

INTEGRATION AND ANALYTICS

Hydronorth

Hydronorth implements data-driven culture, insights, and democratization with Qlik®



About Hydronorth

Founded in 1981 and headquartered in Londrina, Paraná, Brazil, Hydronorth specializes in paints, coatings, and waterproofing solutions, and is highly successful in the construction, industrial, and do-it-yourself markets across Latin America. Hydronorth's key focus areas include innovation, sustainability, and customer service, and the business invests heavily in R&D and environmentally friendly product formulations.

Hydronorth's vision of a democratized, data-driven culture was held back by disconnected and fragmented systems. With Qlik Talend® Data Integration and Qlik Cloud Analytics™, the organization now has a unified, fast, and reliable source of business intelligence that delivers information and insights in near-real time.

“Thanks to Qlik's analysis of our day-to-day work, we began to identify areas that were causing excessive costs. That's added a lot to the company's bottom line.”

Samuel Moreira, Senior Data Analytics Manager, Hydronorth



Customer Name

Hydronorth

Geography

Londrina, Paraná, Brazil

Industry

Consumer Products

Function

Finance, IT, Marketing, Sales,
Supply Chain Management

Challenges

- Replace a fragmented and disconnected data environment
- Improve consistency of business intelligence and decision-making
- Increase operational efficiency and respond quickly to market demands

Solution

Qlik Talend Data Integration and Qlik Cloud Analytics provide a single, fast, and reliable source of business intelligence and analytics.

Results

- Instant access to key metrics fosters transparency and alignment
- New efficiencies save the sales team ~20 hours a week
- Fast, accurate, and unified data enables informed business decisions

The search for a watertight solution

A climate as varied and frequently unforgiving as Brazil's demands outstanding exterior paints and varnishes, which is why smart builders and homeowners turn to Hydronorth. It produces and distributes a broad range of domestic paints, coatings, and waterproofing solutions, as well as automotive, marine, and industrial products, through a broad network of retailers, hardware stores, and specialized resellers.

Data is foundational to Hydronorth's success, and in 2023 it initiated a project to roll out a new data-driven culture across the company.

"The situation before Qlik wasn't ideal," says Samuel Moreira, Senior Data Analytics Manager at Hydronorth. "People were only getting glimpses of the day-to-day running of the company and what was happening from the data."

Specifically, fragmented data across departments, lack of governance, and an overloaded IT team were holding Hydronorth back. Information was scattered across different areas, with each using disconnected and inconsistent parameters. Restricted decision-making led to operational inefficiencies, and burdened IT staff with routine and repetitive tasks. Responding swiftly to market demands was difficult.

"We need to draw on a very wide range of sources. We work with SQL Server, ERP, Salesforce CRM, APIs, and external data, as well as storage platforms, such as Microsoft OneDrive and SharePoint," Moreira explains. "Cross-referencing all these was a major challenge."

Integrating data between systems was previously a manual process carried out with a makeshift database. It was a complex and time-consuming task.

"Problems occurred on a daily basis, and we had to locate issues in multiple lines of code," says Moreira. "This took up a lot of analysts' time and attention, and they would end up losing a day's work just to fix a simple problem. Execution times were also slow: it took 40 minutes to inform key areas of the company that a sale had taken place, for example. For our business division, that wasn't good enough."

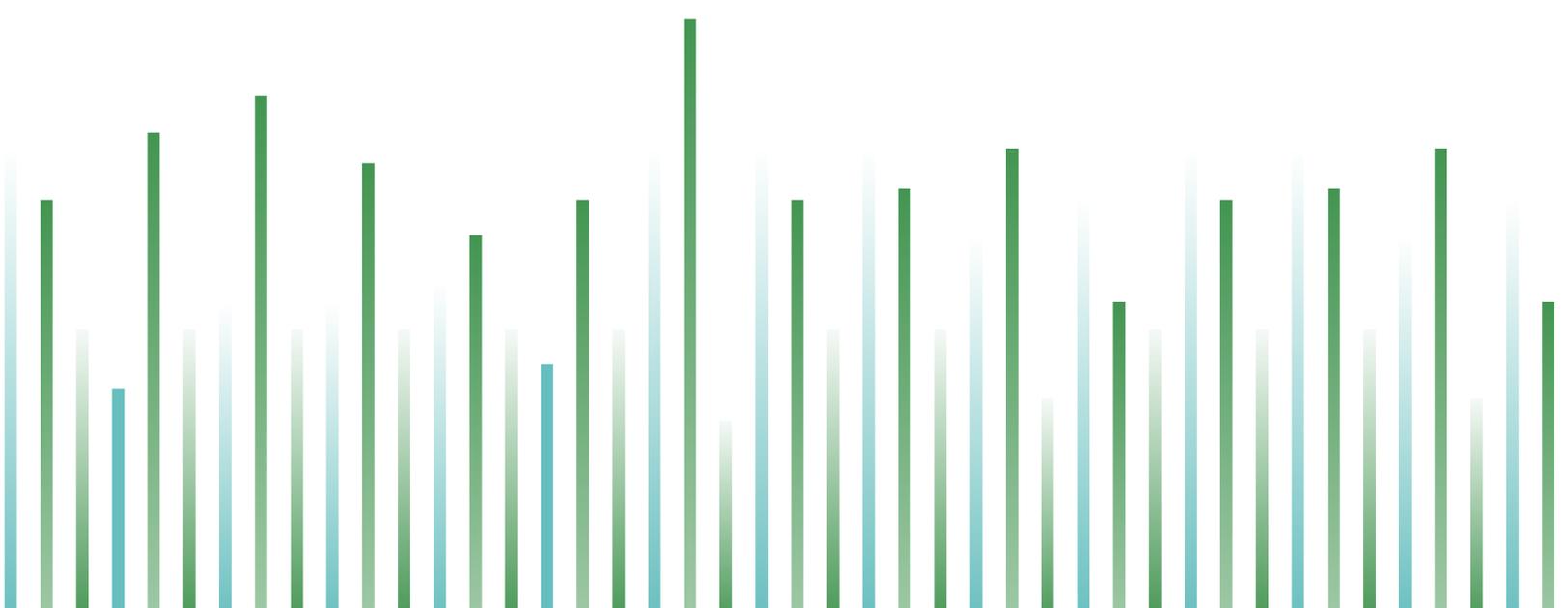
Democratizing data

Moreira had used Qlik in previous roles and saw its potential to transform both Hydronorth's infrastructure and culture.

"Qlik introduced me to the world of data at other companies where I'd worked," he recalls. "I knew it was a tool that would best deliver the scenario we were looking for: the accessibility and democratization of data we were striving to achieve within Hydronorth."

With support from Qlik partner Nordica, the decision to deploy Qlik Cloud Analytics was quick and easy, and came with the additional benefit of introducing Moreira to Qlik Talend Data Integration.

"We carried out a lot of research with the help of our partners and quickly understood that Qlik Talend Data Integration was another vital tool we were looking for," he adds. "It allowed communication between our data sources and systems, which would feed data into Qlik to generate analysis in a transparent and inclusive way."





The Qlik Cloud Analytics implementation also gave Hydronorth access to a range of other Qlik capabilities, including Qlik Automate® and Qlik Predict®. Together, they provide a comprehensive ecosystem ready to deliver data-driven insights and growth.

Breaking down the bottlenecks

Qlik solutions now enable Hydronorth to combine and cross-reference multiple systems and sources to create a single source of data. Instead of ad-hoc sharing of information and insights by email or WhatsApp, the business now has a centralized and consistent analytics platform that provides daily performance and sales dashboards.

“We’ve got things to a very good place,” says Moreira. “We can analyze all areas of the company in a highly concise way, from production, freight costs, and finance to general operations, logistics, production, and inventory. For example, we now monitor around 9,000 pallet racks to identify products that are nearing expiration. This prevents losses and optimizes stock rotation.”

“We are very happy with Hydronorth's results so far using Qlik Cloud Analytics and Qlik Talend Data Integration, which are already having a significant impact on the company's efficiency and data management,” says Valéria Bastos, Managing Partner at Nordica.

Dashboards and analytics are updated in near-real time, providing Hydronorth with important transparency and alignment in key areas, such as sales and marketing. They also highlight whether targets are being met, and where improvements can be achieved and opportunities grasped.

“We’ve achieved great savings on freight,” Moreira adds. “Previously, we didn’t know where the bottlenecks were or where so much money was going. Thanks to Qlik’s analysis of our day-to-day work, we began to identify areas that were causing excessive costs. That’s added a lot to the company’s bottom line.”

The transformation is boosting efficiency and responsiveness, and contributed to the workforce benefiting from a shared bonus of nearly \$400,000 in 2024. Also delivering important savings is Qlik Automate, which frees up Hydronorth’s IT team from manual tasks, enabling self-service reporting, and empowering departments to make informed decisions. Moreira estimates it saves the sales team approximately 20 hours each week, which they can now spend on higher value tasks.

“With Qlik Automate, we’re able to get information from dashboards via a trigger or on a scheduled basis, and alert salespeople that, for example, they have fees outstanding or they’re spending too much time on a specific task,” says Moreira. “We also use it to update applications more quickly; it only takes five minutes with Qlik Automate.”

An effective way forward

Qlik is also enabling an important adoption of AI-driven tools, with Qlik Predict analyzing logistical issues and highlighting opportunities to improve.

“Qlik Predict identified that delivery times for products with a specific type of packaging on specific routes were, on average, much longer,” Moreira says. “We can now focus on those delivery times and costs to find a simple and effective way forward.”

The infrastructure behind this speed of insight is Qlik Talend Data Integration, which enables quick, accurate, and reliable accumulation and distribution of Hydronorth’s data.

“Qlik Talend Data Integration allows us to communicate between systems, take data from one, and integrate it with another in a very agile way,” says Moreira. “It used to take almost 40 minutes to run simple tasks that involved integrations like these; today that process has been pared back to 40 seconds, saving my team 10 hours a week. And delivery to the business is effectively in real time.”

Get more value from your data
with Qlik Talend Data Integration

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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About Nordica

Established in 2003, Nordica's purpose is to establish a strong partnership with clients to execute analytical strategies, integration, and data processing, from planning to implementation. With a portfolio of over 700 companies, it serves diverse industries and corporate needs, operating in various sectors such as banking, insurance, retail, pharmaceuticals, and others.

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