

ANALYTICS

REXEL

a world of energy

Rexel manages performance and refines action plans



About Rexel

For Rexel, a global leader in the distribution of electrical supplies and energy solutions, harnessing data is key to driving business transformation. The company has implemented robust data governance to enable large-scale, self-service business intelligence (BI) across its operations.

With Qlik Cloud Analytics™, Rexel is unlocking new strategic advantages by enhancing sales performance management through a powerful enterprise-wide application.

“Qlik Cloud Analytics provides us with a wealth of data and analysis, making it possible to create more effective action plans. We always get answers to our questions.”

Valérie Mazars, Sales Project Manager, Rexel



Customer Name

Rexel

Industry

Retail & Services

Geography

France, EMEA

Function

Finance, HR, IT, Marketing, Sales, Supply Chain Management

Challenges

- Accelerate time-to-market to support transformation
- Enhance autonomy by independently analyzing activities
- Facilitate cooperation between departments regarding the same data

Solution

Rexel migrated users to Qlik Cloud Analytics, pursuing its self-service BI strategy within a centralized data governance framework.

Results

- 3,200 Qlik® users across all departments
- Time saved in the creation of each action plan
- Simple and rapid development of dashboards

A data strategy based on trust, precision, and autonomy

Rexel has a clear BI goal: to provide business units with reliable, accessible, and actionable data within a structured framework. This strategy is based on a delicate balance between centralized data governance and user autonomy. “The business units do not own the data, but they can create different analyses and data visualizations to suit their needs,” explains Sébastien Préau, Head of BI at Rexel. Each team can develop Qlik applications tailored to their specific challenges, supported by a framework that enables users to standardize KPIs and ensure data consistency. Through this approach, Rexel has fostered a data-driven culture across the organization, enhancing collaboration between departments with more precisely targeted applications that are relevant, secure, and can quickly adapt to business changes.

Users can make decisions based on the same data but have the freedom to analyze it according to their own criteria, in line with the needs of their business unit.

The “Performance” application at the heart of Rexel’s operations

The sales tracking application, named “Performance”, is a prime example of Rexel’s BI strategy. Initially developed using Qlik Sense®, the first version was built on a clear principle: to provide a fast, standardized, and actionable view of key sales indicators.

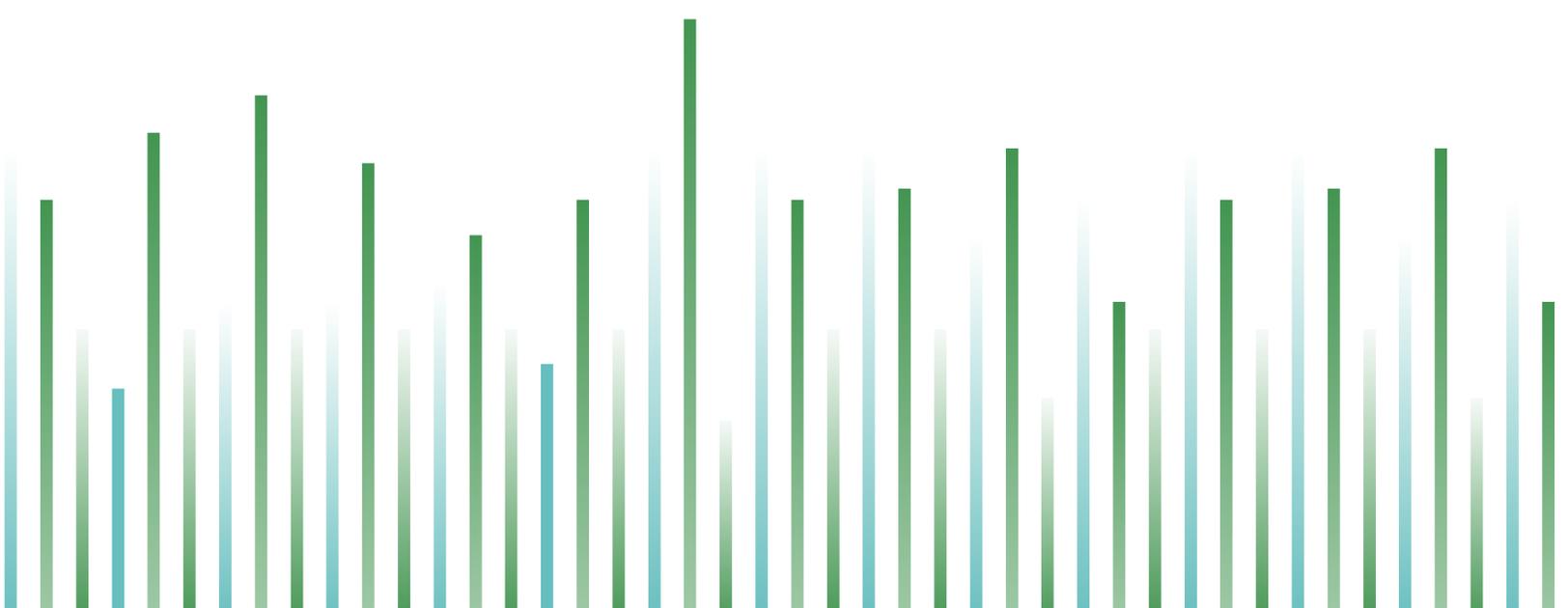
“There was an instant ‘wow’ factor,” recalls Valérie Mazars, Project Manager at Rexel. “It was simple, rapid, and intuitive. Managers quickly got into the habit of checking their KPIs while having their morning coffee.”

Soon after, the application was enhanced to meet growing user expectations and integrate the requirements of other departments. However, this success introduced new challenges: the volume of information made user onboarding more complex and impacted the overall employee experience. Rexel needed to redesign the application without sacrificing valuable information.

Cloud migration: a more agile, personalized application

A thorough overhaul was carried out, taking advantage of the arrival of Qlik Cloud Analytics. The objectives included streamlining the structure, updating the design, and personalizing the user experience. Pages are organized by user type, making information more accessible. The application retains its wealth of data, available to all, but its layout and access are now better prioritized based on user profiles.

Today, Performance is used by more than 1,500 managers and departments at headquarters, in branches, and on the front line. Thanks to the cross-referencing of different data sources, users can manage their targets and all aspects of their sales performance: operational excellence, sales analysis, promotional activities, and all stages of the account opening process.





Centralization of numerous data sources

The data used to power the Qlik application originates from multiple sources: ERP, CRM, ecommerce (Google Analytics data), provisioning tools, and accounts data for branches' P&L. "When it comes to data sources, nothing is overlooked," says Préau. "We have always been capable of responding rapidly to user demand."

Qlik is known for its ability to manage large volumes: Rexel sells 500,000 products, generating three million sales lines each month to be analyzed. It also ensures secure access at the most granular level and rigorous rights monitoring, taking into account the company's different activities and managerial hierarchy, from front-line staff to senior management.

The cloud also provides mobile access to Qlik, enhancing the experience for front-line users.

"The transition to the cloud meant that we could vastly increase the number of Qlik users while controlling the cost, replacing Microsoft Power BI applications," notes Préau. "And we benefit from an application that is frequently updated to integrate new functions."

Visible gains at several levels

The results are tangible: managers no longer waste hours reprocessing data in Excel to build action plans. "We now spend more time analyzing data," explains Mazars. "With this wealth of information, managers can implement more targeted action plans." Data has become a real lever for transformation.

The Performance application is no longer reserved for the sales management team; it is used by purchasing, marketing, pricing, and management control. "All of our new arrivals are amazed by the wealth of data and analysis. It provides us with answers to our questions," adds Mazars.

Qlik has even sparked envy within the Rexel group: "BI allows us to liaise more easily with our clients, carriers, and suppliers, thanks to accurate and comprehensive data," explains Mazars.

Taking advantage of Qlik Cloud Analytics' wide range of functions

Rexel has developed numerous other Qlik applications across departments, from finance to logistics, via customer credit, HR, IT, marketing, and stock, with intensive use of a write-back extension. There is even an application dedicated to calculating the CO₂ footprint of products from design to delivery, down to the very last kilometer.

The next steps are already underway: implementing smart alerts, broadening analytical perspectives, and leveraging data science insights such as behavioral segmentation and quote follow-ups. Beyond business unit specific use cases, Rexel now aims to fully harness the capabilities of Qlik Cloud Analytics, which are regularly enhanced with new features. The Data Flow function, in particular, is part of Rexel's vision to allow departments to prepare their own data. "The goal is to capitalize on the data generated by analytics," concludes Préau. "The data produced by Qlik generates actions both through automations and by sharing data with operating systems."

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accessible to everyone**

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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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