

## QlikView Customer Snapshot – ADO Gardinenwerke

“QlikView has really met our expectations in every respect. Data analysis is no longer a stumbling block – it’s all quite easy.”

Gerald Jungeblut, Head of Organisation and IT,  
ADO Gardinenwerke



### About ADO Gardinenwerke

- Sector: Consumer Products, Retail and Distribution ; Industry: Consumer Products
- Sub Industry: Textiles, Apparel, Footwear & Accessories
- With sales worth almost €130 million the company is Germany’s leading manufacturer of curtains and decorative fabrics
- Level of recognition more than 90 per cent: ADO – the ones with the gold border
- 50,000 different items with 6,000 clients

### The challenges

- Efficient sales management and analysis of the development of 50,000 different items with 6,000 clients
- The previous business intelligence tool integrated into the ERP system was too rigid and laborious
- Processing of high volumes of data

### The solution

- QlikView-based sales information system:

*Sales control: How have certain clients developed? What items are selling particularly well in which countries or regions? Are there seasonal differences in clearance sales? How has the sale of individual models developed overall?*

- Since deployment, an increasing number of new QlikView applications have been gradually put into place for quality management, sales control and logistics and other analyses

### The benefits

- Ad-hoc analysis with any number of selection options
- Specialist users can make their own versatile analyses
- Short response times even with high volumes of data
- Relieving the burden on IT