industries. It offers robust AI-powered tools for media workflows, including upload, transformation, and delivery, via APIs and an intuitive user interface.

Cloudinary has embraced the new capabilities offered by Qlik Cloud Analytics™. The business now uses Qlik Automate™ to trigger more than 7,000 workflows each month. The results include key improvements to the user experience, increased operational efficiency, and a 20% increase in user engagement.

“Word spreads quickly! Once users get to know Qlik’s data and automation capabilities, we get more and more people asking for solutions.”

Nevo Potok, Business Intelligence Lead, Cloudinary



### Customer Name

Cloudinary

### Industry

High Tech

### Geography

Israel and USA

### Function

IT, Marketing, Sales

### Challenges

- Enable data-driven decisions and strategies
- Deliver a smoother, more proactive user experience
- Replace manual data pulls with automated pushes and triggers

### Solution

Cloudinary migrated to Qlik Cloud Analytics as part of a wider organizational move to the cloud, unlocking a range of new features and functions, including Qlik Automate.

### Results

- 7,000 automation flows a month delivered
- User engagement up 20% year on year
- Average of 50 hours of manual work saved each month

## Maximizing online efficiency and experience

Managing online media assets can be a repetitive balancing act. Different devices and browsers work in different sizes and aspect ratios, and web developers are under constant pressure to keep assets as small and resource-efficient as possible without compromising their visual quality and impact.

It's a process that many businesses handle themselves; the smarter operators turn to Cloudinary. Businesses such as Mattel, Paul Smith, and lastminute.com all use Cloudinary to improve website performance, streamline media workflows, and deliver better digital experiences.

"It's a multi-functional product that supports developers and non-technical users in managing visual media and optimizing the user experience of their websites and apps," says Nevo Potok, Business Intelligence Lead at Cloudinary. "You just need one asset, and we do the rest for you. Our job is to maximize that online efficiency."

Potok's BI team is responsible for supporting Cloudinary in the development of new features, product strategy, and the future business roadmap. And for eight years, the team's platform of choice has been Qlik.

"We use Qlik in multiple ways. Some users will build dashboards and run all their analyses within Qlik itself. Others will embed Qlik into our other operational tools," Potok explains.

"Many of our customer-facing functions like to have everything in one place, so they implement Qlik within Salesforce and Zendesk, for example. It's much easier to build engagement and usage if we embed it that way."

As Qlik has evolved and built out its features, so has Cloudinary's deployment.

"Over the years, we've increased the number of users, sessions, departments, and applications that we manage," Potok adds. "We were running Qlik Sense® on-premises, but our needs quickly outpaced that approach."

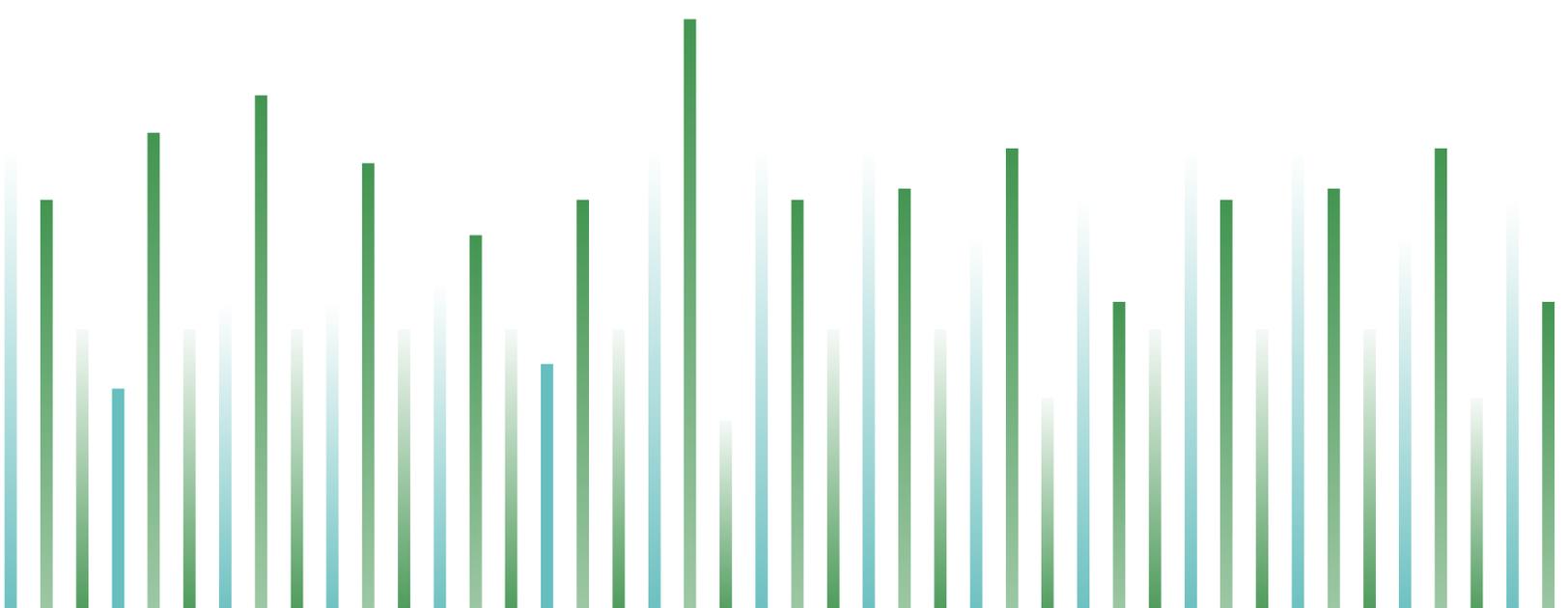
## New capabilities, new processes, and new levels of performance

Cloudinary transitioned to a cloud-based environment in phases, operating a hybrid system with apps running through Qlik Sense in the background while users accessed the Qlik Cloud Analytics interface.

"Users really enjoyed the cloud experience, so we began to migrate completely to the cloud," Potok adds. "We were one of the first companies in Israel to adopt the Qlik Cloud® platform, and we're now almost completely cloud-only."

It wasn't just the user experience that took a significant step forward. The cloud environment gave Cloudinary access to a new set of functionalities.

"We discovered more and more new features, such as Qlik Data Gateway and Qlik Automate," Potok says. "We immediately saw the opportunity to leverage new capabilities, new processes, and new levels of performance that we can implement very quickly and very easily just by using the cloud."



Potok was particularly excited about Qlik Automate and immediately recognized the potential to open up a wide range of possibilities to engage Qlik users even further with automated workflows and alerts.

“Up to that point, our people had been using Qlik to pull the data, going into the platform and finding what they wanted,” he says. “Qlik Automate gave us an opportunity to flip that model around and push data out directly to other applications. It’s very easy to implement.”

Cloudinary’s first use case was with Zendesk, using Qlik automations to access data from across the business to complement support tickets with key customer information.

“Providing premier customer support is a cornerstone of our business, and having a 360-degree overview of the customer is very valuable,” Potok explains. “With Qlik Automate, agents can immediately access information about customer usage, subscriptions, service-level agreements, whatever they need. It all helps make this process much more efficient.”

### Spreading the word about data

The no-code approach provided by Qlik Automate has enabled Cloudinary to scale its deployment quickly and easily. In a typical month, it now runs around 7,000 automation flows, delivering insights and triggering actions across a range of channels.

“With Qlik Automate, we just type a few commands and the data is fed to our main communication platform,” says Potok. “You don’t need any additional tools to enable those triggers in other platforms or channels such as Slack or Zendesk.”

Users range from support staff to customer success managers, all of whom can quickly and easily access the data points they need to build out customer relationships, experiences, and engagements.

Importantly, doing so is as simple, straightforward, and accessible as the Cloudinary platform itself.

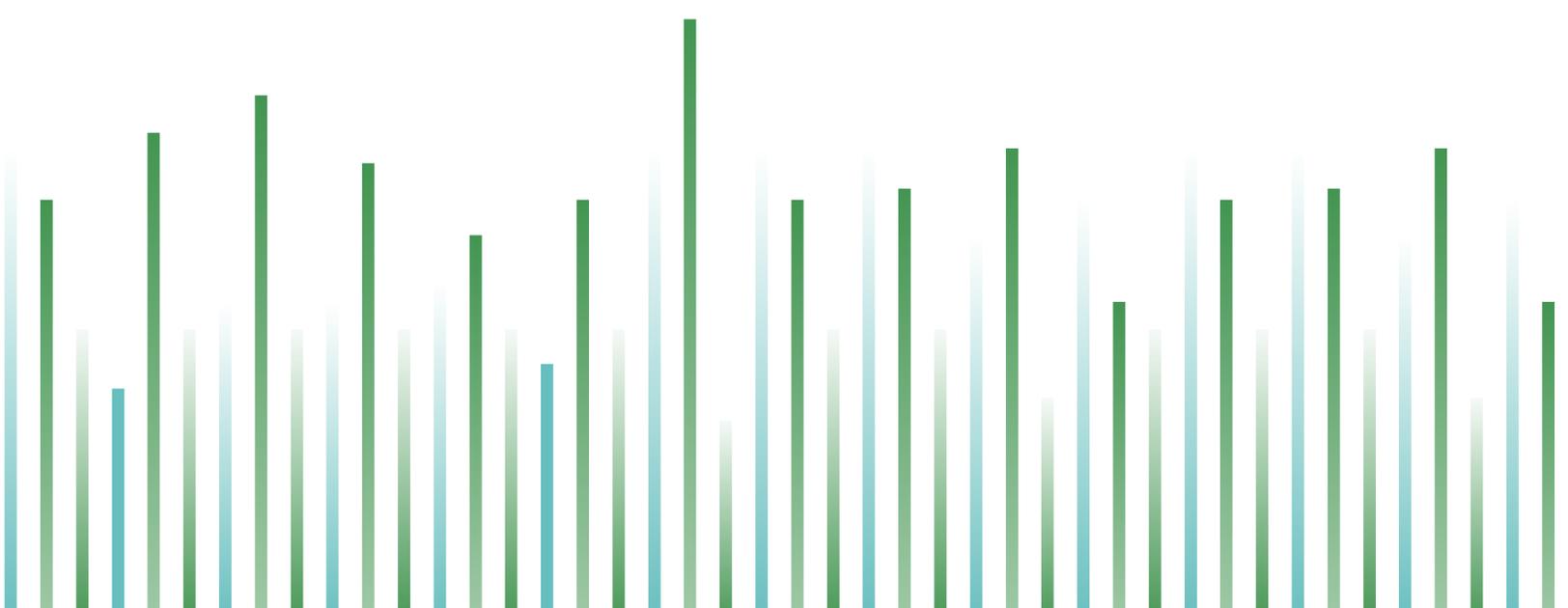
“Qlik’s delivering valuable insights,” Potok explains. “In some cases, we also involve AI to improve our understanding of requests and identify opportunities to offer more Cloudinary products or use cases according to the customer’s usage. The time it saves our agents is amazing.”

By automating repetitive data tasks, Potok estimates that his team saves around 50 hours of manual work each month, freeing up valuable time for deeper analysis and greater focus on strategic projects.

“Qlik gives us a very flexible, very dynamic platform that we can adjust according to our needs,” he adds. “It also helps us expand our reach in terms of the data we can deliver to members of staff.”

From experienced employees to new hires, Qlik is both simplifying and enhancing critical processes across Cloudinary. For most staff, it’s an integral part of their daily working lives, and the more results Qlik delivers, the more adoption grows.

“Word spreads quickly!” Potok notes. “Once users get to know Qlik’s data and automation capabilities, we get more and more people asking for solutions for their departments to build their awareness of data and work even more efficiently.”



In fact, the combination of ease of use and powerful results has seen user adoption of Qlik Cloud Analytics rise by 20% year on year. It's a result that delights Potok.

"From top to bottom, everyone uses Qlik at some point in their day, and I'm always very happy to see more requests land on my desk," he says. "It means people understand the importance of being informed, optimizing workflows, and making data-oriented decisions."

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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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