



# QlikView Rises to Challenges of Complex e-Commerce Business

*“[Our people] now spend more time managing the answers and insights made possible by QlikView – more time on analysis and strategy that adds value...”*

Josh Korsower, Vice President of Business Planning & Analysis, InPhonic, Inc.



## Company Background

InPhonic, Inc. (NASDAQ:INPC; www.inphonic.com) is a leading online seller of wireless services and products through websites that it creates and manages for online businesses, national retailers, member-based organizations and associations under their own brands. InPhonic also operates Wirefly (www.wirefly.com), a leading one-stop comparison shopping site for mobile phones and wireless plans, and ships more than 80,000 phones a month.

## A Complex e-Commerce Business with Many Moving Parts

Like any other retail business, InPhonic's revenue and profitability depend on margins, volumes, great customer service, strong partner and supplier relationships, and staying abreast of what is or is not selling on a daily basis. But the variables here are staggering: Every customer transaction tracks to a specific carrier, service plan, phone (including manufacturer, model and color), accessory set, partner and merchandising program, one or more suppliers, payment method, shipping method, order placement and ship times, approved credit status and one or more commission structures. Each carrier reports their record of transactions through InPhonic, including customer activations and deactivations, on a monthly basis.

## Need: Online Reporting Tool for Faster Visibility into Dynamic Business Operations

Charged with helping InPhonic managers and account executives translate transactions into actionable business information is Josh Korsower, the company's vice president of business planning and analysis. Korsower's group provides the reporting needed to manage the InPhonic business and ensure profitable relationships. The group had implemented a comprehensive data warehouse that uses SQL and Access queries to generate reports, but according to Korsower: "It became apparent that in order to get more information out to our people faster, we needed an online, visual reporting tool."

### In brief

**Company**  
InPhonic, Inc.

**Industry**  
Telecommunications  
e-Commerce

**Need**  
Online reporting tool for  
faster visibility into very  
complex and dynamic  
business operations

**Solution**  
QlikView reporting dash-  
boards to track promotions,  
sales and commissions  
against products, custom-  
ers, carriers and more

**Benefits**

- Fast answers and insights to match the speed and complexity of InPhonic's multifaceted e-Commerce business
- Actionable insight into operational data, from individual product sales to commission tracking
- User-interactive, visual reporting
- Burden of generating custom reports removed, allowing more time for decision makers to focus on analysis and strategy



Korsower's objectives were simple. "We didn't want to throw money away on an expensive traditional business intelligence tool. We needed a dashboard to manage a complex model of many different parts of our business moving very quickly."

## Solution: QlikView Analysis Pulls Multiple Data Sources into Visual Analysis

Korsower evaluated a handful of online dashboard products, and chose QlikView because of its adaptability to InPhonic's complex business environment. "QlikView could handle the unlimited number of dimensions and measures that can be put into KPIs for InPhonic's complex and fast moving business. Technically, it was the only online product with an ETL layer to easily integrate our data warehouse information with other systems and data formats, which was a very critical need," he explained.

"It was an easy sell internally; senior management understood the need and value. Our software licensing, hardware and implementation costs for QlikView were very reasonable," said Korsower.

## Benefits: Answers and Insights that Match the Speed and Complexity of InPhonic's Business

The first interactive reporting tool deployed by InPhonic, QlikView is giving managers and account executives more time to focus on business relationships and profitability goals, instead of poring through static paper reports and Excel files. Actionable information on daily business operations is available by 8:00 a.m., and there is more information at hand – real business intelligence.

The ability to precisely track all of this information – all of the "moving parts" in the myriad of products, service plans, customers and carriers – has a direct effect on InPhonic's revenues, for forecasting and planning as well as reconciliation of commissions. Moreover, the ability to visualize daily sales performance by carrier, product, accessories, plans and more allows InPhonic to better track and adjust promotions and sales strategies quickly as needed to meet targets.

There are so many variables in our business, our KPIs must be very focused, up-to-date, accurate, and entry points for quick drilldowns to investigate underlying causes of results. We have those capabilities with QlikView, which will increasingly improve performance for InPhonic and our partners," said Korsower. "In the future, our business will be even more complex. We are very confident in our QlikView applications being able to grow with us and, in fact, help to accelerate our growth."

Product names mentioned are the trademarks of their respective companies.