

# QlikView Makes Express Delivery Performance Improvements to UK's Largest Carrier Company

## QlikView brings unique competitive advantage to Target Express

Leamington Spa, UK: 20 February 2006: Business Intelligence solution specialist, QlikTech™ UK, is demonstrating how the unrivalled capabilities of its innovative business analysis and reporting software, QlikView, is empowering Target Express with a unique business advantage over its competitors.

Target Express is a leading independent express carrier, delivering over one hundred and twenty thousand parcels every day to more than 5,000 customers from a nationwide network of over 50 depots and 850 delivery vehicles.

The carrier company is QlikTech's first UK customer to use the latest version of QlikView™ (7.2), whose 64-bit multiprocessor platform takes the application's analysis capacity to a groundbreaking one billion records. This investment is enabling Target Express to reveal previously unknown – but vitally important – details for its customers, such as the average weight and cost of consignments, allowing them to compile meaningful Key Performance Indicators (KPIs) to evaluate their own business and ensure agreed service level agreements are achieved.

Over 2000 of its customers, including names such as Bosch, Panasonic and 3M, are classed as 'major contracts' where Target Express accounts for more than 20% of their entire business process.

"QlikView has given us a great advantage over our competitors," explains Chris Bale, IT director at Target Express. "We're now able to work closely with each of our customers to define their ideal KPIs. QlikView can then track these KPIs, providing timely and accurate service measurements that have never been available to them before.

"The size and nature of our business means that, potentially, the volume of customer information we need to deal with on a daily basis can be vast," Bale adds. "QlikView's capacity gives us the guaranteed ability to track transactions and deal with enquiries confidently on a much greater scale."

QlikView provides all internal management information for Target Express. Every depot has access to QlikView via local and national networks, with the result that all users are now able to analyse consignment information and ensure that each depot is running at optimum capacity.

"Speed of deployment and ease of use were key factors in the decision to invest in QlikView," explained Chris Bale, "so too was its flexibility to create bespoke dashboards for customers, and the assurance that it can deal with any volume of transactions. Our customer retention is the highest it has ever been since we made the investment, and QlikView will undoubtedly play a major role in our continued growth and success."

"Target Express provides a great example of how quickly and easily QlikView's billion record application can make a tangible difference to business operations by making critical information work more efficiently for all parties," said Andy Honess, managing director of QlikTech UK.

"We're confident that the system's great capacity and flexibility will be a key factor in Target Express achieving its aim of becoming market leader."

## About Target Express

Target Express is a leading independent express delivery company, providing premium business-to-business delivery services to companies throughout the UK and Ireland. Target has a fleet of over one thousand vehicles and delivers over thirty million parcels each year.

'Nobody takes more care' and 'Driven by pride and passion' are business philosophies at Target, and the company is continually investing in the improvement and advancement of its service offering for the benefit of its customers. Target was selected as a finalist for the Customer Focus award at The National Business Awards 2005, and was the winner of the Customer Care Award at The Warrington Business Awards 2005.

Target's comprehensive service offering includes Domestic, International, Ireland, Marketlink, Pallets,

Post and Solutions services – encompassing a wide variety of domestic and international delivery options.