



# Just Buy Live Chooses Qlik Analytics Platform to Deliver Custom-Built Applications to Empower its Customers with Greater Market Insight

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## Qlik's open, modern analytics platform approach enables India's largest e-distributor to meet its specific requirements for its retail customers

**Mumbai, November 02, 2016** – [Qlik®](#), a leader in visual analytics, today announced that Just Buy Live, India's first and largest e-distribution platform, has leveraged the Qlik Analytics Platform to deliver custom-built applications to deliver an intuitive data analytics experience to its customers'. The Qlik Analytics Platform is an open platform on which Qlik's global community of developers can build custom analytic applications based on rich front-end and back-end Application Programming Interfaces (APIs). By leveraging the Qlik Analytics Platform to build rich data-driven analytic applications, Just Buy Live is able to analyse real-time retailer transaction behaviour, identify the latest retail trade trends, forecast demand, and provide spot-on recommendations to its clientele of brands spanning across FMCG, mobile, and electronic sectors.

Connecting over 2,600 brands to 65,000 traditional mom-and-pop stores, Just Buy Live has been disrupting traditional retail distribution with its dynamic mobile platform. With the system scaling up across markets and the retailer transactions growing at an enormous pace, Just Buy Live was initially facing challenges in managing demand, SKU (Stock Keeping Units) penetration and logistics; slowing their time to market. The Qlik Analytics Platform helps the company bridge this gap by providing custom-built applications that track real-time intelligence on constantly-shifting market dynamics, retailer demands, and preferences. With agile data analysis, the company has been able to customise and plan their marketing activities, ensuring its retailers are offered the right products at the right time to provide a delightful delivery experience.

Prior to implementing Qlik, Just Buy Live started building a repository of structured and unstructured data. By pulling data from these various sources into Qlik and building a custom application using the Qlik Analytics Platform, Just Buy Live has been successful in finding efficient ways to manage market demand and reduce technical overhead through inventory and SKU management, and data based marketing. GainInsights, a business intelligence (BI) and analytics consulting firm with invaluable retail domain know-how, and a partner of Qlik in India, was instrumental in this solution.

"The close cooperation and technical integration of Qlik and Just Buy Live has led to more powerful and flexible business intelligence solutions, which will greatly enhance the user experience for our retailers.



Partnering with Qlik has enabled Just Buy Live to seamlessly integrate data points across the organization, identify problem areas in a more resourceful manner, and provide valuable insights in real-time. Customer analytics plays a critical role in strengthening our business model to deliver greater value to our customers while using our assets more efficiently,” said Sahil Sani, Chairman and CEO, Just Buy Live.

“Qlik was because we had specific custom requirements that did not require an out of the box software solution. The resulting analytic apps are very user-friendly and don’t require any prior expertise with data analysis,” he added. “We can now associate data from different departments, drive dynamic reporting and gain insights from them. Apart from the internal organisation, even our retail brands are benefitting from the apps we built using the Qlik Analytics Platform.”

Souma Das, Managing Director, Qlik India said, “Our constant endeavour has been to provide our clients more agile ways of handling management reporting and in helping them modernise analytics in a democratic manner. Being able to offer a development platform to achieve Just Buy Live’s goals has been a big step towards achieving a data-driven culture within their organisation and their larger customer ecosystem.”

### **About Just Buy Live:**

Just Buy Live is the world’s first and largest e-distributor. Launched in 2016, Just Buy Live has a Brand to Retail business model (B2R) that is unique in its efficiency, innovations and scale. The app empowers retailers by enabling them to buy goods directly from brands, while saving more through schemes and deals offered in real time. The app’s user-friendly interface maximises convenience, democratises product access and unlocks higher profits for retailers. For brands & manufacturers, it offers wider reach, unlimited scale and relevant data.

Just Buy’s app can be used by dukandaars of all kinds - from paanwallas and kiranas to supermarkets, chemists, mobile stores, electronic shops and many more. The app hosts over 500,000 products from 2,600 brands across categories like Foods, Drinks, Personal Care, Auto, Mobile, Tech, Home, Fashion, Toys, Sports, Stationery and others.

For more information, please visit [www.justbuylive.com](http://www.justbuylive.com)

### **About Qlik**

Qlik® is the leading visual analytics platform and the pioneer of user-driven business intelligence. Its portfolio of cloud-based and on-premise solutions meets customers’ growing needs from reporting and self-service visual analysis to guided, embedded and custom analytics, regardless of where data is located. Customers using Qlik Sense®, QlikView® and Qlik® Cloud, gain meaning out of information from multiple sources, exploring the hidden relationships within data that lead to insights that ignite good ideas. Headquartered in Radnor, Pennsylvania, Qlik does business in more than 100 countries with over 40,000 customers globally.

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Media Relations:

Rajiv Menon

Email: [rajiv.menon@teamlewis.com](mailto:rajiv.menon@teamlewis.com) M: +91 9845251133

Chetan D'Souza, VP - Marketing | Vikas Mishra, Sr. Manager - PR

M: + 91 90045 70005 | + 91 77389 00079

E: [chetan.dsouza@justbuylive.com](mailto:chetan.dsouza@justbuylive.com) | [vikas.mishra@justbuylive.com](mailto:vikas.mishra@justbuylive.com)

Kavita Menon | Kamakshi Iyer

Genesis Burson Marsteller

M: +91 9833663629 | +91 9167885286

E: [kavita.menon@bm.com](mailto:kavita.menon@bm.com) | [kamakshi.iyer@bm.com](mailto:kamakshi.iyer@bm.com)