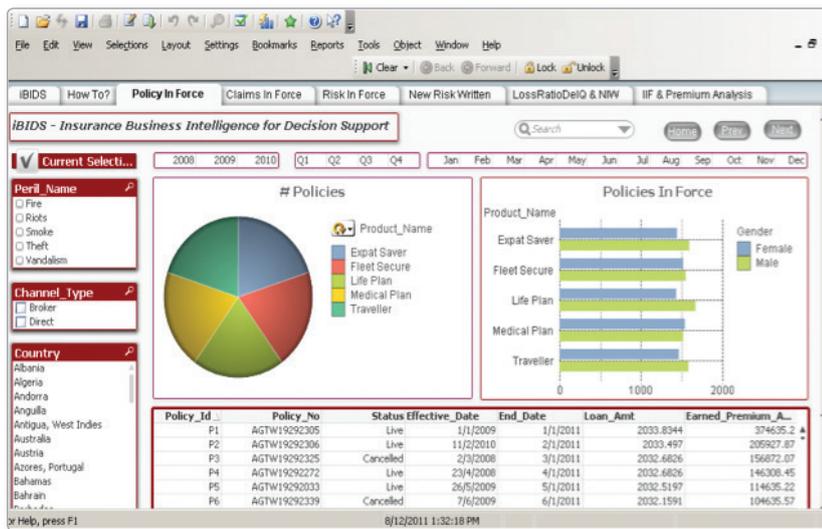# QlikView® for revenue and profitability management

QlikView helps transform business by providing decision makers with a complete multi-dimensional view of their product portfolio. Because the QlikView Business Discovery™ platform is so easy to use, finance users can explore information with simple clicks, or create their own analytics with that fit rapidly changing requirements and environments. Users can test pricing scenarios, compare estimates vs. actuals, and get the views they need of information, on-the-fly, on any device. This puts the focus back on business decisions that drive profitability, instead of the burdensome process of manually consolidating and analyzing information.

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Accelerated insight into market & pricing

Executives continually search for ways to generate the most return for every product or service they provide. However, finance users often lack an effective means to analyze the massive amount of transactional data that exists in their systems. This limits their ability to analyze multiple revenue streams to spot evolving market behaviors and pricing tradeoffs. Utilizing QlikView®, users are at the forefront of revenue data, and can proactively gain insights into changing environments, rather than react after changes have already occurred. QlikView empowers users to easily identify unit and price optimization opportunities with a 360° view of revenue estimates vs. actuals, and the levers that drive this activity.

Increased communication

The process of collecting a company's financial data is a set of sequential steps requiring alignment and clear direction across the organization. Each step in the process has dependencies on others, and delays result in a domino effect, pushing each subsequent activity back and resulting in more manual efforts and decreased transparency. QlikView allows finance managers to rapidly analyze an integrated set of near-real time data, and utilize collaboration capabilities to share their insights with others – in real-time sessions or through annotations. This encourages users to collaborate to improve transparency to regulators, executives, and other business lines. Reducing function communication lag time promotes the ability to make more informed group decisions and business discoveries.

Improved product portfolio performance

QlikView allows finance users visibility into their entire revenue portfolio. QlikView connects with CRM tools, such as SFDC, to view revenue as it occurs. Managers can freely explore their portfolio performance against goals, from high-level visualizations of total profitability, down to individual product and region, down to transaction detail, to quickly spot and respond to outliers and concerns. They can drive growth and increase margins through a reduction in slippage, while reducing risks from low margin or underperforming revenue streams.

For more information, visit www.qlik.com

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