



## Democratise data discovery & decision-making

Decision-making should no longer be in the hands of just a few. It is now possible, indeed essential, to extend and accelerate decision-making across an organisation in order to respond at the pace consumers expect and businesses require today. Gone are the days of changing something based on yesterday's data. Today it's about making decisions based on what's happening now.

The partnership between Qlik® and Celebrus Technologies puts the right platform and data directly into the hands of decision-makers across the business, enabling them to discover and interpret the stories their data is telling and make faster, better decisions.

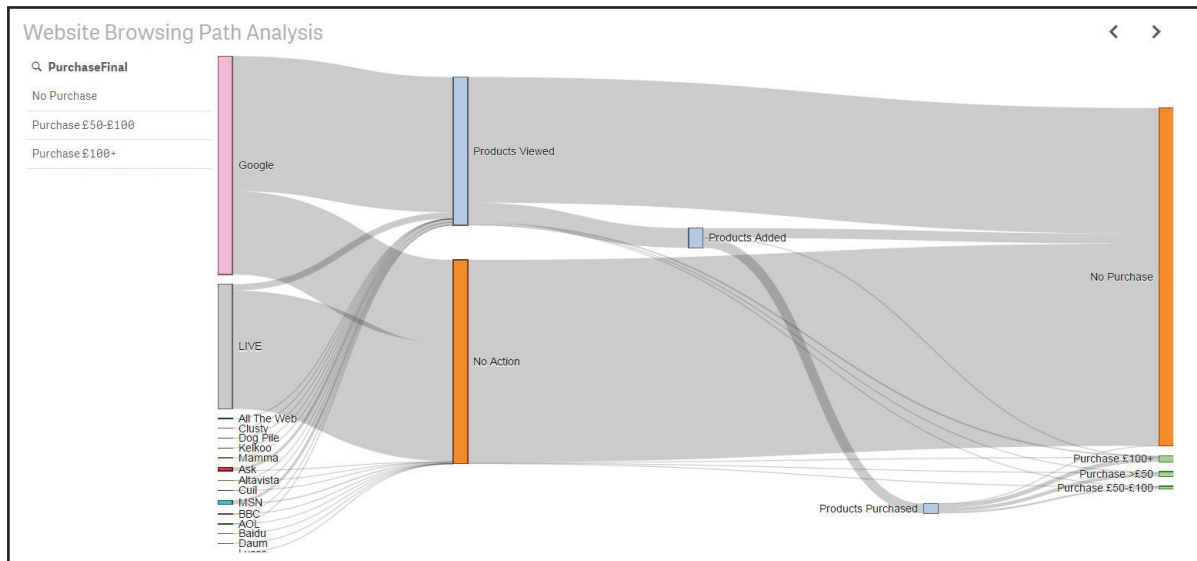


## Intuitive data discovery

Qlik, perhaps known best for discovery based diagnostic analytics, covers a wide analytic spectrum, from descriptive dashboards through to 'what-if' analysis and simulations.



With Qlik® Sense, everyone can be a business analyst - democratising data discovery and giving the grounding for faster, more confident decision-making wherever and whenever it is needed. Qlik Sense isn't just about data visualisation; it's also possible to dig deep down into the data to uncover insight and act upon it. **Fast.**



## Detailed digital data

Decisions are only as good as the data they are based upon. Celebrus collects, contextualises and delivers highly granular and comprehensive data from across a brand's digital channels, ensuring organisations can make their decisions based on the best possible data.

Not only is Celebrus' individual-level multi-channel data extremely detailed, it is delivered in near real-time, ensuring time and effort is focussed on interpreting and driving value from data, not gathering and processing it.

The Celebrus Data Visualisation Layer simplifies the Celebrus data structure by pre-joining the underlying Celebrus data tables, ensuring users can quickly, easily and confidently build data visualisations, dashboards and reports in Qlik® that not only fulfil their web analytics needs but so much more.

**For more information about how Qlik and Celebrus can help your organisation make faster, better decisions visit [www.celebrus.com/Qlik](http://www.celebrus.com/Qlik).**

### About Celebrus Technologies

Celebrus Technologies, an IS Solutions company, enables organisations to understand their individual customers' interactions across their digital channels including websites, mobile apps and social media. Celebrus' award winning tagging-free digital big data software feeds this data into a wide variety of big data technologies in real-time, enabling global blue chip clients to power customer analytics, digital intelligence and real-time personalisation.

