

Microsoft Dynamics NAV 2017, Dynamics CRM, QlikView, Qlik Sense, NAVdiscovery Toolbox , ERP, BI

Qlik and Microsoft Dynamics: Easy Integration of Self-Service BI – Even for Complex ERP Structures

prisma informatik exhibits certified solutions at CeBIT: Hall 5, Booth E16 (Qlik Area, BI Forum at BARC stand).

Nuremberg/Hanover, 09 February 2017 - At CeBIT 2017 (20 to 24 March 2017), prisma informatik GmbH will be showing how easily a company can boost its dormant information potential via Microsoft Dynamics. For this, the Nuremberg-based ERP and BI specialist has linked up Microsoft Dynamics NAV with QlikView® and Qlik Sense®, the leading solutions in the field of visual analysis of Qlik, with NAVdiscovery Toolbox. Other data sources can also be connected, such as Dynamics CRM. Users can easily analyse the data themselves, without having to request support from the IT department. The particular advantage of NAVdiscovery Toolbox is that the technical groundwork for the integration of Microsoft and Qlik solutions is reduced to a minimum. This allows analysis options to be used across the company and provides specific analyses for all business divisions, without any restrictive guidelines. Individual departments are thus able to use uniform data when identifying the information that is important for them. All applications can easily be evaluated and reports can be prepared and visualised in diverse ways. Based upon the individual issues, the systematic evaluation of business data can provide companies with a range of important insights. These could relate to cross-selling potentials, production workloads, warehousing and logistics issues or corporate opportunities and financial risks.

During evaluation, it is especially important to consider the CRM data that

so often have a sustainable influence on the strategic direction of a company. Here, customer behaviour patterns, customer reactions and specific market conditions can be analysed and used as a basis for decision making. Further operational processes can be specifically controlled and optimised via analytical CRM.

At the stand, visitors can get information about the diverse range of possibilities of Self-Service BI, Data Discovery and Visual Analytics. As a certified partner for both Microsoft Dynamics NAV Qlik Solutions, prisma informatik provides the basis for simple evaluations via drag and drop, even in complex environments. „The integration of Qlik into the Microsoft environment means that implementation is easy via the NAV discovery Toolbox in cases where the NAV database is very individualised. The advantage of this is that scripts for the Qlik data model are created directly in the NAV environment. This way, all the extensions and adaptations can be taken into account“, states prisma informatik Managing Director Claudius Malue.

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About prisma informatik GmbH

prisma informatik GmbH was founded in October 2006. The company is an expert in ERP-solutions for small and medium-sized companies based on Microsoft Dynamics NAV, especially for wholesale, automotive and manufacturing. As a certified Microsoft Gold Partner, prisma informatik offers years of experience in order to perform your company processes in an integrated and efficient manner. Furthermore prisma informatik is a specialist in Business Intelligence focused on Qlik. As a Qlik Solution Provider prisma informatik have in-depth knowledge of the QlikView and Qlik Sense developer's environment.

The customers of prisma informatik are national and international companies.

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