



**DATA INTEGRATION**



Zift implements Qlik Application Automation to streamline enterprise workflows



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Alex Connell, Senior Director of Professional Services, Zift

### Need for tight integration with CRM platforms

Managing the channel is a complex task. Internally, sales, marketing and operations teams need input. Externally, the network of distributors, value-added resellers and other partners can number in the thousands. Driving channel success requires internal and external parties to be aligned, on-task and on-target. The solution? A synchronized and integrated approach to the channel.

Zift Solutions is the enterprise channel management leader, delivering the people, processes and technology organizations require to drive channel success. With a global reach spanning APAC, EMEA and the USA, Zift boosts channel program productivity and profitability by automating and aligning marketing, sales and operational processes. The ZiftONE platform integrates with established systems to speed time-to-sales, creates an exceptional partner experience and provides faster ROI.

Zift's offering includes a learning management system, a collateral library, email campaigns and individualized reporting on how a supplier's channel partners use the system and achieve leads. However, a fundamental success factor is its tight integration with customer relationship management (CRM) platforms like Salesforce and MS Dynamics, plus other platforms where customer and product data reside. This integration helps Zift provide real attribution data that lets customers connect the true impact of their channel efforts to pipeline and sales outcomes.

### Solution Overview

#### Customer Name

Zift Solutions

#### Industry

High Tech

#### Geography

APAC, EMEA, North America

#### Function

Marketing, Sales

#### Business Value Driver

Customer Intelligence, New Business Opportunities

#### Challenges

- Deliver vital integrations with CRMs and other customer data platforms
- Replace the need for complex, code-based integration builds
- Timely response to customer requests for data integrations

#### Solution

Zift implemented Qlik Application Automation as a simpler and more efficient way to build integrations and drive real-time data into SaaS applications.

#### Results

- Reduction of integration workflow delivery times from five weeks to one week
- Increase in CRM data flow efficiency from 24 hours down to 30 seconds
- Growth in agility, competitiveness and responsiveness

Historically, Zift's engineers created integrations by coding connectors into its legacy platform, which necessitated significant time and resources.

There was no automation, meaning that new customer requests often required a significant amount of effort and considerable investment in engineering. As a result, Zift was losing its agility and ability to respond to new customer demands.

"As more customers came to us with those kinds of integration requests it became apparent that we needed to adapt to solve those problems more quickly," says Alex Connell, Senior Director of Professional Services at Zift. "We realized we needed an iPaaS cloud-based integration platform and set out to look for one."

### **Less complex way to build and scale out integrations**

Zift was attracted to Qlik Application Automation because it could be embedded within its platform to support customer autonomy. The ease of configuring system integrations and building reusable workflows with typical CRM platforms was very attractive. In addition, Qlik's visual 'no code' approach was easy to understand, learn and deploy, thereby reducing the burden on engineering resources required to roll out new integrations.

"For us, Qlik Application Automation just ticked all the boxes," explains Connell. "It was very easy to adopt and we now have three solution architects who are comfortable building integrations with it."

Connell continues: "There were also unexpected advantages, such as our architects can now focus on developing a more complete understanding of the business objectives and an overarching view of the IT landscape, while our engineers can focus on specific development tasks."

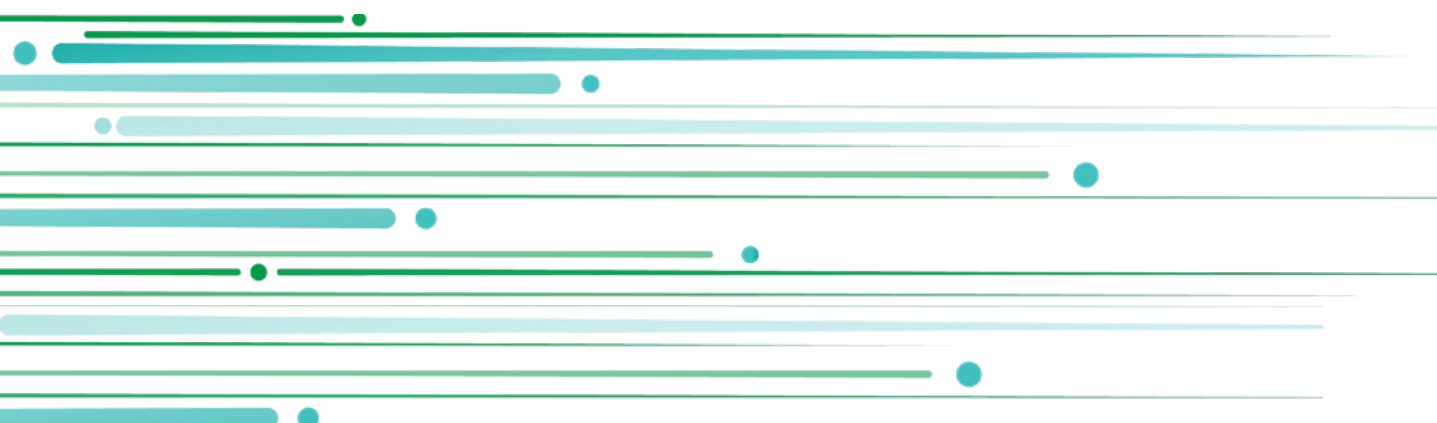
### **Reduced time-to-market increases competitiveness**

Zift's global operations must run 24/7. With Qlik, automatic alerts reduce the need for the constant monitoring of integrations – an attractive offering for a company that's always running. Qlik also provides logs for integration performance so issues can be easily isolated and resolved when they occur. Consequently, customer services now answer many questions without requesting back-up advice from busy engineers.

Finally, speed and reduced time to market is a transformational benefit, as Connell explains:

"What would have taken four to five weeks through engineering is now taking a week or less in Qlik Application Automation. It's a significant efficiency improvement that has helped us win a lot more deals than we would have been able to secure before.

"Another marked improvement is the efficiency of data flow. Our customers used to wait from two to 24 hours to get data from their CRMs into Zift but with Qlik we can do it every 30 seconds. This has been a huge win for us and has increased our competitiveness tenfold. Our customers have been very complimentary and are queuing up to adopt Qlik."



**The  
keys to  
success**



**30**

seconds for data acquisition that used to take up to 24 hours



**80%**

reduction in time taken to build integrations

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## About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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