

GFD LOGISTICS MAKES THE MOVE TO QLIK SENSE FOR EASY, POWERFUL DATA INSIGHTS



AT A GLANCE

GFD Logistics

With a targeted approach to logistics, GFD is committed to partnering with valued customers, helping them to move forward with unique solutions that effectively address their route to market challenges

Industry

- Logistics
- Supply Chain

Functions/ Specialities

- Transport solutions
- Logistics solutions
- Supply chain solutions

Geography

- South Africa

Solution

Making the move from Power BI to Qlik Sense for easy and powerful data insight.

Benefits

- Integrates very well and delivers real time dashboard for valuable business insights.
- Advanced financial and operational insights.
- Empowering teams to make informed decisions

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-Robert Kotting, Director at GFD Logistics

OVERVIEW

Established in 1997, GFD Logistics is known as the logistics partner of choice. It offers professional logistics and supply chain services. GFD's head office is based in Kokstad, KwaZulu-Natal, South Africa. It also operates from a second office in Umtata, in the Eastern Cape, and a third in Port Shepstone, Kwa-Zulu Natal..

With a targeted, partnership approach, GFD's team works with its principals to grow their sales, partnering with them to deliver unique solutions that effectively address their route to market challenges. Holding over 20 years' experience in the market, GFD develops trusted, lasting, and personal relationships with its customers.

GFD is committed to developing and maintaining trust, driven through sincerity, competence, reliability, and involvement. Its core values are integrity, passion, teamwork, care, creativity, trust, and these values are woven into the fabric of everything that GFD does.

MAKING THE MOVE FROM POWER BI TO QLIK SENSE

Although GFD is currently still in the transition phase, its teams have been using Qlik for a while on a trial basis. After two months of trialing, the business made the strategic decision to move from Power BI to Qlik Sense.

"We previously created static reports in SQL Server Reporting Services. Due to the limited functionality of these reports, and with a need for a more intuitive approach to business intelligence, we had been looking for a new solution for some time," confirms Robert Kotting, Director at GFD Logistics. "GFD has an excellent relationship with Laserfiche, and August recommended that we look into Qlik."



After looking into Qlik and investigating the solution, Kotting was intrigued, even though it appeared too good to be true. He held online discussions with Natascha Le Roux, Sales Executive at RIC Consulting to learn more about the offering.

"I was skeptical at first because of all the promises Qlik made – until I got the trial license and started using it for myself. I need to be hands-on, and that's why even when RIC Consulting offered to get the trial up and running for us, I declined. I trialed an on-premise system and did the installation myself (with help from Woudré van Zyl, Head of Professional Services at RIC Consulting). Going through that practice of setting it up myself and building apps with absolutely no training gave me a really good idea of the ease of use that Qlik offers," says Kotting.

He adds that there is definitely no comparison between Qlik and anything that GFD was doing previously with the SQL Server Reporting Services or Power BI. "Qlik is user friendly, easy to set up, and offers a true understanding of data through intuitive reporting."

SEAMLESS IMPLEMENTATION WITH RIC'S VALUABLE SUPPORT

From Kotting's point of view, the choice to move across was a "no brainer; it was an easy decision to make". He confirms that RIC Consulting played an integral role in GFD's move to Qlik Sense. As the sales agents that the business contacted to facilitate this shift, their advice was invaluable. The RIC Consulting team offered various levels of support:

- In-depth understanding of the product and how it could meet GFD's needs
- Thorough briefing meetings held to empower GFD with a full understanding of the scope of Qlik Sense
- Support in the setup of trials for Kotting to test the product, giving Kotting firsthand insight into how powerful Qlik Sense could be for GFD
- Delivering excellent training courses (self-paced and instructor led) and offering useful learning materials online

- Guiding GFD and its users to a full understanding of how Qlik works, how the data works, and how to leverage every benefit that Qlik Sense offers

As is routine in most technology implementations, there were some aspects of the move that were more challenging than others. "However, the transition itself was very easy. That being said, it shouldn't be taken lightly. Making this type of shift is not something I would recommend attempting in a halfhearted manner. Users must embrace Qlik in terms of what it is, and what it does, and give it the attention and the focus that it deserves. The more focus you put into it the more benefits you'll get out of it," advises Kotting.

Although Kotting had been in contact with Le Roux for a few months, the timing was not initially right for GFD to make the move. The decision was made to hold off until GFD's financial year end was finalised, and the team had the capacity to focus on the process. "Le Roux was very gracious and remained in communication with us throughout. This was something we really appreciated. It was clear that the RIC Consulting team was not just after the sale, they were after the relationship."

Thanks to a robust partnership with RIC Consulting, GFD is already reaping the benefits of its move to Qlik Sense. "It's great to know that we're not on this journey alone; we're on it with a team that is just as passionate as we are!" confirms Kotting.





QLIK SENSE BENEFITS

While it is still early days for GFD and Qlik Sense, Kotting has worked on a number of apps that have integrated very well and deliver a real time dashboard for valuable business insights. "It's not just about the questions you ask, it's about the ones you might not know to ask. This is the power of Qlik and what makes the solution so powerful," believes Kotting.

With a diverse range of customers operating in various sectors, GFD is greatly benefitting from advanced financial and operational insights. With the information made readily available by Qlik Sense, GFD is in the position to claw back many losses, while preventing them going forward.

"Qlik Sense gives us a really good eye on the data, empowering our teams to make informed decisions based on reliable information. Some areas that were previously considered highly important proved to be of less importance than others that we'd never given much thought to. These are insights we would never have achieved without Qlik," he adds.

WHAT DOES THE FUTURE HOLD FOR GFD, WITH RIC CONSULTING AND QLIK?

With a number of important projects in the pipeline, GFD will lean on RIC's Qlik expertise to ensure project success. Having signed a consulting and support SLA with RIC Consulting, GFD is also in the process of receiving advanced training, building the competence to develop powerful and professional apps in-house.

"We are exceedingly grateful to have RIC's support. It would have taken much longer for us to achieve our goals without them, and with their guidance we're seeing results a lot quicker too," says Kotting.

From route optimization to effective road planning, Kotting believes Qlik will take its operations to a whole new level. "With this level of data interpretation, we can use the data more effectively, overlay it with our accounting and ERP systems, and access it in real time. With insights like profitability for each truck, on each load, Qlik is going to take us to another level as a business," concludes Kotting.



"We are very happy Qlik Sense and RIC Consulting customers. For me and my team, this implementation made us fall in love with data all over again. We have a renewed appreciation for the importance of data, the need to understand data, and what it means for our business when we're empowered to interpret it correctly."

Robert Kotting,

Director at GFD Logistics

