



ANALYTICS



Garance accelerates its transformation
with Qlik Cloud Analytics™



About Garance

Established almost 40 years ago, Garance is a fully independent mutual insurance group dedicated to helping its customers access and understand savings. As a specialist in savings, retirement, and personal protection insurance, Garance provides cover to nearly 250,000 members and is known for its commitment to widening access to savings from a financial, human, and ethical standpoint.

In 2020, Garance decided to accelerate its growth by focusing on digital technology and expanding its product range.

“Qlik supports the company’s development by providing an agile, scalable solution that allows us to get maximum value from our data.”

Laurent Tilhac, CIO, Garance



Customer Name

Garance

Industry

Financial Services

Geography

France

Function

Finance, IT, Marketing, Operations, Sales

Challenges

- Support the company’s digital transformation
- Roll out a 100% cloud-based solution throughout the company
- Facilitate the professional development of employees

Solution

Garance rolled out Qlik Cloud Analytics in all departments and uses the solution’s native connections to accelerate decision-making, particularly in sales with Salesforce data analysis.

Results

- 70% of employees use Qlik
- Responsive collaboration based on the same data
- Autonomous data model management for data analysts
- 35% fewer simple requests received by the data team



Choosing the cloud to support growth

Garance's strategic plan includes a new, multichannel approach that involves transformation at both a technological and organizational level. To do this, the organization had to rebuild its information system to provide a more modern foundation capable of supporting the company's development.

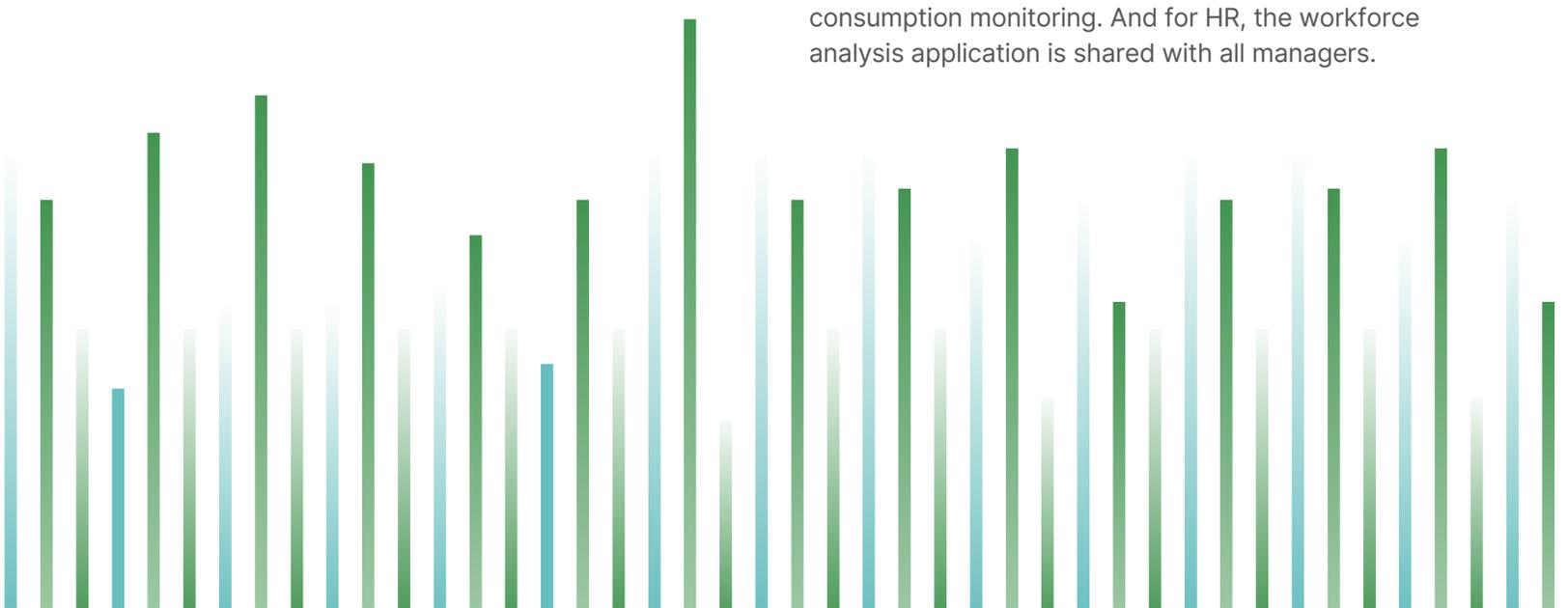
When Garance's Head of Data and CIO, Laurent Tilhac, joined the company, his aim was to update Garance's business intelligence tools so the company could extract more value from its data. He opted for cloud-based solutions to reduce administration and maintenance of the architecture and create a more agile system. Having used Qlik Sense® in a previous company, Tilhac convinced Garance to adopt it and demonstrated the product's strengths in terms of development speed, simplicity of data preparation, and the analytical power provided by the associative engine. Tilhac is new to Qlik Cloud Analytics, but his initial positive impressions were confirmed over time.

"Qlik Cloud Analytics is a pure cloud solution with frequent version updates that are applied in full transparency and provide interesting new features, which Qlik communicates extremely effectively," observes Tilhac. "It's the best experience I've had, and I've used lots of SaaS solutions."

The solution also convinced the head of security of the robustness of the measures implemented and of its integration with the Active Directory used by Garance, which allows simple management of user rights and access.

Improved collaboration based on the same data

In two years, around 50 dashboards have been developed with Qlik Cloud Analytics throughout the company to meet the needs of finance, HR, sales, and back-office operations. Qlik is also used to facilitate collaboration between departments: the budget dashboard cross-references purchasing requests, invoices, and the budget for more accurate consumption monitoring. And for HR, the workforce analysis application is shared with all managers.





For sales analysis, Garance is using Qlik to support its commercial strategy and, in particular, assist with the development of its salespeople, who were previously financial advisors.

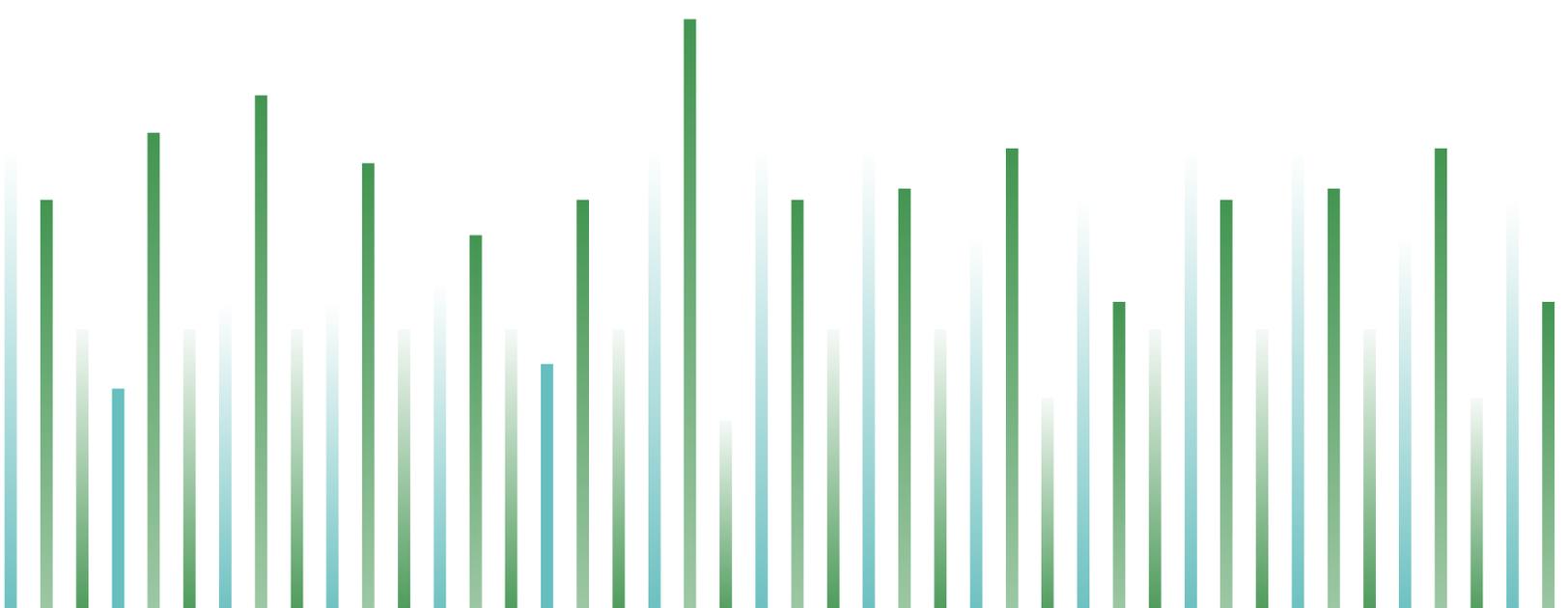
Qlik Cloud Analytics offers direct access to Salesforce data thanks to a dedicated connection that eradicates the need to store data in the information center. "It's one of the key benefits of Qlik, which is so much more than a data visualization tool," explains Tilhac.

With the analysis available to them, the managers now have all the data they need to provide fine-tuned, responsive management. Qlik was subsequently made available to all salespeople. It allows them to monitor their performance in relation to each of the product families daily, check if targets have been met, and even calculate their bonuses.

"We wanted an application that would allow salespeople to manage their own activity and compare themselves," clarifies Tilhac. "To make it even simpler to access, we used Qlik Mashups to integrate it directly in Salesforce."

Data stars trained as business analysts

Currently, the company is entering a new phase with a "Data Mesh" strategy designed to empower employees to manage and process their data autonomously. Around 10 staff members from different departments have been named "Data Stars" and have received training on data before mastering Qlik Cloud Analytics' functionalities. The objective is to provide data literacy skills and support them with their training to become business analysts.



The new Data Flow functionality, integrated in Qlik, makes it possible to prepare data with a visual, low-code experience, and further empowers staff to prepare data autonomously. “The Data Flow function allows us to give more autonomy to users who want to develop their data models but do not necessarily have the scripting skills,” explains Tilhac. “It’s a perfect example of the solution’s constant functional development.”

Management of packages and mobile phone usage, for example, or support ticket analysis, are some of the use cases submitted by managers who needed their applications adapted. They can now adapt them fully autonomously.

With this structure, users are now able to gather, process, and extract maximum value from data before producing content that can be used by the entire company.

The data team is responsible for providing high-quality data and governance, and exploring new avenues for exploiting AI and automated processes that rely on analyzed data.

Make game-changing analytics accessible to everyone

[Learn more](#)



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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