

Qlik® for Veeva CRM Mobile

Qlik and Veeva together

Qlik, a Veeva Systems Web Certified Technology Partner, simplifies integrating mobile visual analytical applications with Veeva CRM Mobile (formerly iRep) for self-service data discovery and user-driven guided analytics to provide insight at the point of decision. Qlik’s mobile capabilities provide users with an iOS native experience for instant visibility into their Veeva CRM data and smarter decision making.

Transform your Veeva data into actionable information

Veeva mobile users demand simple and easy-to-use technology that they can control without having to depend on IT. Together; Qlik and Veeva provide an easy and user-friendly way to deliver unprecedented visibility into all of Veeva CRM data and any other complementary data sources. In the same way that Veeva provides an iOS native mobile application, Veeva CRM Mobile, Qlik also provides a “QlikView® for iOS” mobile app that can be used to access guided analytical applications powered by Qlik’s associative engine. Such applications are used to give visibility to CRM data and take the complexity out of the analysis to deliver unprecedented visibility into all Veeva CRM data with ease. The result empowers users to see the whole story that lives within their data and enhances overall business performance.

Qlik improves Veeva’s mobile experience by enabling users to visualize all of their customer data across an unlimited number of dimensions and analyze it in any direction against underlying data sources — right down to the transaction level and all from their mobile device. The QlikView for iOS app makes it very easy to render Qlik applications to Veeva CRM Mobile users. Such applications integrate Veeva’s data via a native data connector to provide an unparalleled view into the business’ key metrics.

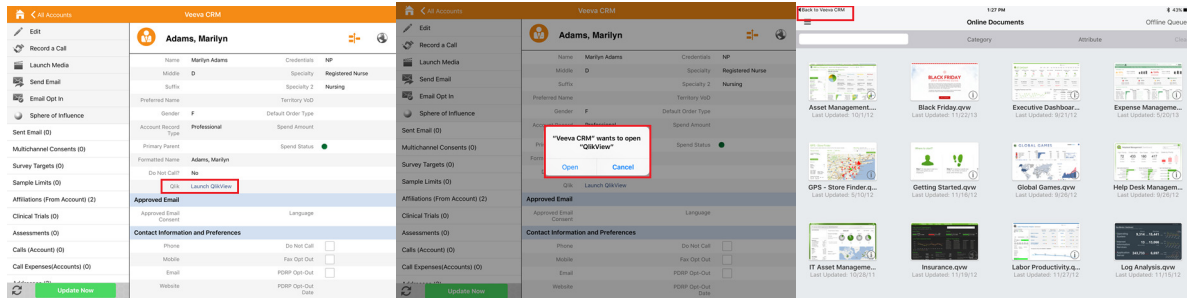


Solution Highlights

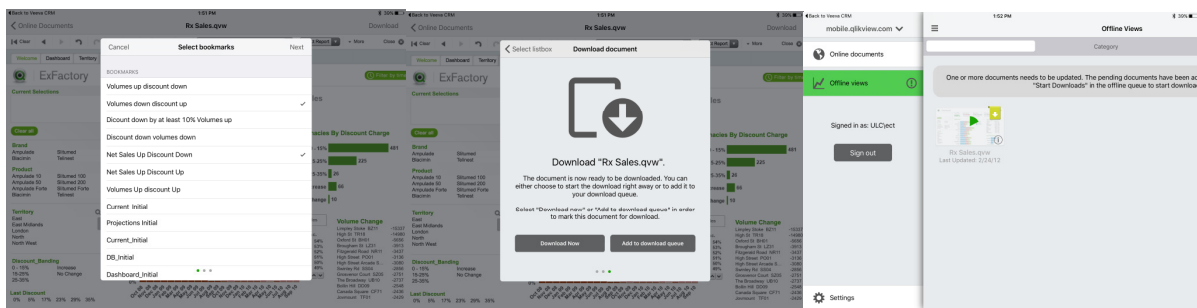
- Offline or online, facilitates a back-and-forth interaction between Veeva CRM Mobile and the QlikView for iOS mobile app to use Qlik applications that render Veeva CRM and empower business users with rich, interactive visualizations.
- Unlimited and secure access to Qlik applications that seamlessly integrate all other available and complementary data sources with drill-down access in just a few clicks.
- Executives, analysts, sales reps, marketers, call center staff and IT having access to Qlik applications via their mobile devices while enjoying Qlik’s unmatched flexibility and ease-of-use for clear visibility into their customer interactions.

How Veeva CRM Mobile and QlikView for iOS app work together

Veeva CRM Mobile allows you to add and display custom links within a user's Account Profile. By leveraging some of the latest capabilities available in iOS 9, such links can be configured to invoke other mobile applications present in the device. This approach provides a one-click approach to navigate back and forth from one mobile app to another one.



Qlik applications that are consumed via the QlikView for iOS app can leverage either new or existing bookmarks to download slices of data locally to enable offline consumption. Hence, if a business user has the need to use Veeva for CRM Mobile app as well as QlikView for iOS app in an offline mode, the bookmarks of interest are selected and then the data behind them is downloaded locally so the user can continue their analysis while being offline.



QlikView for iOS mobile app is a free application that can be downloaded from the Apple App Store runs natively on iOS devices and can connect to any QlikView Server as needed. The mobile application will leverage other ways in which Qlik integrates with Veeva. For example, applications available via the mobile application can leverage the Qlik for Veeva CRM connector, a free downloadable native connector for Salesforce, permitting a transparent and intuitive means for developers to access data from Veeva. Installed as an add-on adapter, the connector instantly offers a view into all out-of-the-box and custom fields within a Veeva deployment. Because it is a native connector, the speed at which data is accessed and loaded into a Qlik application is extremely fast.

In summary, the QlikView for iOS app provides a native user experience for Qlik applications while extending and enhancing QlikView's HTML5 capabilities for analytical applications. Users get all the power and flexibility of QlikView's associative engine to see the whole story that lives within their data.

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