



Data Visualization at the Army

How Data Discovery Can Help Defend—and Stretch—Your Budget

From the Office of the Secretary of the Army to the Army Staff, no one in the U.S. Army today is a stranger to budget cuts. Since 2011, the Army has shouldered a hefty percentage of the \$1.2 trillion in federal spending cuts. Thanks to a brief reprieve over the last couple years, the impact to date has been minimized. But as we look to 2016 and the looming return of those cuts in full force, there's good cause for concern. Army Chief of Staff Gen. Raymond Odierno warned during the annual AUSA conference that "military risk is accumulating exponentially" as a result of "not fully resourcing required readiness" and "slashing our modernization and procurement programs" to decrease overall spend.

While Qlik can't force Congress to end sequestration, we can provide you with a level of insight into your programs and corresponding spend that will help you defend—and stretch—your budget. Through Qlik's data discovery and visualization applications, you can see which programs are mission critical, the risk associated with cutting certain programs, and when cuts are unavoidable, where to make cuts that'll have the smallest overall impact.

Assess Program Performance

In the corporate world, defining success is simple—revenue and profit margins are the determining factors. In government, and defense in particular, measuring success isn't as straightforward. Qlik can help you make tough decisions by providing a single, holistic view of all program performance and spend data in one interactive application. Users can analyze trends, track progress, and make connections to improve efficiency and overall mission effectiveness. You can then use this information to assess the potential impact of cutting spend in a particular area. And when budget cuts do come you are prepared, knowing exactly how much to cut from which programs to reduce the overall impact.

Qlik unlocks the power of information

Find your "aha" moment

Uncover hidden insights or anomalies by viewing all your data. You'll be able to see and explore not only what data is associated to your selected query, but also what's unrelated, which can provide unexpected insights.

Search data like you do the web

Searching the web is easy. Why should your data be any different? Find what you're looking for quickly, so you can move on to the next question.

Be empowered, everywhere

Don't wait to get to the office. Get answers to your questions anywhere, on any device, with an intuitive interface designed for mobility.

Share your story

Save time and keep your presentations on track. Create and publish findings in one place, so you can shift seamlessly from discovery mode to presentation mode and back.

Get answers now

Be up and running in a matter of days, not months. 44% of Qlik customers are live within a month; 77% are live in fewer than 3 months.

Minimize purchasing headaches

Software buying should be easy (and fun!). We work with you throughout the procurement process, offering flexible and scalable license models to deliver outstanding performance and low TCO to user communities consisting of 1 to 50,000+ people.

Maximize Spend

In addition to fighting for every dollar, you are working hard to make your existing budget go further. Qlik can help by providing you with the visibility needed to reduce wasteful spending and identify areas for savings, as well as identify trends for improved financial decisions and strategic payoffs.

For example, combining equipment inventory data with budget data enables you to postpone future orders where you already have stockpiles, while eliminating the cumbersome process of manually compiling data enables users to perform value-add analysis.

What's more, you can deploy Qlik solutions in days, providing an almost instant return on your investment.. One agency executive says: "Without Qlik, we would have needed 5-6 analysts working over the weekend to answer a data call. With Qlik, it took them 3 hours."

Share your Story

A good story makes a lasting impression, and the ability to tell that story while showing how its grounded in data is a game changer. Having this complete picture of program performance and spend, conveyed visually, not only strengthens your budget justification, but also makes it difficult to refute. Qlik's data storytelling functionality makes it easy to share analysis visually, communicate your findings with teams, and collaborate more efficiently.

About Qlik

Qlik is a leader in data discovery, delivering intuitive solutions for self-service data visualization and guided analytics. Qlik empowers the organization with a flexible analytics tool that not only answers queries, but also helps uncover additional questions to ask of the data. Qlik's products deploy rapidly and customers realize rapid time to value, often in less than 45 days. Contact **Erin Grill** at erin.grill@qlik.com or **703-342-8018** to schedule a discussion and live demonstration, or visit us at www.qlik.com.

