

The QVSource Partner Scheme



“The fundamental benefit of the QVSource Google Analytics Connector is that it provides much easier access to real-time website data analysis than any other product on the market.”

Andy Mendelsohn,
CTO,
Funding Circle,
QVSource Customer.

At Industrial CodeBox, we value the symbiotic nature of the relationships we have with our partner community. We believe that the reason our partner programme is so successful is because it's a win-win collaboration: On the one hand, our partners extend our geographic reach to create new channels of business for Industrial CodeBox. On the other, we solve a very real problem within our partners' customer base, bringing new actionable business intelligence data into QlikView from sources that aren't natively supported by QlikView. In this brochure we aim to highlight some of the key benefits that we offer to a QVSource partner, and the benefits you can then pass on to your QlikView customers.

“We always encourage our customers to introduce automation where they can. Our customers shouldn't waste time and money extracting data from multiple sources; they should only need to concern themselves with analysing data in the Qlik BI platform, and reacting to it. QVSource helps them do this.”

Sean Young, Regional Sales Manager, Western Cape,
QlikView South Africa

How to Engage with Industrial CodeBox

We believe in designing easy-to-use technology solutions that solve real business problems. We make sure that we are easy to work with, and provide our partners with dynamic and collaborative support. We take a highly proactive and flexible approach to the variety of end-customer requirements, to make sure that our partners deliver quality solutions every time. We think we're doing a good job, but don't just take our word for it. We have hundreds of online recommendations from users and partners alike, including over 50 5-star reviews on QlikMarket (by far the highest at time of writing), which give an indication to how well received QVSource has been within the QlikView partner community. To

become a QVSource partner, the first step is to complete our partner enquiry form at www.qvsource.com/partners/become-a-partner. Once the terms of engagement have been agreed by both parties, QVSource partners have the right to sell QVSource to their customers.

"We are delighted with the support we have received from the QVSource team, to deploy the QVSource connector into our business intelligence environment. This is a real labour-saving tool that has a direct impact on our business productivity."

Andres Acosta Ramirez,
Head of BI,
Vocento,
QVSource Customer.

"QVSource compliments QlikView very well, in that it adds another layer of efficiency in yet another realm of data, and therefore creates additional opportunity for QlikView user expansion and customer stickiness. QVSource, when combined with QlikView, gives us even more of a competitive edge."

Sean Young, Regional Sales Manager, Western Cape,
QlikView South Africa

What the Partner Program Includes

All partner employees are able to access to the QVSource partner portal, which includes:

- The latest version of QVSource
- Supporting sales collateral
- The price list (in multiple currencies AUD, CAD, CHF, DKK, EUR, GBP, NOK, SEK, USD)
- A rolling 12-month not-for-resale partner licence to demonstrate and promote the product

In addition to the Partner Portal, all partners have access to online training through screen shares if needed, and access to the QVSource support team. Partners also receive commission on the initial QVSource licence sales and annual maintenance fees.

The Value for Partners

QVSource solves a real business issue

There are a large number of data sources that are not natively supported by QlikView. QVSource helps solve this problem. With over 30 custom connectors that automate the extraction of data from web APIs such as Facebook, Google Analytics, Twitter and many more - plus a generic web API connector that extracts data from many other interfaces - there is now a hugely expanded set of data sources that can be integrated into the QlikView business discovery platform.

QVSource turns QlikView into a holistic BI tool

As a result, your customers can analyse data from more information sources, in real-time, from a central portal. The QVSource connectors allow your customers access to a complete view of the business, to make informed decisions and respond to change quickly. And, as archived data is also stored in QlikView, historical benchmarking can be carried out to improve business performance and fuel growth.

QVSource reduces the potency of competing BI tools

There is no other product on the market today that offers the level of value-added service that QVSource does. By combining the power of the QlikView business discovery platform with the scope of the QVSource suite of connectors, there is no competitor to Qlik that gives such a complete insight into business performance.

QVSource increases customer satisfaction

No two customers are the same. All customers have a unique data set, and they want to be able to carry out in-depth analysis of that data in a consistent, regular manner. QVSource means that many new data sources are now accessible, and feeds more of the customer's data into QlikView, to allow a ubiquitous view of the business. This improves the customer experience, as more departments are able to access the data they require, from a central portal, to carry out reliable analysis.

QVSource introduces new streams of revenue

QVSource opens up new revenue opportunities for our partners, this includes licence sales when introducing QVSource connectors into customer sites and potentially additional QlikView licences which can be sold as a result of the new opportunities which QVSource enables. Finally, additional consulting, maintenance and training opportunities may be available.

Our Partners

Since QVSource's launch we've built up an impressive list of over 60 Qlik Partners, operating in more than 30 countries across the World, including Qlik Elite Partners, Master Resellers and System Integrators. The following QVSource partners share some of their experiences and views on QVSource, how it helps to differentiate them and keep their customers satisfied.

“QVSource provides timely, accurate, and actionable information. This allows Future Publishing to maximize revenue opportunities, and make intelligent cost saving decisions in real-time”

Andrew White,
Head of BI,
Future Publishing
QVSource Customer

Keyrus and QVSource

Keyrus first began working with QVSource in 2013, introducing the QVSource technology to various customer environments. Keyrus made the business decision to integrate the QVSource Facebook, Twitter, Google Analytics, and YouTube connectors, because most of their clients were not able to analyse their social media data in an optimised way. Prior to introducing QVSource, Keyrus was forced to extract this data as Excel files, and then load the files into QlikView. This manual process was time consuming, painful to maintain, and prone to error. The lack of automation also prevented Keyrus from introducing social media analysis projects to their many customer sites.

“All companies are now active in social media, but most don’t know how to get the most out of this data. By adding QVSource to our portfolio, we can now respond to our customers’ evolving business needs, by analysing their social media activity, their follower community, their campaign performances, what people say about their brands, and much more. With QVSource, we give our customers a completely new insight into their social media data.”

Alexandre Perrot, QlikView Solution Expert and Competency Leader,
Keyrus

The Benefits of QVSource

Within Keyrus, QVSource brings value and insight to the social media and marketing teams. The connectors extract information from Keyrus’ customers’ multiple social media pages, providing intelligence on their customers’ follower communities, and analysis on best posts and best followers; enabling benchmarking against competitors.

However Keyrus believes that the main value lies in the combined power of QVSource and QlikView. QVSource connectors automate the transfer of social media data into QlikView, empowering Keyrus’ customers to consolidate all social media data into a single BI platform. Customers can customise QlikView scripts to get greater insight from the basic social media data, to get a much deeper understanding of their customer base.

According to Keyrus, access to data is the first step in business intelligence; without a connection to the data source, analysis is impossible. Keyrus is now able to harness the power of QVSource to respond to evolving customer requirements, and develop new business opportunities. By combining the well-structured format of QVSource data with QlikView scripts, Keyrus can access, analyse and manipulate this rich source of new data – without the need for data normalisation or cleansing - into an infinite amount of reports and metrics; something that other solutions do not provide.

Keyrus is confident that QVSource drives more QlikView licence sales because the users that analyse social media data are different to the traditional QlikView users. So, when a client purchases QVSource, more QlikView licences are required. In addition, as QVSource is so easy to use and well documented, implementation of the solution is simple, and Keyrus clients become operational in just a few days or hours.

“We chose QVSource for a number of reasons: It is the only connector to solve this problem in QlikView; it is very easy to use and implement; it is well documented and the QVSource support is great”

Alexandre Perrot, QlikView Solution Expert and Competency Leader,
Keyrus

“QlikView is a very advanced tool, which was already adding great value to the CP Proximity team.

QVSource takes this one step further, giving us a holistic view of an entire marketing campaign”

Cristina Giner
Director of Analysis & BI,
CP Proximity.
QVSource Customer

Credon and QVSource

Credon and QVSource have been working together since 2012 and have collaborated on four Qlik customer projects. Credon engages with QVSource when one of its customers wants to analyse data from a source that is not natively supported by the QlikView business discovery platform, such as Google Analytics, Twitter, YouTube, MongoDB, or Facebook. Credon is a QlikView user itself, and recently recognised an opportunity to work with Industrial CodeBox directly. Credon had selected cloud-based SugarCRM as its customer relationship management software, and approached QVSource to create a custom connector to feed information from the CRM into its QlikView platform.

“QVSource solves a clear business problem for us. Our core business is to sell QlikView and then to help our customers interconnect it with multiple data sources. If there is no native connector available, we go straight to Industrial CodeBox, to either build or buy an out-of-the-box connector. We have a good relationship with Industrial CodeBox, and we are confident that if we have a technical challenge, they are the partner to solve it.”

Kurt Van Eeckhout, Co-Founder and Owner,
Credon

The Benefits of QVSource

The Credon team believes that QVSource improves customer retention, because once QlikView is installed, QVSource can enable the customer to access other environments that they have already invested in. Credon sees QVSource as adding to the strength of QlikView, because the customer doesn't need to look for an alternative solution, which keeps competition at bay. The partnership between Industrial CodeBox and Credon allows the reseller to make a margin on QVSource sales and maintenance. However, making money out of QVSource is not the main objective; the most important benefit for Credon is that QVSource adds value to their customers.

“There is a lovely synergy between the Qlik platform and the extension that QVSource offers, to access new data sources. We see the role of QVSource increasing in importance as Qlik evolves to the cloud, and as our cloud projects grow in number, because QVSource will help us access these new cloud-based data sources. Our SugarCRM integration is a perfect example of the success that QVSource brings to cloud projects.”

Kurt Van Eeckhout, Co-Founder and Owner,
Credon

“QVSource gives my team an enterprise-wide insight into business activity. It is a truly agile solution, and with minimal effort, it provides us with valuable information on our business performance”

Andrew White,
Head of BI,
Future Publishing
QVSource Customer

Analytics 8



Analytics8 and QVSource

Analytics8 first engaged with QVSource in 2011, and currently 10 of its Qlik customers have enhanced their QlikView platform with QVSource connectors.

With over 30 out-of-the-box connectors, QVSource offers Analytics8 a suite of data integration options, to enhance their customers' experience. Analytics8 also takes advantage of QVSource's generic Web API connector, which can extract data from many web APIs, solving the issue of migrating data from custom-designed in-house data sources, in to QlikView.

"We don't see any competitor to QVSource. It's a pure value-add; solving real data problems for our customers to make QlikView even more compelling."

John Fitzgerald, Practice Director,
Analytics8

The Benefits of QVSource

QVSource offers Analytics8 a differentiator at two levels. Firstly, QVSource distinguishes Qlik from any other competing BI tool, because there is no other BI tool that can provide such a holistic view of their customers' business; quite simply, QVSource adds a level of data acquisition that competitors to Qlik cannot offer. Secondly, QVSource enables Analytics8 to differentiate itself from other Qlik partners, as it improves customer satisfaction and retention, and has the added benefit of driving more Qlik licence sales. In addition, QVSource empowers Analytics8 to generate new revenue from consulting, extended support and maintenance contracts.

Analytics8 has found that QVSource solves a real problem for its customer base. QVSource removes the onerous process of manually extracting data, and carrying out time-consuming data analysis on an ad hoc basis, and instead provides rapid, automated and consistent data mining, which means that any silo of data is now easy to incorporate into QlikView, and in-depth cross-company data analysis can be carried out on the fly.

Now, Analytics8 incorporates the QVSource technology each time it pitches for new business.

"The reason we engage with Industrial CodeBox on QVSource is because our customers want to pull data into QlikView from a third party API, such as Google Analytics, Facebook, or Twitter. As we see it, the customer has two options: Either, they can write custom macro code themselves, and when the API changes they will have to rewrite that code; or, they can invest in QVSource which automates the transfer of data from the web API to QlikView, and in a more reliable fashion. Buying QVSource licences is more cost effective than the customer doing the work themselves."

John Fitzgerald, Practice Director
Analytics8

"Integration played a huge role in our decision to go with QlikView and QVSource. Insight into Google Analytics was extremely important to our business intelligence requirements, and QVSource was the only tool that could solve this problem for us"

Andy Mendelsohn
CTO
Funding Circle
QVSource Customer

The Value for End Customers

QVSource opens up new and important data sources

Customer data resides in increasingly disparate locations. The QVSource connectors dynamically mine that information and automatically feeds it into the QlikView platform. QVSource is essentially an enabling technology behind QlikView, to give your customers a richer view of their business performance.

QVSource introduces automation, to improve business processes

QVSource is highly automated, which means that you can schedule the regularity with which your customers' data is imported into QlikView, from many important sources that are not natively supported by the Qlik technology. This radically improves the consistency of data analysis, and empowers your customers to make informed business decisions in near real-time.

QVSource saves your customers time and money

To import data into QlikView from a non-natively supported data source, your customers have two options; They could create a manual export/import process, using Excel, csv or by transposing data from online platforms to local spreadsheets. Or, they could implement one of the QVSource connectors, out-of-the-box. This plug and play technology interconnects with third party data sources, immediately eradicating any need for in-house development or maintenance, saving your customers time and money.

QVSource improves your customers' business view

QVSource enriches the QlikView experience by connecting to multiple new data sources. By coupling the power of QlikView with the added value of QVSource, you will give your customer a much broader view of their business, and a deeper understanding of business performance.

Our Customers

QVSource is relevant to any business that either has an online presence or uses online services as part of their operations from Google Documents to Zendesk, as such, QVSource's appeal is far wide and reaching.

This is also reflected in the fact that many companies around the World, big and small have chosen QVSource to help them make better decisions with online data that is core to their business.

We have a wide range of customer case studies, which you can read and download from our website at www.qvsource.com/case-studies.

“Now that the QVSource OData connector has been installed, the IT team has been able to fully automate the scheduled transfer of data from SharePoint to QlikView, with no need for manual intervention. As a result the information in QlikView is constantly up-to-date, and the risk of data slippage has been eradicated”

Josetxo Amonarriz,
IT Manager,
SALTO
QVSource Customer

Partners

Free Trial

Visit www.qvsource.com for a free, fully functional trial of QVSource.

Download our free Starter QlikView Applications and discover actionable Business Intelligence that will transform your organisation.

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About Industrial CodeBox

Industrial CodeBox, an award-winning Qlik Technology Partner, has been providing QlikView integration-related products and services for many years. The company originally developed the QlikView WorkBench and Sharepoint Web Parts, which later became integrated into the official QlikView product. Industrial CodeBox now focuses on helping companies extract business intelligence from social media and business web APIs.

At Qonnections 2014, Industrial CodeBox was awarded the inaugural Qlik Technology Partner of the Year award.

About QVSource

QVSource is Industrial CodeBox's flagship product, a suite of connectors that communicate with a wide range of online services. QVSource allows an analysis of the impact of social media and other channels on revenue stream performance, by interconnecting with online services and feeding the data into QlikView.

QVSource has a wide range of connectors, including:

- Blue Yonder
- Facebook Insights
- Facebook Pages & Groups
- File Transfer (FTP/SFTP)
- General JSON/XML/SOAP Web APIs
- Google AdSense
- Google AdWords
- Google Analytics
- Google DoubleClick for Publishers (DFP)
- Google Drive & Spreadsheets
- Google Prediction
- Klout
- Mailbox (POP3/IMAP)
- MailChimp
- MongoDB
- Notifier
- OData
- Sentiment & Text Analytics
- SugarCRM
- Twingly
- Twitter
- YouTube Analytics
- YouTube Data
- See more at www.qvsource.com

What People Think of QVSource

At Industrial CodeBox we work hard to ensure that we provide high quality solutions that are easy to use and trouble-free and backed up by the very best support experience.

We think we're doing a good job, but don't just take our word for it.

We have hundreds of online recommendations from users, with more than 50 5-star reviews on QlikMarket, which are an indication of how well received QVSource has been within the QlikView community.

Visit www.qvsource.com/Case-Studies for more success stories.

Qlik 

Partner

Technology