UGA - Developing Data Analytics Capabilities Conference

Putting Data in Motion:

Bridging the Gap Between Analytics & Execution

Rocco Pecora
Public Sector Executive, US Southeast

Speaker

- Rocco Pecora
- Public Sector Executive, U.S. Southeast
- Previously in Product Organization at Qlik, leading the embedded and OEM global business.
- Spent 8 years consulting in Analytics, across a variety of industries:
  - Public Sector
  - Energy
  - Life Sciences & Pharma
  - Ecommerce / Retail
  - Private Equity

Qlik

Data in Motion:

Transforming Data into Actionable Outcomes

Session Abstract:

In today’s fast-paced world, having the data is just the start—using it effectively is what drives success.

In this session, we’ll explore proven strategies to **bridge the gap between analytics and execution.**

Learn how to harness real-time insights, streamline decision-making processes, and empower your teams with data-driven approaches that deliver measurable results.

Whether you're looking to optimize operations, enhance customer experiences, or drive innovation, this session will provide practical steps to turn your data into a catalyst for meaningful outcomes.

Qlik

Best-in-class data integration, data quality, analytics, AI and machine learning.

50+ offices
around the world

~3,600
employees

12 state of the art
development centers across North America, Europe and Asia

>$1B invested
in innovation

>40,000
customers

1,850
partners

235,000+
community members

Extensive Data Foundation Portfolio

- Data Integration
- Data Quality
- Data Analytics
- AI & Machine Learning

Gartner® Magic Quadrant Leadership

- Data Integration Tools
  8 consecutive leadership years
- Data Quality Solutions
  4 consecutive years
- Analytics and Business Intelligence Platforms
  14 consecutive leadership years

Leading companies count on Qlik

Ford · AIRBUS · TOYOTA · Lenovo · Domino's · HARMAN · ebay · ABInBev · Deloitte. · ABB · TRAVELERS · NOVARTIS

Supporting 500+ Charities and NGOs
impacting the world

DirectRelief · C40 CITIES · Mercy Ships

125+ Qlik US Public Sector Customers

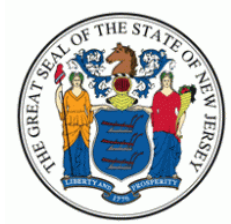
Defense/Intelligence

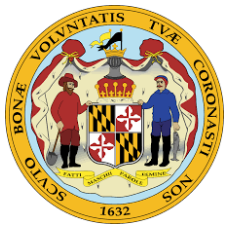
Civilian

Qlik

State & Local Government Customers

State





CalSAWS

DETR
Nevada Department of Employment, Training and Rehabilitation

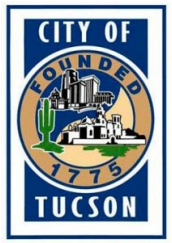
VICTORIA State Government | Health and Human Services

ONTARIO CANADA

DDS Department of Developmental Services

City/County

Andy Schor, Mayor



PIMA COUNTY

Hillsborough County Florida

Local GA & University Customers

Georgia

Georgia Secretary of State

- Uses Qlik to publicize early Voter turnout
- GA SOS' Election Data Hub is powered by Qlik! Ensuring transparency and quality in such a sensitive and crucial process.

University of Georgia

- Utilizes Qlik across student performance, finances and endowments, facility management – +20 million square feet!

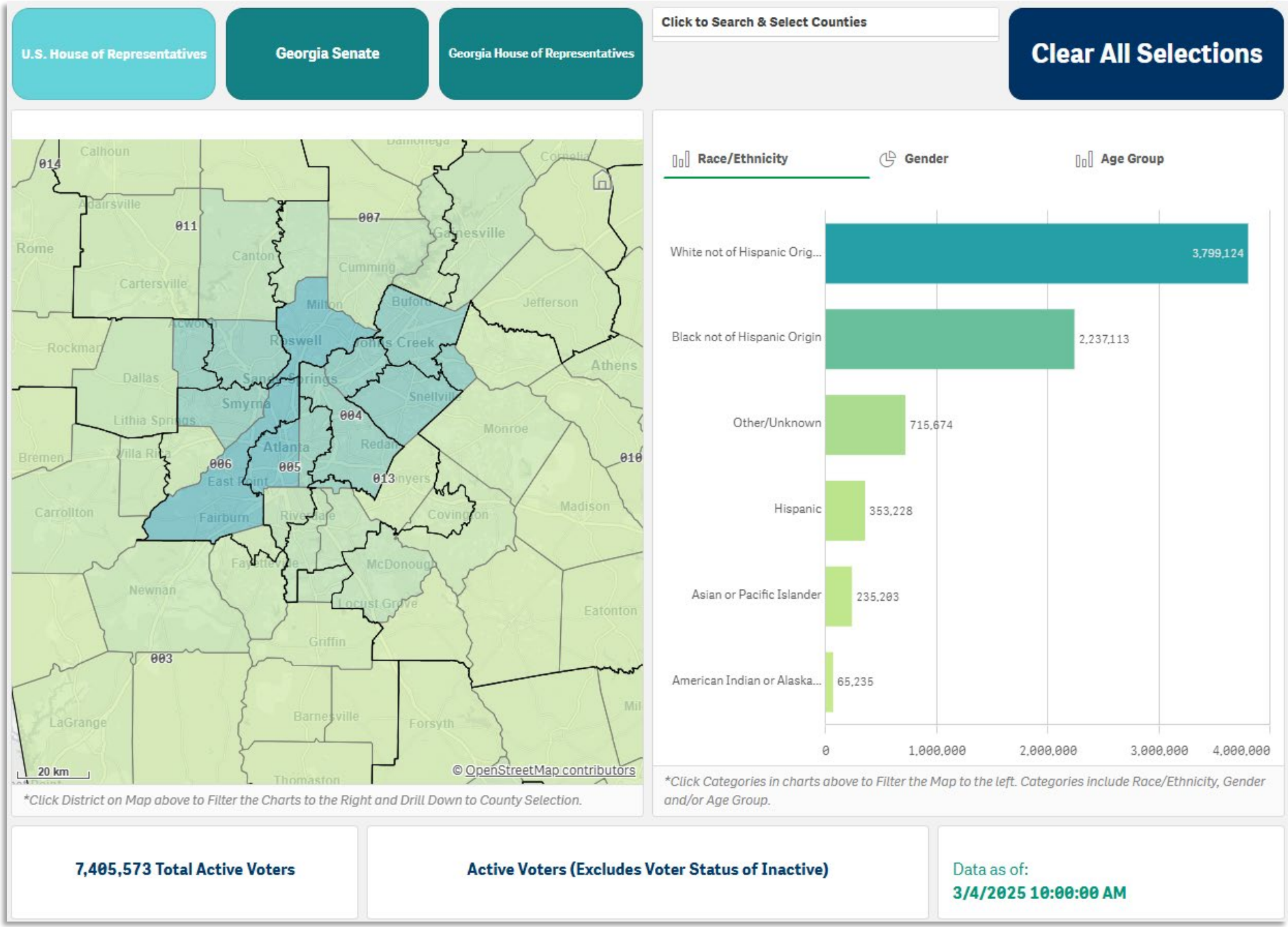
Georgia Technology Authority (GTA)

- Enhances customer delivery and licensing operations with Qlik analytics.

Qlik Customer: Georgia Secretary of State

Election Data Hub (Link Here)

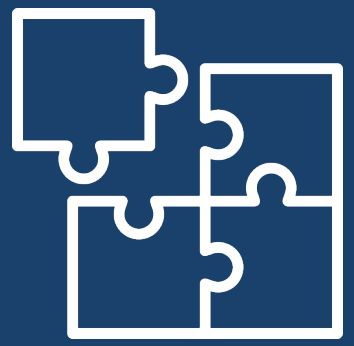
- Uses Qlik to publicize early Voter turnout.
- Featured on Fox, CNN, and dozens of local affiliates.



The Gap

Between Analytics & Execution

Challenges:



Siloed Data Across the Agency & Eco - system

Delays in access critical information, i.e. Low Responsiveness

Rigid systems unable to adapt to evolving needs (Software and staff)

Proven Strategies to Bridge the Gap

Audit Current Environment

- Identify data silos
- Assess data quality
- Evaluate integration gaps
- Establish a new data foundation

Map & Streamline Workflows

- Simplify and streamline workflows
- Centralized data platforms across the supply chain/life cycle
- Real time data movement
- Intuitive dashboards

Foster a Data Driven Culture

- Automate the Data-to-Action Pipeline
- Connect-Analyze-Act framework
- Align metrics with decision points
- Establish feedback loops

The Cost of Uninformed Decisions

Adding up to tremendous loss of value

- Organizations are driven by decisions, and making good decisions requires asking questions.
- Organizations invest heavily in data and analytics yet fail to deliver answers to the people that need them.
- Without the right insights, *poor decisions are being made* .

So, what's the cost of bad, outdated analytics + bad decision making ?

What is 1% of concession revenue worth or 1% of annual budget?

What if Qlik Cloud helped you improve by 5%, 10%, or even 15%, more?

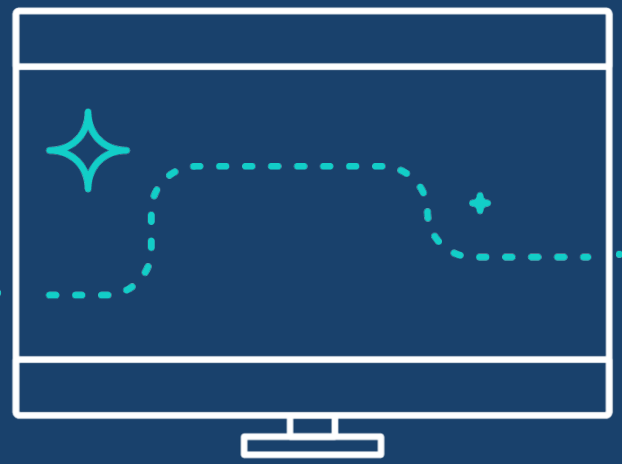
Data Visualization is not enough

There's a big difference between a pretty picture and informing decisions

Business Analysts

Small groups of highly skilled users that create visualizations and analyses

- ✓ Assemble data
- ✓ Build visualizations
- ✓ Deliver reports



Data visualization tools may be on every desktop, but only skilled analysts can use them

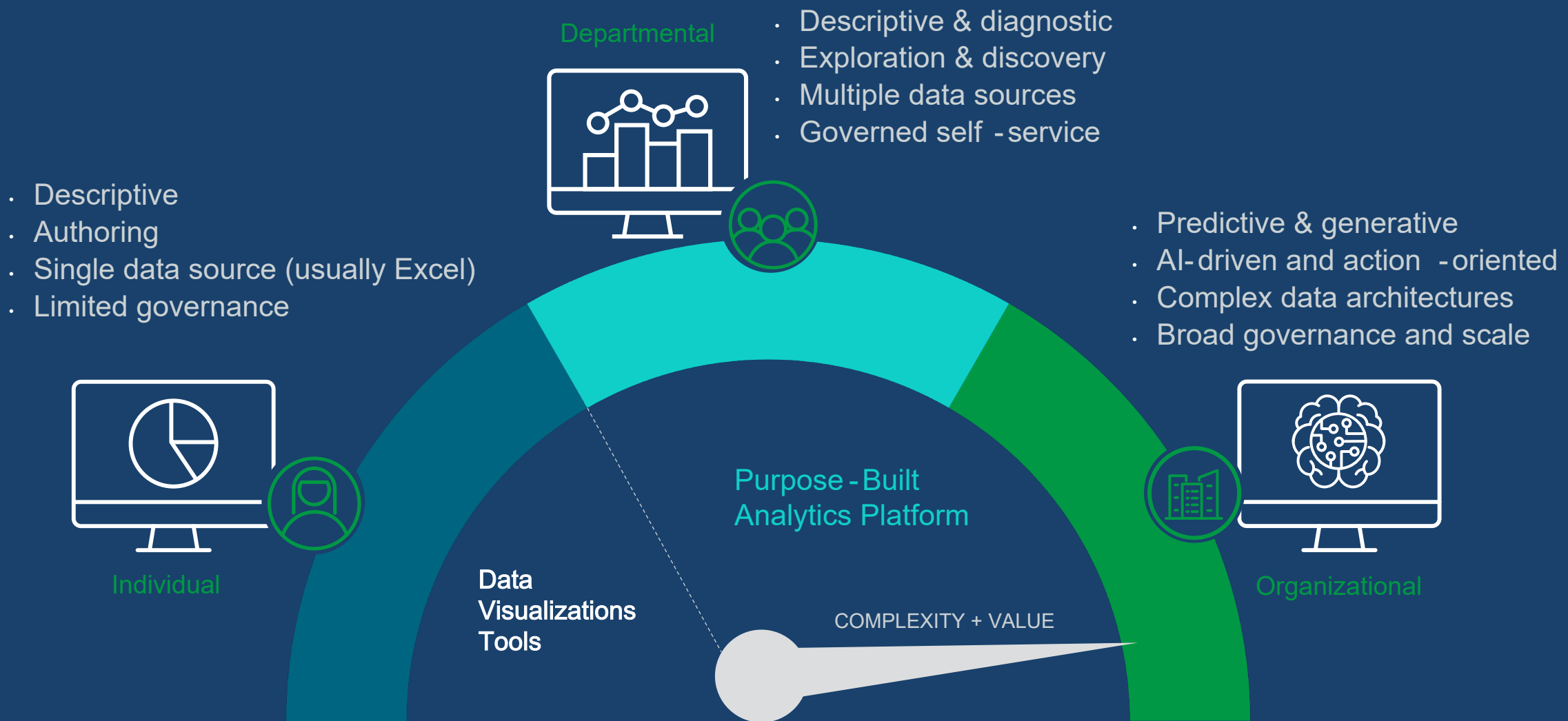
Business Users

Large communities of *information consumers* that make decisions and need answers

- ○ Ask the experts
- ○ Wait for answers
- ○ *Make uninformed decisions*

Complex environments add to the challenge

You need to use the right tool for the job

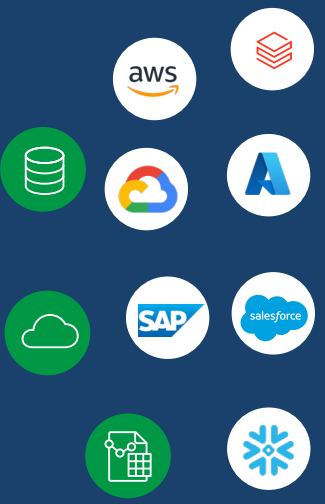


Qlik Cloud, the AI -Powered Analytics Platform

Data Engineers | Data Admins | Developers & Data Scientist | Business Users

Access

Multiple Data Sources



Move, Clean, Standardize & Integrate

Security & Privacy

Governance & Quality

Data Streaming & Change Data Capture
Data Transformation / ELT + ETL
Data Warehouse/ Lake Automation

Create

Data Marts

Catalog

Applications

AI Assistants

Orchestration

Reports

Embed

Web Portals & Intranet

Mobile / Offline

Publicly Available

Understand

Data Discovery

Automated Insights

Predictive Analyses

Act

Event Triggering / Process Automation

Data Alerting

Storytelling

Collaboration

Foundation Services

APIs

Security / Compliance

AI /Gen AI

Advanced Analytics

Natural Language Generation(NLG)

Natural Language Processing(NLP)

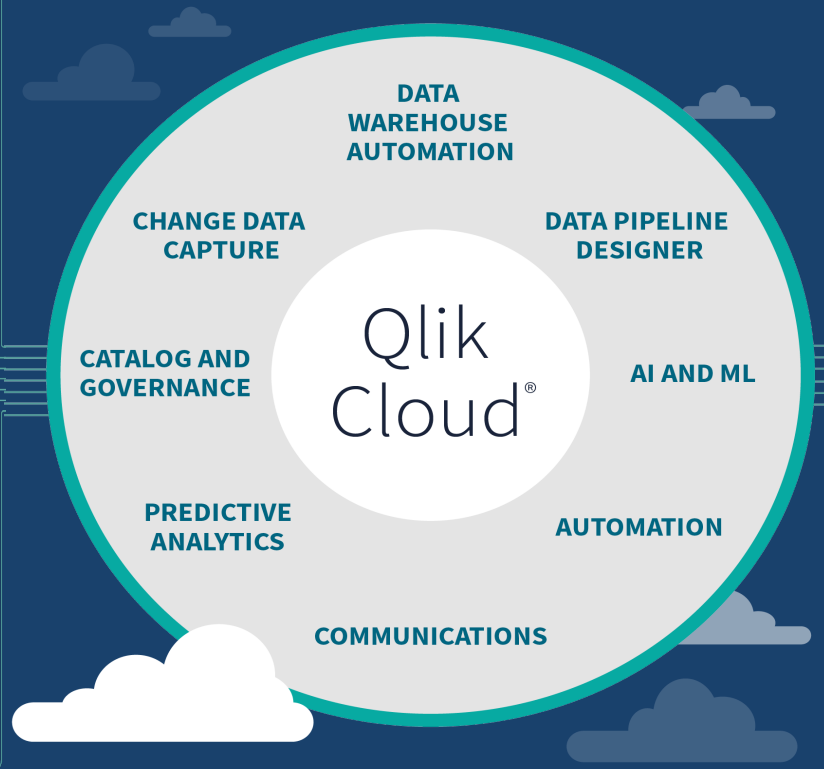
Monitoring & Observability

The Analytics Supply Chain

A Trusted Data - Analytics Eco - System

Data Universe | **Data Foundation** | **Analytics Delivery Solutions** | ***Trusted,* AI Experiences**

- CRM/ Student data
- Databricks / Oracle, etc.
- Lease Agreements
- Passenger Traffic
- Weather & Delay
- Facility / IT
- Web, Social Media

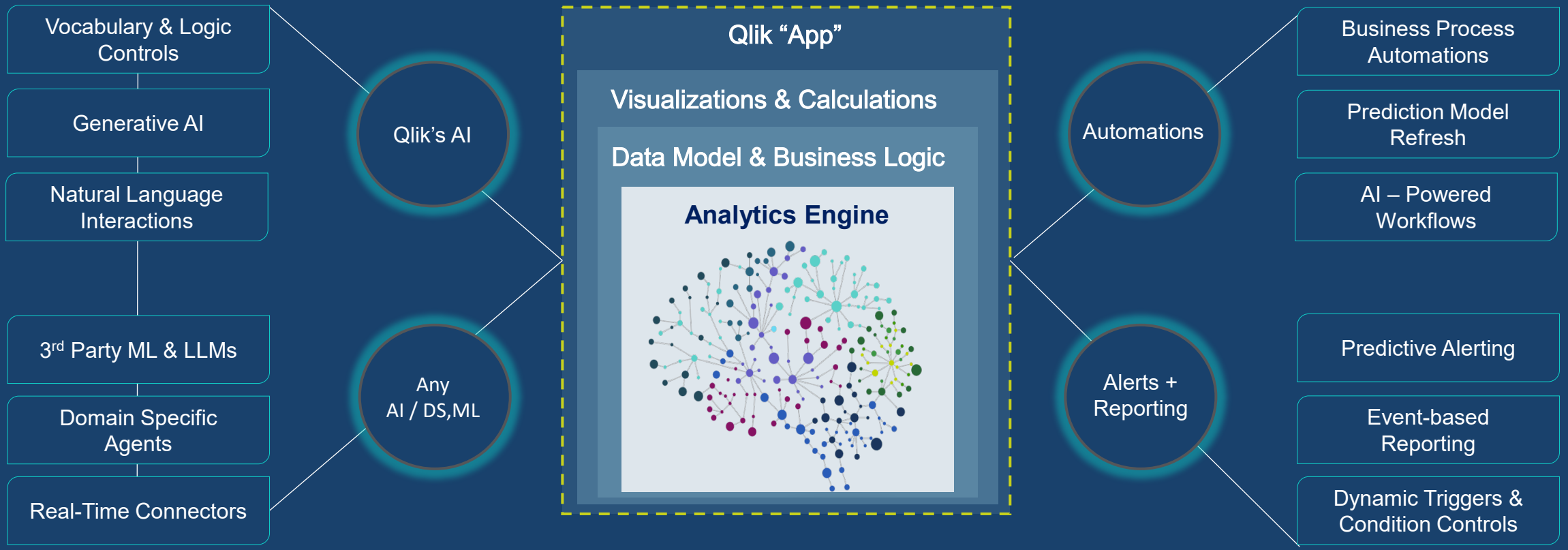


- Guided Dashboards
- Self-Service Analytics
- Real Time Query
- Geo Spatial (Map)
- Reporting, Scheduled/Burst
- Embedded Solutions
- Mobile / Offline

- Gen AI + Domain Specific Logic
- Predictive Insights & Alerting
- AI Integrated into Automations
- Decision Science / What - If
- AI / LLM Connectors
- Prescriptive Action Plans
- Natural Language Interactions

Apps are now Digital Eco -Systems

That observe, read, and act



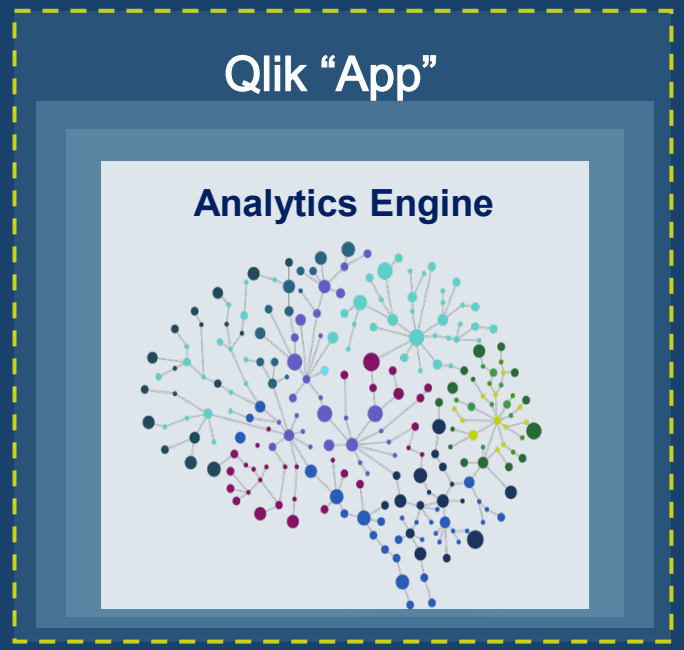
All data within an app can trigger actions, and with predefined conditions,
Qlik seamlessly integrates data into your business operations.

Ex. If student acceptance rates are predicted to fall, automated alerts are triggered, and a report is generated.

Event Driven Ecosystem

Enterprise Observability

If X, then Y



At every refresh, every metric becomes an event.

Observed by the Qlik Engine and set to look for X.

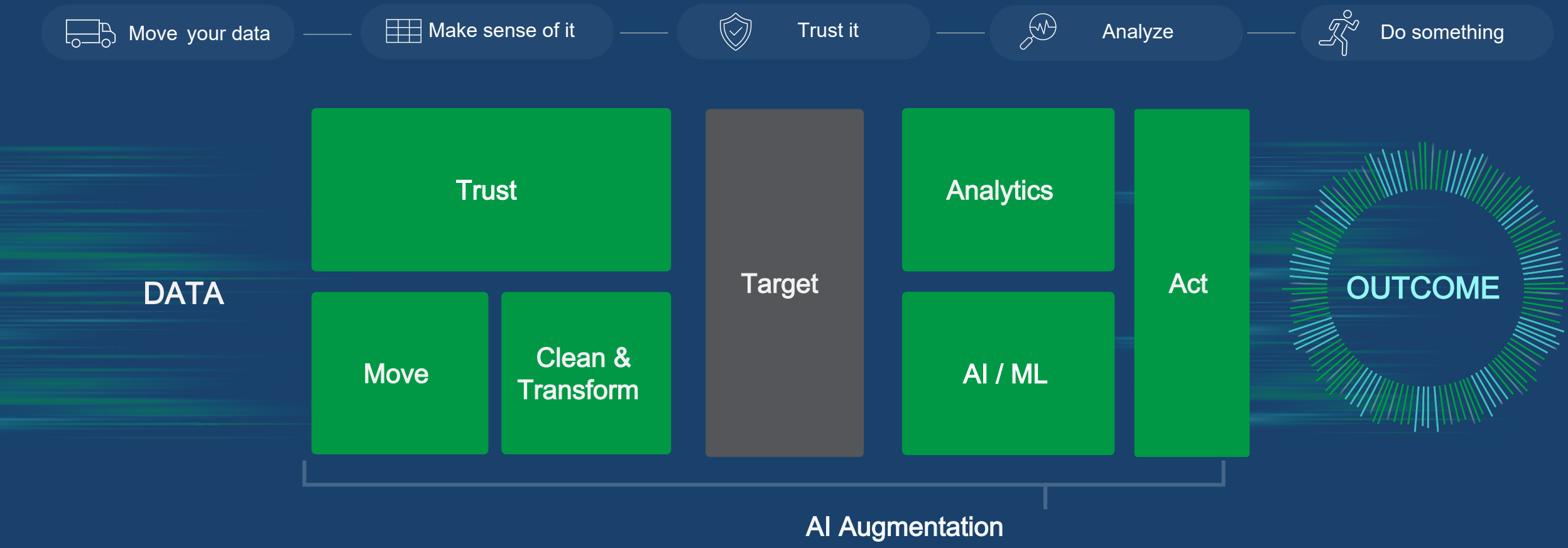
X can be *any condition*

Y can be come *any action*

- Send Alert
- Send Email
- Submit Ticket
- Run Prediction Model
- Return Results of Prediction Model
- Share those Results
- Run – What If Simulation

End-To-End Mindset

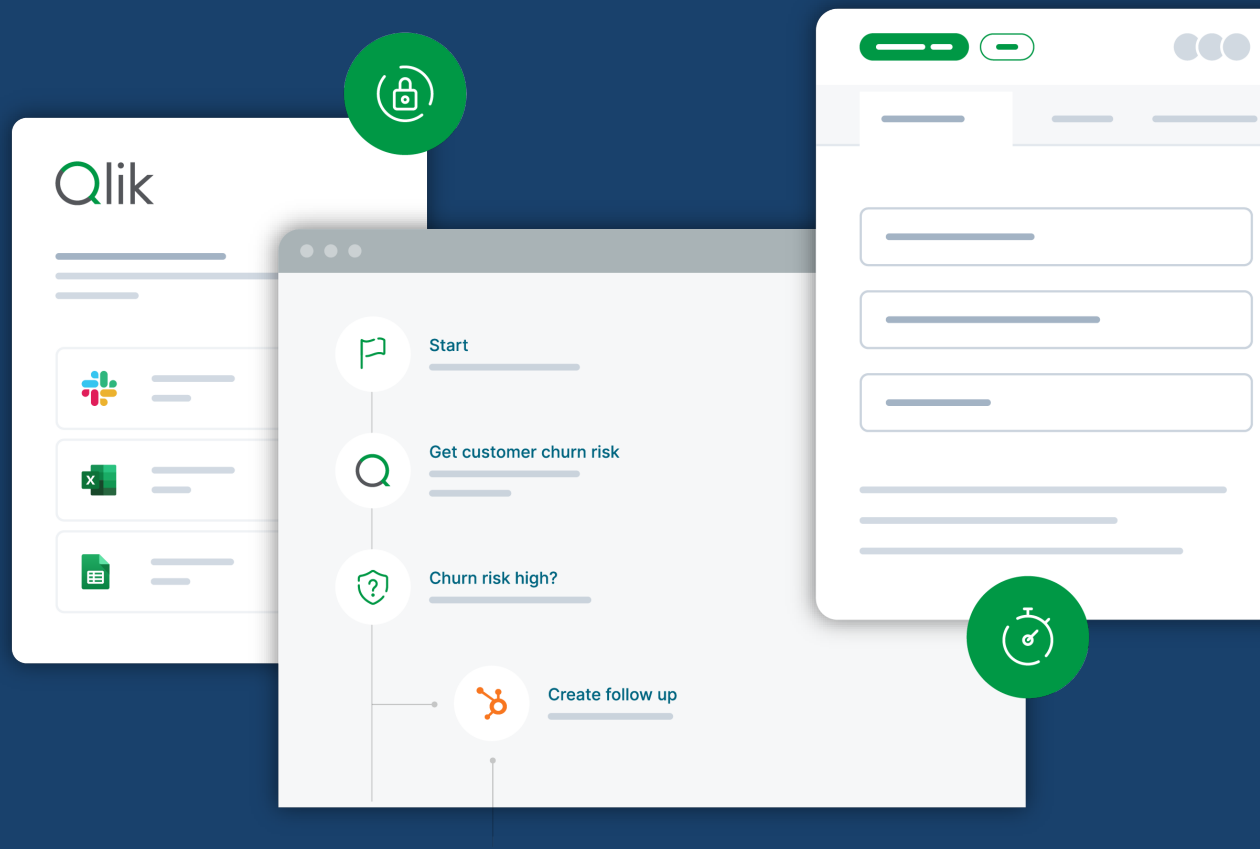
Enabling the Information Supply Chain



Alerting and Automation

Trigger human and machine action when it's needed

- Intelligent Alerting
  - Prompt human action based on changing data
  - Sophisticated alert criteria, with statistical evaluation, comparisons, and condition logic
  - Email, mobile push notification, and web delivery

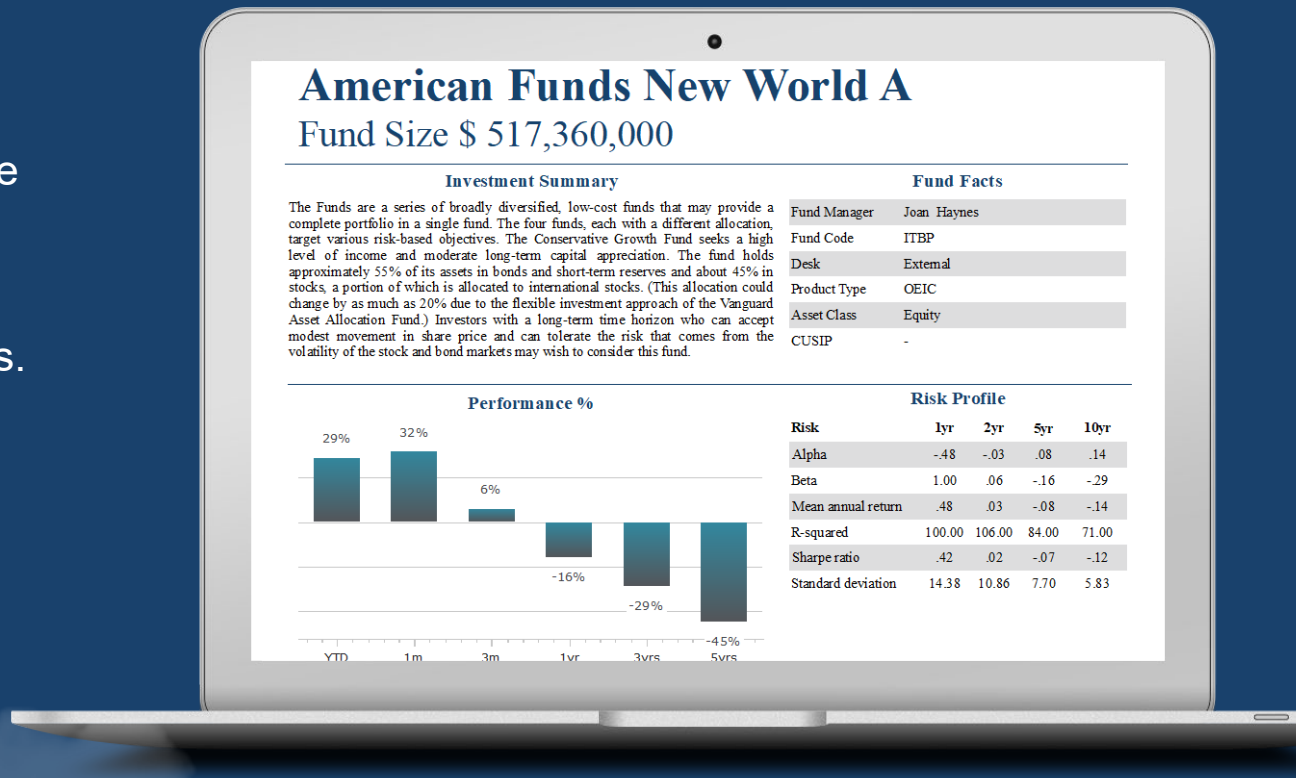


Qlik

Reporting Services in Qlik Cloud

Automated Awareness

- **Create** dynamic tabular report template definition from a Qlik Sense® with data and visualizations in Microsoft Office 365 and leverage report cycling to generate reports for each dimension value.
- **Define** report templates to produce PDF and Excel reports.
- **Share** branded, presentation -ready burst reports, using PixelPerfect for precise design control, with internal and external stakeholders, integrating the self -service subscription ability to set up alerts.
- **Manage** in-app distribution lists to support burst distribution to any internal or external stakeholder.
- **Control** with governed report task control and task history from within an integrated report preparation experience.

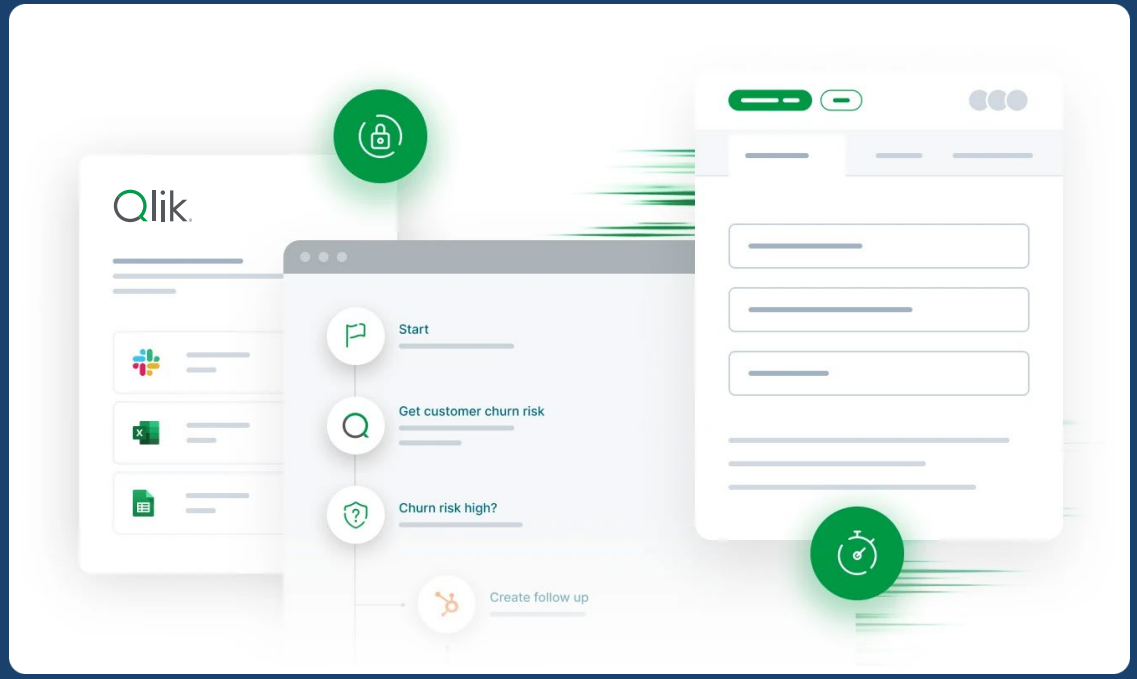


*** Governed Report Tasks can burst reports to any stakeholder, ensuring that the Qlik platform serves as the single source of truth for your business decisions, customer communications, and more.

Application Automation

Orchestration for everyone

- **Create** and trigger notifications to collaboration applications like Slack and Teams using configurable business logic connected to Qlik Sense® apps.
- **Increase** speed, accuracy, agility, and productivity by removing the manual factor.
- **Reinvent** Qlik Sense task-chaining for higher productivity and accuracy.
- **Trigger** and send chart and sheet images to distribution lists and collaboration apps in a few, easy-to-configure steps.



ACTIONS ACROSS APPS

If you have a large Qlik Sense deployment with numerous apps, you don't have go into each app to add new dimensions or measures. Instead, you may assign them en masse.

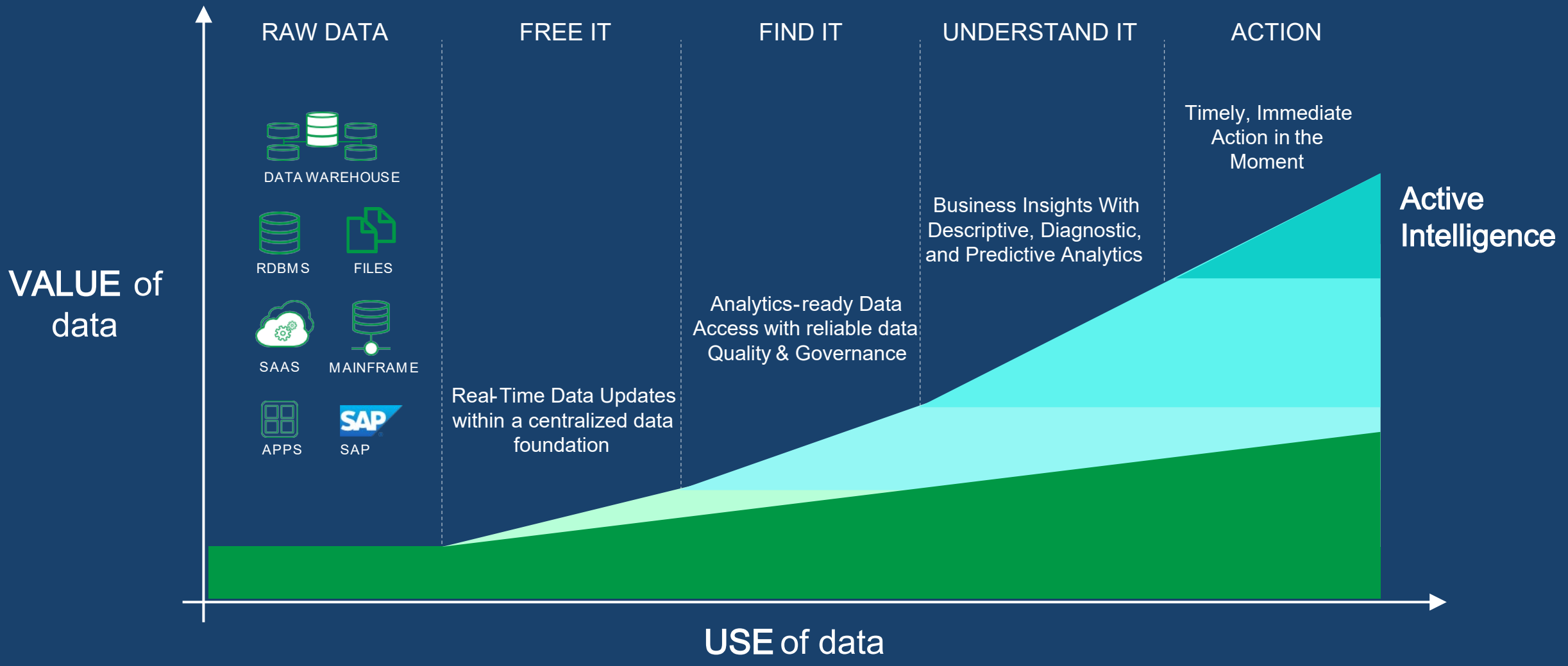
INSTANT NOTIFICATIONS

Because Qlik Application Automation is integrated with other SaaS systems, once you've assigned those new dimensions or measures, you may immediately send a Slack, Teams, or other platform notification to a distribution list to let them know.

Note

Unleashing Data's Full Potential

Activate, Analyze, Amplify



Demo

Q & A

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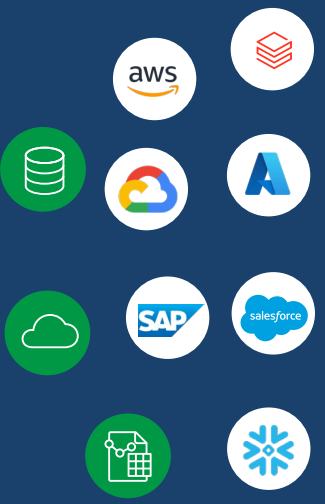

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